



# Real Estate Marketing Strategy

Your Company Name



# Agenda for Real Estate Marketing Strategy



Creating new marketing plan to increase in qualified leads

01



To get as many qualified buyers through new marketing plan

02



Assigning new budget for new marketing plan

03



Add text here

04



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## 01

### Current Situation

- Actual Performance and Targets
- Effect of Current Marketing Plan

# Overall Objectives & Goals - Actual Performance and Targets



This template covers the target performance and actual performance of the real estate business. It includes comparison based on number of deal closed, average listing price, gross income, sales volume, number of buyers or clients closed etc.



<b>Actual Performance 20XX — Income</b>	<b>Actual Target for 20XX — Income</b>
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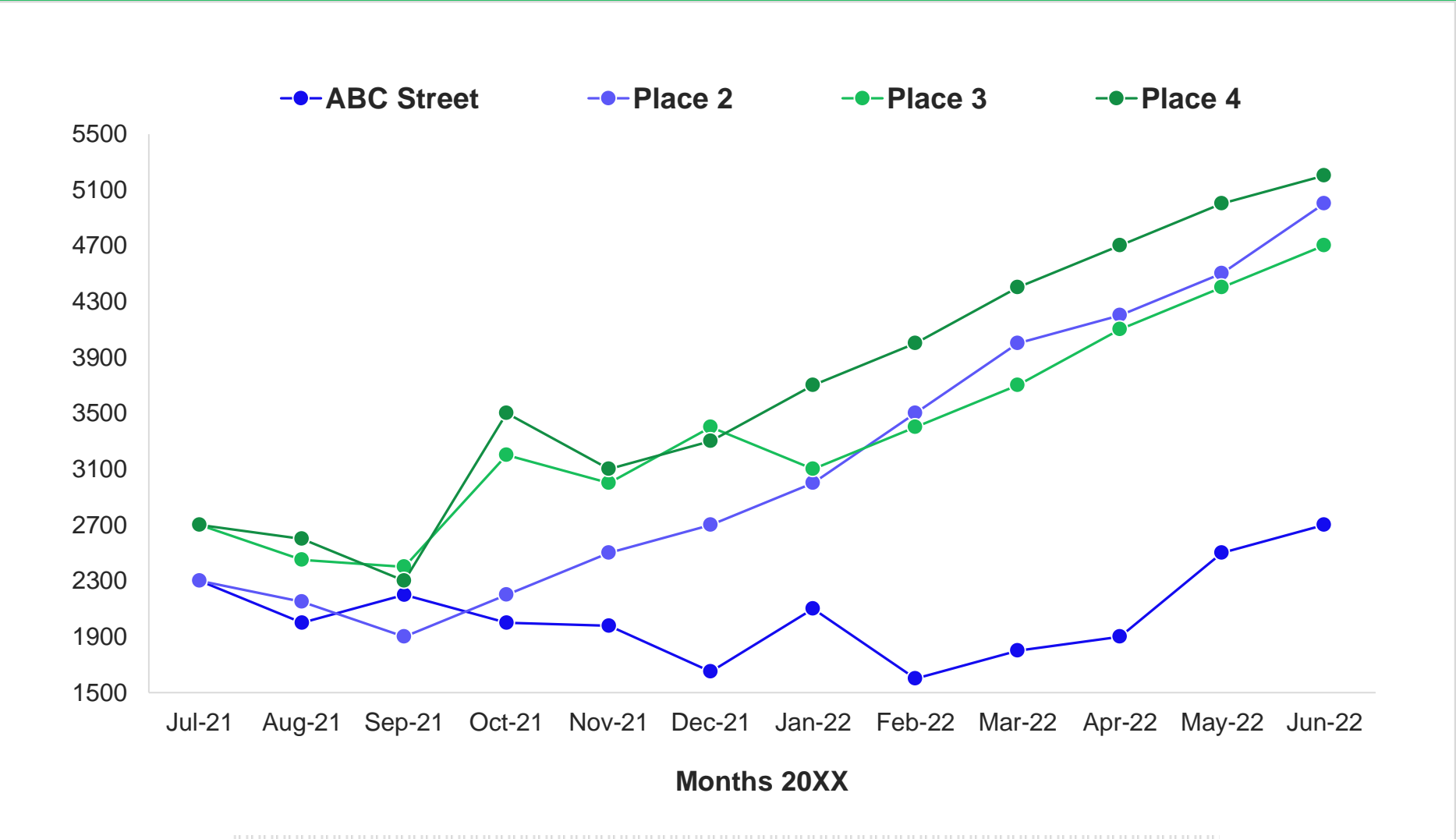
10	<b>Number of Deals Closed</b>	16
\$325,000	<b>Average Listing Price</b>	\$325,000
7	<b>Number of Buyer/ Clients Closed</b>	9
3	<b>Number of Seller Clients Closed</b>	7
\$4,250,000	<b>Sales Volume</b>	\$6.8 million
\$127,500	<b>Gross Commission Income (GCI)</b>	\$204,000
\$63,750	<b>Gross Income</b>	\$102,000
-\$9600	<b>Total Marketing Costs</b>	-\$14,400
<b>\$54,150</b>	<b>Net Income</b> (gross income minus total marketing costs)	<b>\$87,600</b>



# Effect of Current Marketing Plan - Volume of Sales



This template covers the effect of current marketing plan causing decrease in volume of sales.,



## Takeaways

- Average property prices across the ABC streets showed an annual decrease of 6.6% in December 21XX
- Add text here
- Add text here
- Add text here

# Table of Contents for Real Estate Marketing Strategy



**02**

**Our Vision and Objectives**

**03**

**Our Team**

**04**

**Our Objectives and Marketing Goals**

# Real Estate Company Vision and Objectives



This template covers the specifically, do we want our real estate business to achieve or accomplish in the midterm and long-term?



## What is Our Vision?

We plan to provide real estate services for target clients, so that they feel physically and mentally associated with us, not just during process home buying or selling, but even beyond closing, so that they can't wait to tell their friends and family about us.



## Our Objectives

- In order to bring as many interested buyers to your property before it is sold!
- To get the maximum dollar value possible for the property with the least amount of problems and in an effective way.
- Sell each of X new homes within **60** days of construction; all by September **20XX**.



	March	April	May	June	August
<b>Construction Completed</b>	3	3	3	3	-
<b>Inquiries (20:1)</b>	80	60	60	40	-
<b>Viewings (10:1)</b>	40	30	30	20	-
<b>Sales Contracts</b>	-	3	3	3	3



# Our Team for Real Estate Marketing



This template covers marketing team roles and responsibilities for real estate business such as track trends and monitor competition along with generate client leads to buy, sell, and rent property.



