



# Property Marketing Plan





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## Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Selling your home at or above market value.
- Achieving the sale within your preferences for timing.

## Audience

The target audience for your home is prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. We'll use information such as photos, videos, and details about your home as the main benefit or value to attract the audience. This information will help them determine if your home meets their criteria and give them the opportunity to express their interest.

## Positioning

The message's positioning is the main theme in marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar homes for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

*Example: Newly Constructed One Level Home with No Step Entry and Open Floor Plan!*



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## Calls to Action

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- *Schedule a Tour* – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is "See This Home."
- *Ask A Question* – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- *Learn More* – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include "See More Photos," "Watch More," and "Get Address & Details."

## Metrics

We utilize performance-based marketing practices to monitor and improve results as our campaigns are implemented. The following measurements (metrics) will be tracked during this campaign:

- *# of search views (Merritt-re.com Realtor.com and Zillow.com)*
- *# of landing/detail page views (Merritt-re.com Realtor.com and Zillow.com)*
- *# of inquiries about listing*
- *# of showings*



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## Assets

Our full-service marketing includes the creation of the following assets to use in our marketing campaign for your home:

- Professional Real Estate Photography
- Full Property Tour Video
- Drone Aerial Video/Photography Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative (Copy, Design & Video)
- YouTube Ad Creative (Copy & Video)
- Digital & Print Property Flyers

## Distribution

Your home will be marketed to the following platforms and audiences:

- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook Audiences (expressed real estate interest)
- YouTube (active real estate searchers)
- Local Newspaper via Open House and/or Auction Ads
- Proprietary Email List



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## Schedule

Description	Frequency / Timing
Professional CMA report to establish price and timeframe	Prior to Start
Professional Real Estate Photography Assets	Prior to Start
Full Property Video Assets	Prior to Start
Drone Aerial Photography/Video Assets	Prior to Start
Sign Posted in Front Yard	Once at Start
Property Published to merritt-re.com	Once at Start
Property Flyer posted to Facebook Business Page	Weekly
Photos & Videos Posted to Facebook Business Page	Weekly
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Local Area	Ongoing
New Listing Email Announcement to Email List	Ongoing
Listing Posted in Multiple Listing Service (MLS)	Ongoing
Listing Syndicated to Popular Home Search Sites	Ongoing
Open House Campaign & Event	Monthly
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Monthly