Name	Roles	Responsibilities
Blair	Property Researcher	<ul style="list-style-type: none"> <li>○ Searching for new (and helpful) marketing' tools</li> <li>○ Generate client leads to buy, sell, and rent property.</li> <li>○ Counsel clients on market conditions, prices, and mortgages.</li> </ul>
Jenny	Add Text Here	<ul style="list-style-type: none"> <li>○ Track trends and monitor competition</li> <li>○ Develop a competitive market price by comparing properties.</li> <li>○ Create lists for real estate sale properties, with information location, features, square footage, etc.</li> </ul>
Charles	Real Estate Agent	<ul style="list-style-type: none"> <li>○ Coordinate efforts with those of the marketing partners of the company</li> <li>○ Show properties to potential buyers and renters.</li> <li>○ Present purchase offers to sellers.</li> <li>○ Facilitate negotiations between buyers and sellers.</li> </ul>
Dan	Add Text Here	<ul style="list-style-type: none"> <li>○ Add text here</li> <li>○ Add text here</li> </ul>



# Real Estate Marketing Goals and How to Achieve them



This template covers company's marketing goals such as increase the market awareness of our personal brand and get more seller clients along with objectives and how to achieve these goals

## Goal



**Increase the market awareness of my personal brand**



**Get more seller clients**



**Complete six more transactions than last year**

## How to Achieve this Goal

- Increase my purchase of local newspaper ads and run more targeted Facebook ad campaigns.
- Buy raise sales ads to create leads for sellers.
- Increase spending on door hangers and direct delivery.
- Set a plan to call up further FSBO lists and expire.
- Buy raise sales ads to create leads for sellers.
- Improve our CRM through ABC sales company, for more effectively cultivate leads and contacts.
- Set a schedule to call more FSBO and expired listings.



## 05

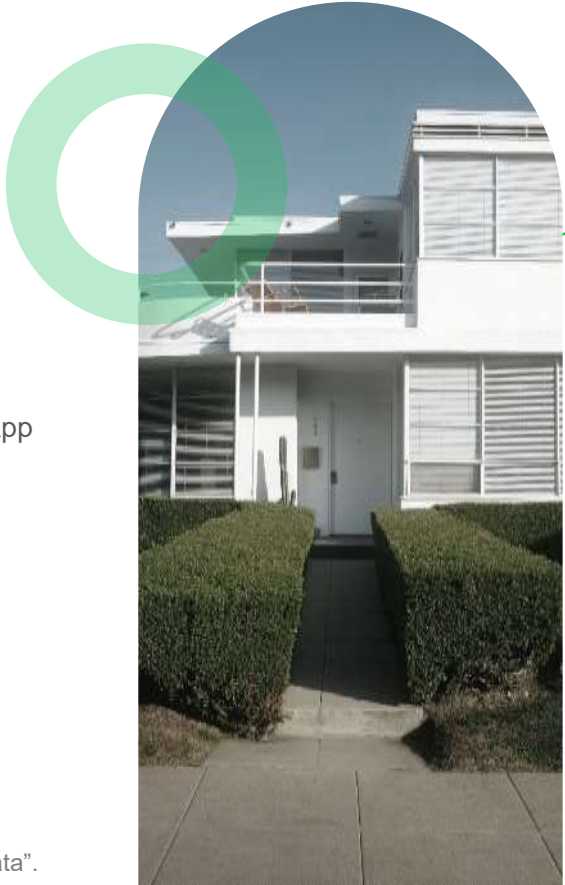
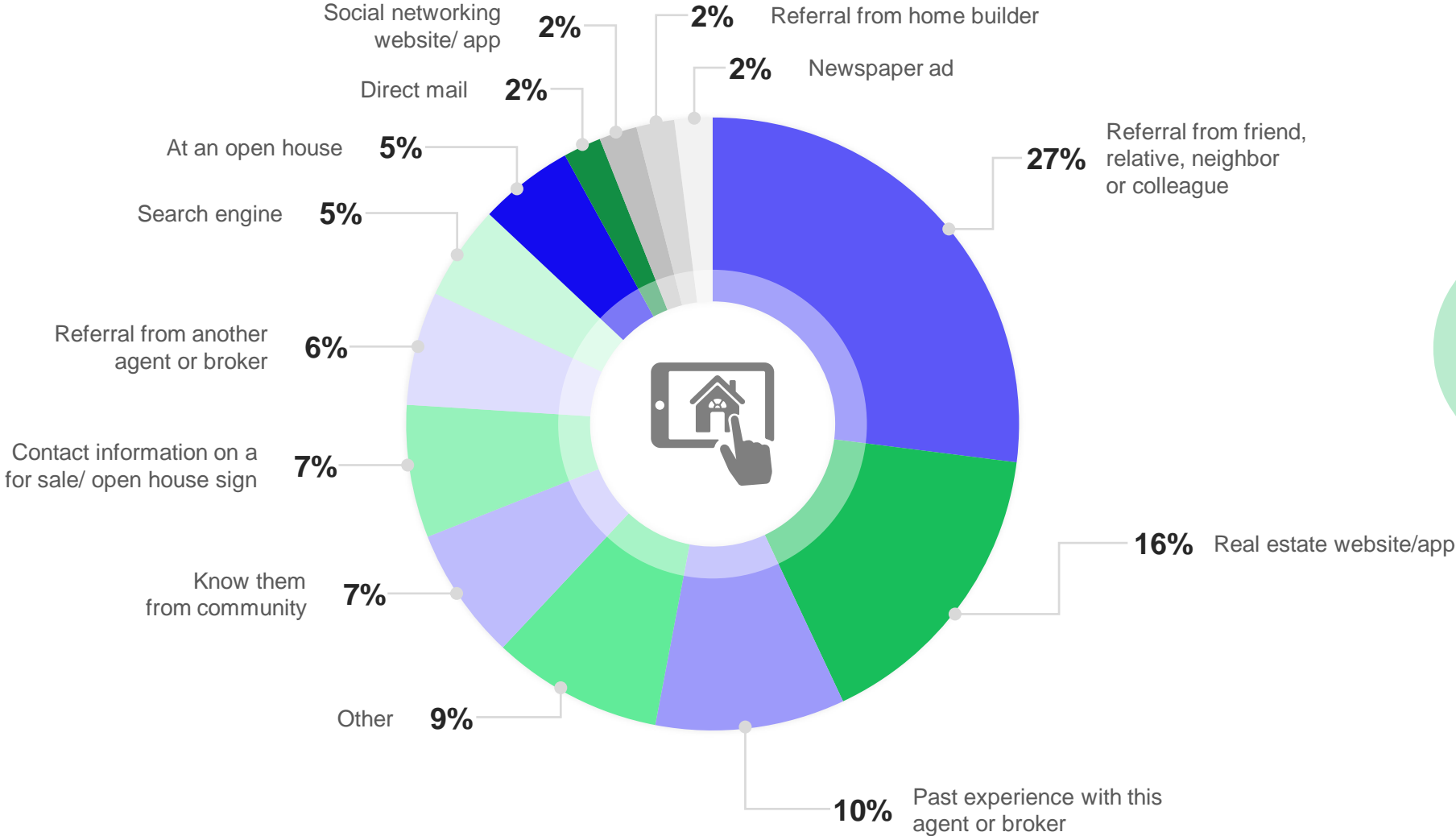
### Identification and Analysis

- How Buyers Find their Agents
- Target Markets

# How Buyers Find their Agents



This template covers the research result of company conducted to know the preferences of the clients/ buyers/ sellers etc.



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

# Target Market - Market Segmentation



This template covers Segmentation is done on the basis of the mentioned parameters such as geographic, demographic, psychographic and referral etc.

## Geographic

Where they work, where they live, where they buy

- Employees of general hospital
- Residents of the spring hill public housing development
- Downtown renters
- Add text here
- Add text here
- Add text here
- Add text here

## Demographic

Target markets: gender, race, age, income, family size

- Single- female headed households
- African american families
- Latino families
- Single women without children
- Young couples and singles
- Add text here
- Add text here
- Add text here

## Psychographic

Target markets: lifestyle, motivating factors

- Life stage buyers, such as empty nesters, growing families, out of college, etc
- Alternative lifestyles
- Active lifestyles
- Historic home buffs
- Add text here
- Add text here
- Add text here

## Referral

Target markets

- Real estate agents
- Lenders
- Homebuyer counselors
- Friends and family of existing neighbors
- Past customers
- Add text here
- Add text here
- Add text here
- Add text here





## 06

### Identify your Target Client

- Target Customer
- Target Buyer Client Persona
- Target Seller Client Persona

# Target Customer in Real Estate Marketing



This template covers details about who specifically be company's target customers such as First-time home buyers, Home sellers, renters and details about them such as where do they live, their preference etc. along with the strategy

**Who, specifically, is our target customer?**

First-time home buyers      Home sellers      Renters      Other (e.g., relocations, retirees, investment properties, etc.)



## What is our target customer's story?

Question	Answer	Our Strategy
Where do they want to live?	Add text here	Add text here
What is their age?	Add text here	Add text here
What is their annual household income?	Add text here	Add text here
What is the household makeup?	Add text here	Add text here
What do they want from their home?	Add text here	Add text here
What are their feelings and concerns about searching for and purchasing their home?	Add text here	Add text here

# Target Buyer Client Persona



This template covers buyer clients persona including location age, income, home buying experience, family size, interested in which type of house and political affiliations etc.

A blue circular icon with a white location pin symbol.	<b>Location</b>	Lives in or is relocating to the Hutson/Northport area
A green circular icon with a white family silhouette symbol.	<b>Age</b>	30-45
A blue circular icon with a white dollar sign and hand symbol.	<b>Combined Income</b>	Annual income of <b>\$150,000+</b>
A green circular icon with a white house and hand symbol.	<b>Home Buying Experience</b>	First-time local homebuyers or relocation clients from Manhattan
A blue circular icon with a white family silhouette symbol.	<b>Family Size</b>	Average size of four
A green circular icon with a white grid of four squares, each containing a different activity symbol.	<b>Common Interests and Hobbies</b>	Youth soccer, sailing, boating, outdoor activities, cultural activities, antiques and art
A blue circular icon with a white house and people symbol.	<b>Interested in</b>	Three-bedroom-plus home valued at around <b>\$500,000+</b>
A green circular icon with a white ballot box symbol.	<b>Political Affiliation</b>	Leans Democratic



# Target Seller Client Persona



This template covers seller clients persona including location age, income, home buying experience, family size, interested in which type of house and political affiliations etc.



## Location



## Age



## Combined Income



## Home Selling Experience



## Family Size



## Common Interests



## Political Affiliation

➤ Owns property in Hutson/Hutson Bays/Northport

➤ **60-72**

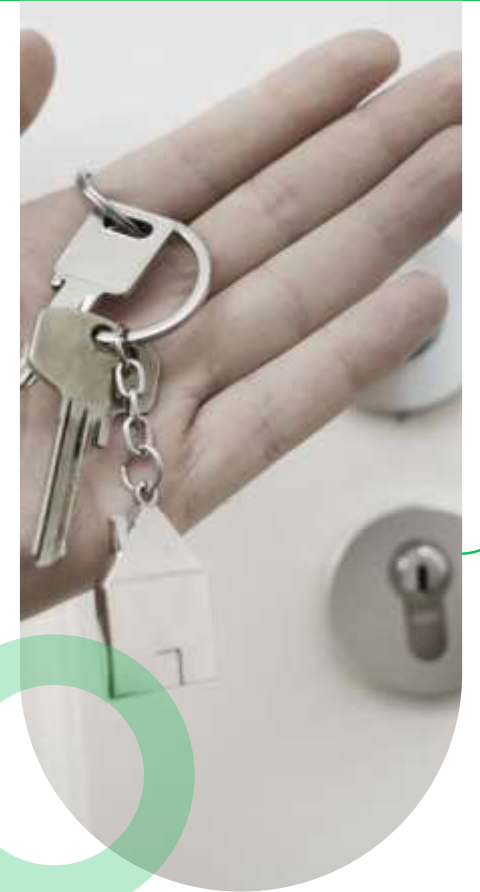
➤ Retired, fixed income of **\$100,000+**

➤ First- or second-time sellers

➤ Children no longer living at home

➤ Antiques, boating and sailing

➤ Leans conservative





## 07

### Self Evaluation

- Unique Selling Proposition
- What Differentiates us from our Competition?
- SWOT Analysis



# Unique Selling Proposition(USP)



This template covers unique selling point of the real estate company what we offer that no one else does.



## What do we offer that no one else does?




For	Home Buyer Clients	(Target Customer)
Who need	To find and purchase their first home	(The problem/challenge we solve)
[Our company]'s	Personally guided process	(Product/solution)
Provides	Quick and painless home purchases	(Quantified benefits)
At	6% commission	(Explicit price)
Unlike	XYZ Real Estate Inc	(Our competition)
We do this by	Combining our broad business experience and a strong understanding of the needs and concerns of our clients	(How do we do it)
As demonstrated by	We receive consistently high number of listings and referrals.	(Proof points)



# What Differentiates us from our Competition?



This template covers how company specifically differentiate ourselves from our competition? How do we know if it's working?



**What steps do we take to maintain that differentiation?**

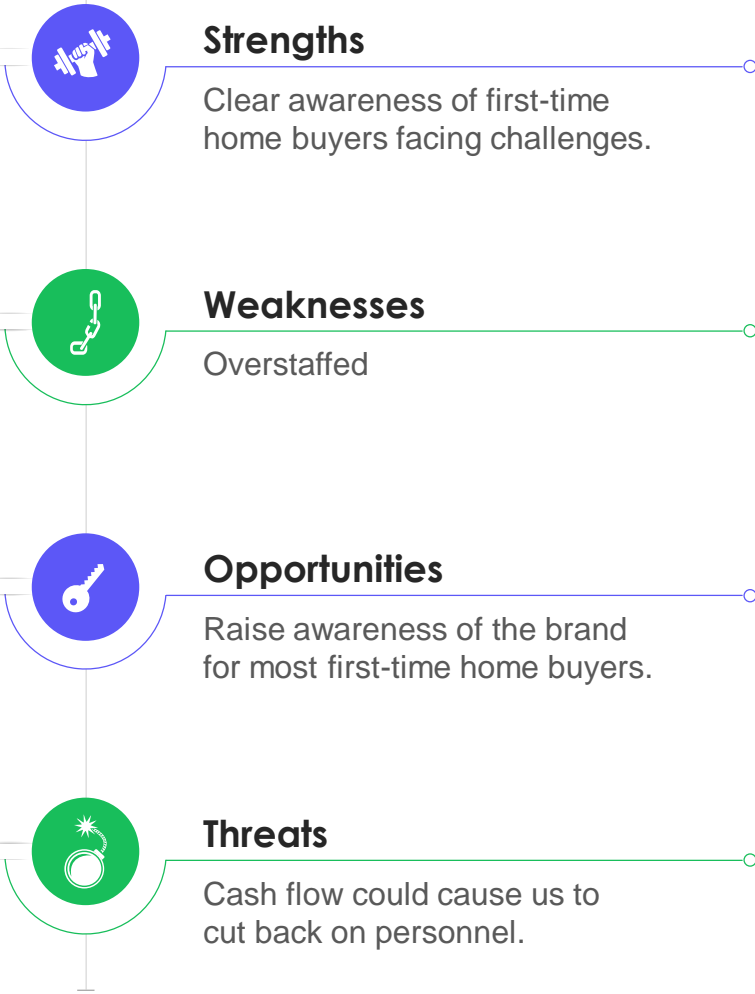


Differentiator	How we do it	We know it's working because	How to maintain it
First-time home buyer expertise	Our top three purchaser agents blend XX + years of experience with first-time home buyers.	XX% of our first-time home buyer customers last year suggested they had talked with another company before signing with us.	<ul style="list-style-type: none"> <li>○ Hold at least three staff officers with this experience</li> <li>○ Lifelong learning</li> <li>○ Using the messages in our ads</li> </ul>
Add text here	Add text here	Add text here	Add text here
Add text here	Add text here	Add text here	Add text here

# Real Estate Company SWOT Analysis



This template covers strengths, weaknesses, opportunities, and threats to real estate businesses.



### How to Leverage

- Develop a "stuff to remember when buying your first home"
- Offer first-time home buyers a seminar
- Devise a strategy to capture information for those attending
- Promote blog and social media lectures
- Keep seminar at the earliest opportunity

### How to Overcome

- Add text here
- Add text here
- Add text here

### How to Seize

- Add text here
- Add text here
- Add text here

### How to Eliminate

- Add text here
- Add text here
- Add text here





## 08






## Evaluating Competitors

- Competitive Analysis
- Plan to Capitalize on Competitors' Weaknesses

# Competitive Analysis for Real Estate Marketing Plan



This template covers real estate company's primary competition for this market and why? How will we address the challenges?

Competitor	Strengths	Weaknesses
 XYZ Real Estate Inc	<ul style="list-style-type: none"><li>○ In service for xx years</li><li>○ Multiple purchasers and sellers, and authorized assistants</li></ul>	<ul style="list-style-type: none"><li>○ Stay focused on luxury homes</li><li>○ Website crowded with difficult to reach contact details</li></ul>
 Competitor 2	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>
 Competitor 3	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>
 Competitor 4	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>
 Competitor 5	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>



# Our Plan to Capitalize on Our Competitors' Weaknesses?



This template covers real estate company's plan to bring advantage to their company through competitors weakness etc.

Competitor	Weaknesses	Our Plan to Capitalize
01 XYZ Real Estate Inc	<ul style="list-style-type: none"><li>○ Stay focused on luxury homes</li></ul>	<ul style="list-style-type: none"><li>○ We'll include homes of low to medium range in our listings</li></ul>
02 Competitor	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ We'll publish blog posts on how to spot diamonds in the raw, decide how much home you need and measure mortgages</li></ul>
03 Competitor	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ We'll be holding a seminar to find the best house</li></ul>
04 Competitor	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>
05 Competitor	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>	<ul style="list-style-type: none"><li>○ Add text here</li><li>○ Add text here</li></ul>



## 09

## Marketing Planning

- Marketing Materials
- Marketing Plan Outreach Tactics
- Marketing Strategies Checklist
- Marketing Calendar
- Digital Engagement Budget
- Marketing Milestones and Lead Generation
- Lead Conversion
- Marketing Timeline

# Real Estate Marketing Materials



This template covers real estate company's marketing materials and methods that will be used to reach our target audience

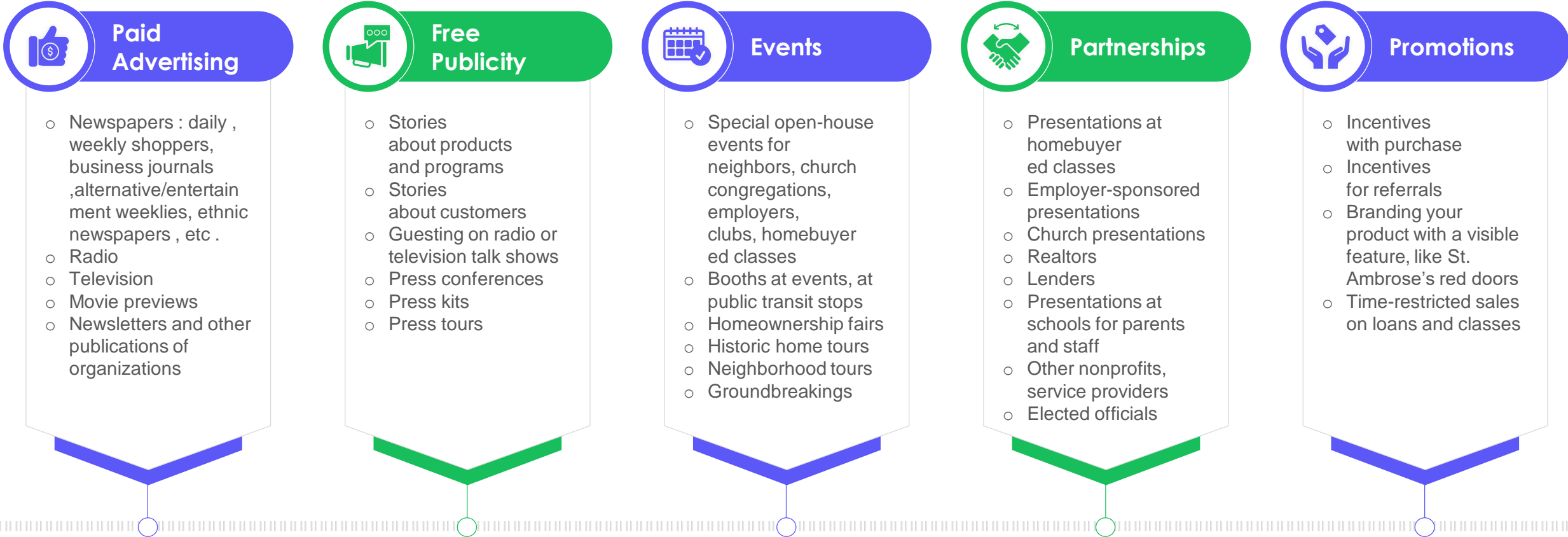


Resource	Key Features	Notes	Budget
Our own website	Lists of at least five pictures each, blog posts, comments, white papers, feeds for MLS and IDX	Refresh content monthly	\$X,000
Social media	Add text here	Add text here	\$X,000
Website:	Add text here	Add text here	\$X,000
Website:	Add text here	Add text here	\$X,000
Website:	Add text here	Add text here	\$X,000
Website:	Add text here	Add text here	\$X,000
Online advertising on a related site	Add text here	Add text here	\$X,000
Email drip campaigns	Add text here	Add text here	\$X,000
Newspaper ads	Add text here	Add text here	\$X,000
Direct mail	Mailing list building tools available at mail chimp, develop a database of our customers, and define a mailing list comprised of likely prospects.	Add text here	\$X,000
Regular blog or contributor to another writing platform	Add text here	Add text here	\$X,000
Brochures	Add text here	Add text here	\$X,000
Media kit	Add text here	Add text here	\$X,000
Business cards, flyers, door hangers ,giveaways, newsletter, holiday cards, video.	Add text here	Add text here	\$X,000

# Real Estate Marketing Strategies Checklist



This slide covers real estate marketing strategies such as paid advertising, free publicity, events, partnerships and promotions



# Real Estate Marketing Plan Outreach Tactics



This slide covers real estate social media marketing plan along with strategy, and outreach tactics.



## Strategy

- Use social media outlets to drive traffic on website
- Create customer base for future sale.
- Become trusted source for information about all real estate properties,
- Add text here
- Add text here
- Add text here



## Outreach Tactics

- Create twitter account and send out daily content about products on application.
- Create facebook page and tie in twitter and instagram updates.
- Create weekly caption content to increase number of facebook fans
- Create weekly content on blog that automatically populates the facebook page, twitter account and instagram.
- Create web page and give away free trainer in exchange for email ID. Use that information to send initial email offers.
- Add text here



# Real Estate Marketing Calendar



This slide covers real estate 4 quarters marketing calendar including sales goals, local marketing techniques, public events, social media campaigns etc.,



	Quarter 1					Quarter 2					Quarter 3					Quarter 4																																												
	January		February			March			April		May			June		July			August		September			October		November			December																															
Enter date of Monday each month	4	11	18	25	-	1	8	15	22	29	7	14	21	28	-	4	11	18	25	-	2	9	16	23	30	6	13	20	27	-	4	11	18	25	-	1	8	15	22	29	5	12	19	26	-	3	10	17	24	31	7	14	21	28	-	5	12	19	26	-
<b>Sales Goal</b>																																																												
Sales Actual																																																												
<b>National Marketing</b>																																																												
Banner Ads																																																												
<b>Local Marketing</b>																																																												
Newspaper																																																												
In-Store Marketing																																																												
POP																																																												
<b>Public Rotations</b>																																																												
Events																																																												
Sponsorships																																																												
Press Releases																																																												
<b>Social Media</b>																																																												
Twitter																																																												
Facebook																																																												
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Website																																																												
Mobile App																																																												
Mobile Alerts																																																												
<b>Advertising</b>																																																												
Online																																																												
Print																																																												
Outdoor																																																												
Radio																																																												
Television																																																												
<b>Market Research</b>																																																												
Surveys																																																												
Impact Studies																																																												

# Real Estate Marketing Digital Engagement Budget



This slide covered marketing budget for various categories such as content creation, social advertising, social engagement, software/tools, promotions and contests.

Budget Category (Type/Description)	In-house Expense (Fixed/Percent)	Outsource Expense (Fixed/Percent)	Total Category (Fixed/Percent)	
 <b>Content Creation</b>	(\$ per hour x hours per month)	# piece content x \$ per piece/project)	\$	%
Writing			\$	%
Graphics			\$	%
Video			\$	%
 <b>Social Advertising</b>		(\$ per hour x hours per month)	\$	%
(Social Channel_1)	(N/A)		\$	%
(Social Channel_2)			\$	%
(Social Channel_3)			\$	%
 <b>Social Engagement</b>			\$	%
(Social Channel_1)	(\$ per hour x hours per month)	(\$ per hour x hours per month)	\$	%
(Social Channel_2)			\$	%
(Social Channel_3)			\$	%
 <b>Software/Tools</b>		(\$ per month)	\$	%
Monitoring	(N/A)		\$	%
Scheduling			\$	%
Analytics			\$	%
 <b>Promotions / Contests</b>	(\$ per campaign)	(\$ per campaign)	\$	%
(Campaign 1)			\$	%
(Campaign 2)			\$	%
(Campaign 3)			\$	%
<b>Total</b>	<b>\$</b>	<b>%</b>	<b>\$</b>	<b>%</b>

Covers in house or outsourced time to write and design plus costs of the photos and video.

Paid costs for reach per social channel such as Facebook, twitter, LinkedIn, etc.

Time costs for trainers or employees to listen and respond to talk per channel.

Monthly costs for social media monitoring and other automation software services

Costs for prizes, discounts, etc. add totals/ month and calculate percent of total.



# Our Marketing Milestones and Calculating the Return on Lead Generation



This slide covers real estate company most effective methods of lead generation along with kind of return we see from each



Increase in website traffic for the year 22XX



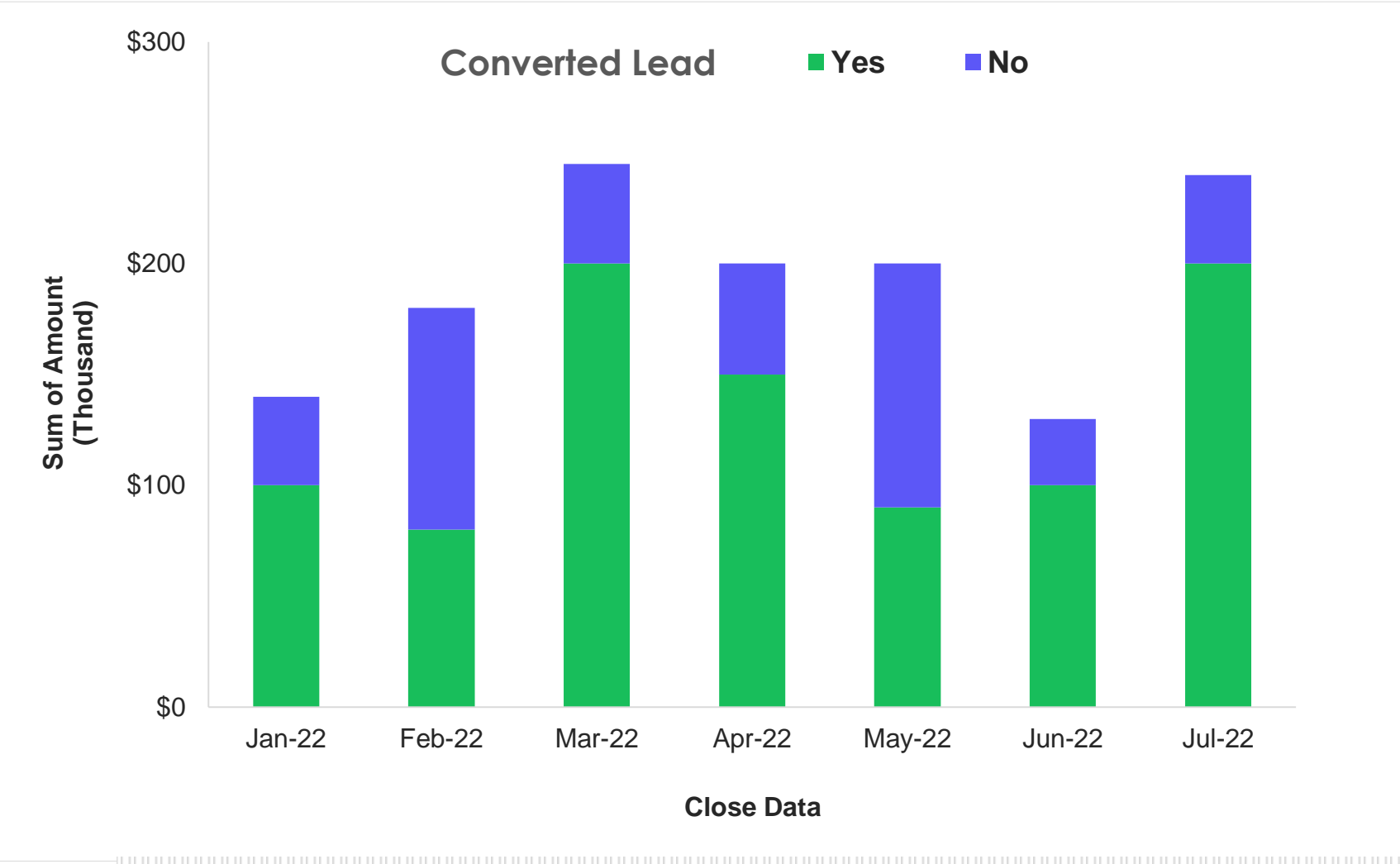
Increase in leads through online methods during each quarter of 22XX

Tactic	Generates Leads per year	Average Close Rate	Average Selling Price	Average Commission	Return
Website	360	0.025	\$250,000	0.03	\$67,500
Advertising, Print					
Publication					
Publication					
Advertising, Online					
Resource					
Resource					
Online Pay-per-click					
Advertising, Broadcast					
Tv					
Local Radio					
Monthly Bulletins					
Lender Partnerships					
Referrals, Personal					
Reviews					

# Real Estate Marketing Plan Lead Conversion



This slide covers real estate company's marketing plan lead conversion methods and status of converted and non converted leads



### What is our primary method of converting leads into clients?

- We invite leads to our offices for a meeting-and-greet / info meeting
- Using it to arrange [home buyer leads] shows or a [home seller leads] listing show
- We'll follow up in 24 hours. We'll invite them to our monthly "Tips & Tricks on Real Estate" sessions



### What other methods do we use to convert leads?

- Structure sales teams for speed
- Monitor your sales pipeline
- Add text here

# Real Estate Marketing Timeline



This slide covers real estate company's marketing plan timeline including national marketing, local marketing, public relation social media marketing etc.

Campaign Type	Additional Info	Phase One			
		Week 1	Week 2	Week 3	Week 4
<b>National Marketing</b>					
Banner Ads 01	Details Here				
Banner Ads 02	Details Here				
<b>Local Marketing</b>					
Web Ads 01	Details Here				
Web Ads 02	Details Here				
<b>Public Relations</b>					
Press Release	Details Here				
Webinars	Details Here				
<b>Content Marketing</b>					



# Table of Contents for Real Estate Marketing Strategy



**10** Project Yearly Sales Forecasts

**11** Customer Service KPI's

**12** Measuring Performance

**13** Effect of New Real Estate Marketing Strategy

# Project Yearly Sales Forecasts



This template covers real estate company's breakdown of projected sales for this year and for the next three years?

Forecast	1 Year	2 Year	3 Year
Agent Sales	Text Here	Text Here	Text Here
Broker Sales	Text Here	Text Here	Text Here
Referrals	Text Here	Text Here	Text Here
Other	Text Here	Text Here	Text Here
Total Sales	Text Here	Text Here	Text Here



# Real Estate Customer Service KPI's

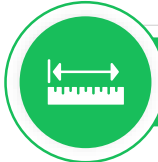


This template covers real estate company's Key performance indicators that are used to measure customer services for real estate company



## Service

- ▶ Response time to incoming queries
- ▶ Selecting listings for home buyer clients
- ▶ Response time to incoming queries
- ▶ Following up with home buyer clients on homes they expressed interest in
- ▶ Listing presentations for seller clients
- ▶ Post-sale follow-up: 1 month, 6 months, 1 year



## Measurement

- ▶ Less than one minute regardless of whether it comes in by phone or email.
- ▶ Add text here  
Add text here
- ▶ Add text here  
Add text here
- ▶ Add text here  
Add text here
- ▶ Add text here  
Add text here
- ▶ Add text here  
Add text here

# Real Estate Marketing Plan - Measuring Performance



This template covers KPI's to measure the performance of marketing efforts where to focus was time and resources to meet the goals. tracks what works and what doesn't work, company can improve the strategies and tactics etc.

## Question

01

What are our key marketing success metrics?

02

What will success look like for each?

03

How will we measure our marketing performance?

04

Who will determine if and how we will change our approach?

05

How often will we measure our marketing performance?

06

How shall we make our performance visible to the entire business?

07

How will we evaluate our customer service?  
How often?

08

How will we measure customer satisfaction?

## Measurement

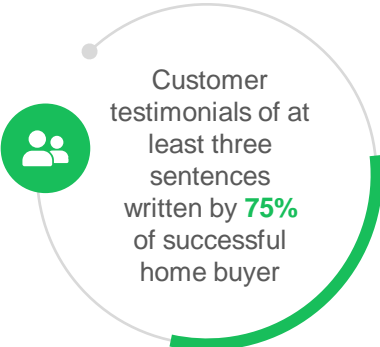
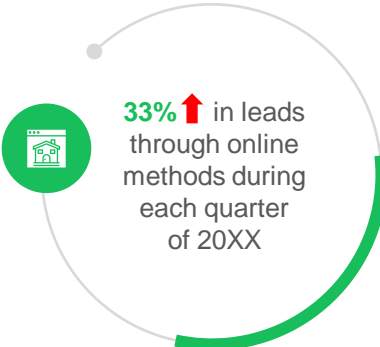
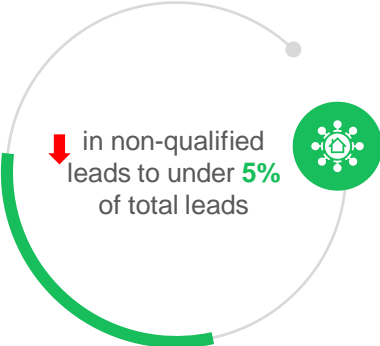
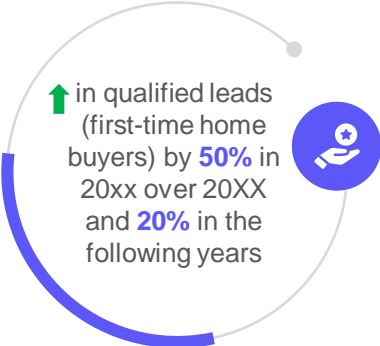
- Increased website traffic and online lead generation
- Add text here
- Add text here
- Add text here
- Add text here
- Add text here
- Add text here
- Add text here



# Effect of New Real Estate Marketing Strategy



This template covers effect after implementing new marketing strategies and plan for the real estate business such as increase in qualified leads and decrease in clients switching





## 14

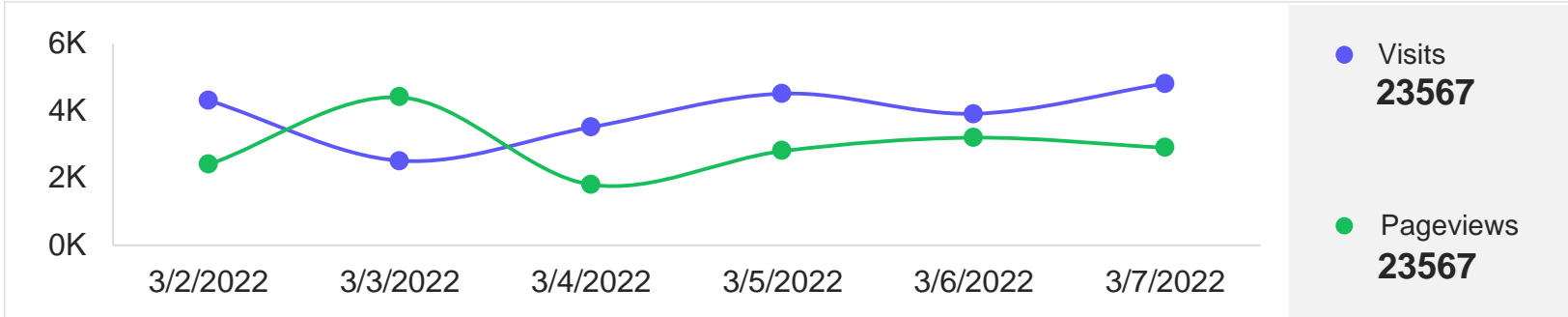
## Dashboards

- Real Estate Marketing Dashboard
- Sales Performance Dashboard

# Real Estate Marketing Dashboard



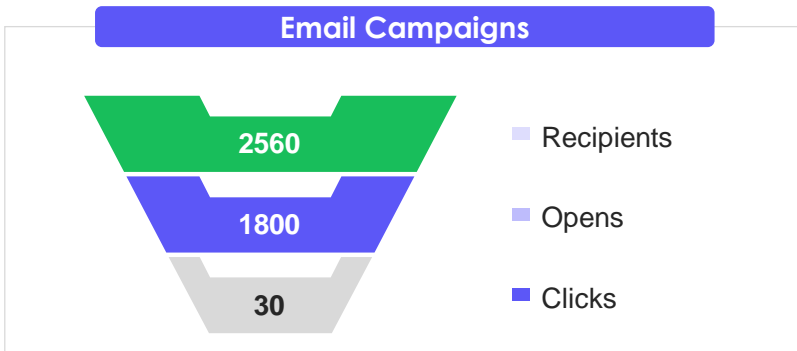
This template covers KPI dashboard for real estate marketing plan including website visitors, page review, top referrals, traffic sources, email campaign etc.



### Vantage Point

VANTAGEPOINT.COM [Visit Site](#)

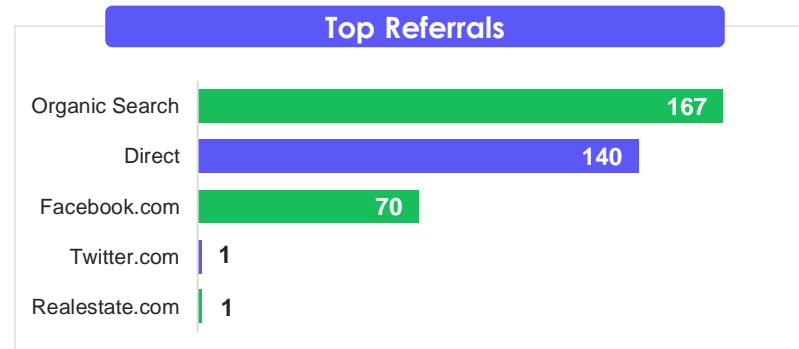
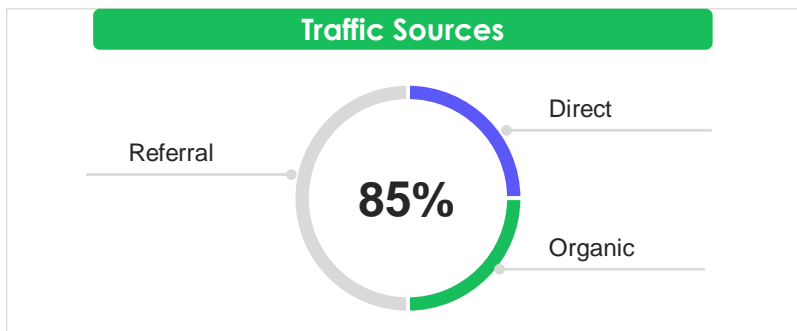
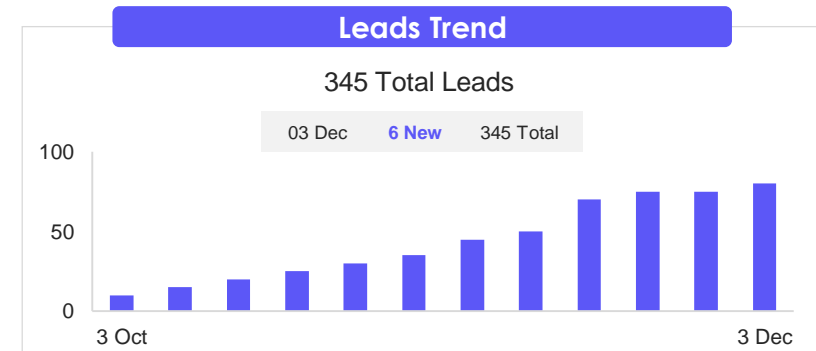
★ **Get the most out of Sharplaunch!**  
Is abella, your website is looking great! Further improve it with these suggestions



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Total Document Views

**470**  
EXECUTED CA



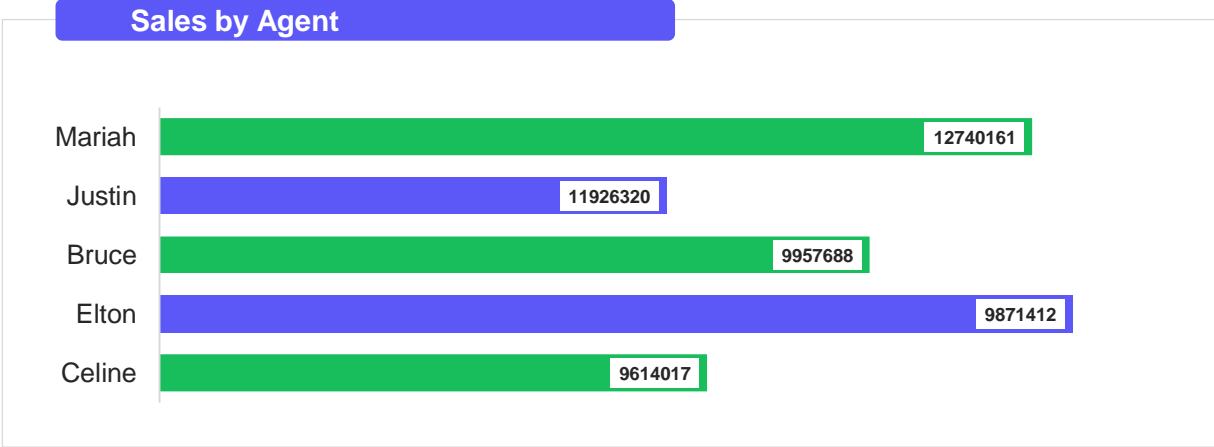
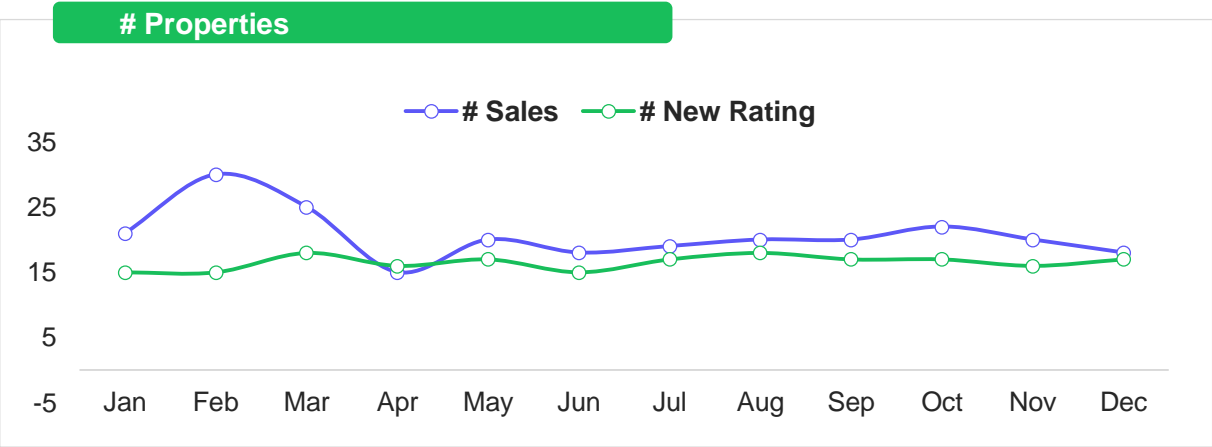
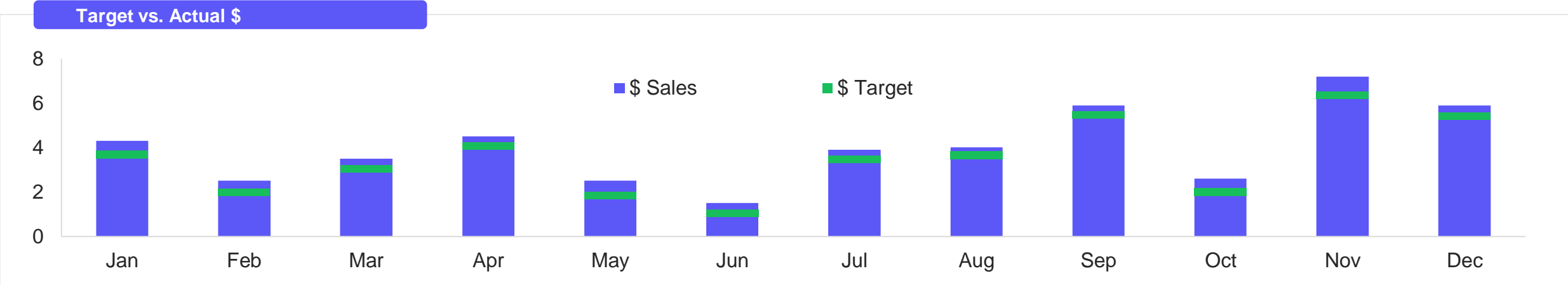
### Desktop vs Mobile

Desktop	223	86%
VS		
Mobile	100	14%

# Real Estate Sales Performance Dashboard



This template covers real estate marketing plan KPI's including metrics such as targets vs actual sales , properties sold , sales by agents etc.



**396**  
# Listings

**181**  
# Sales

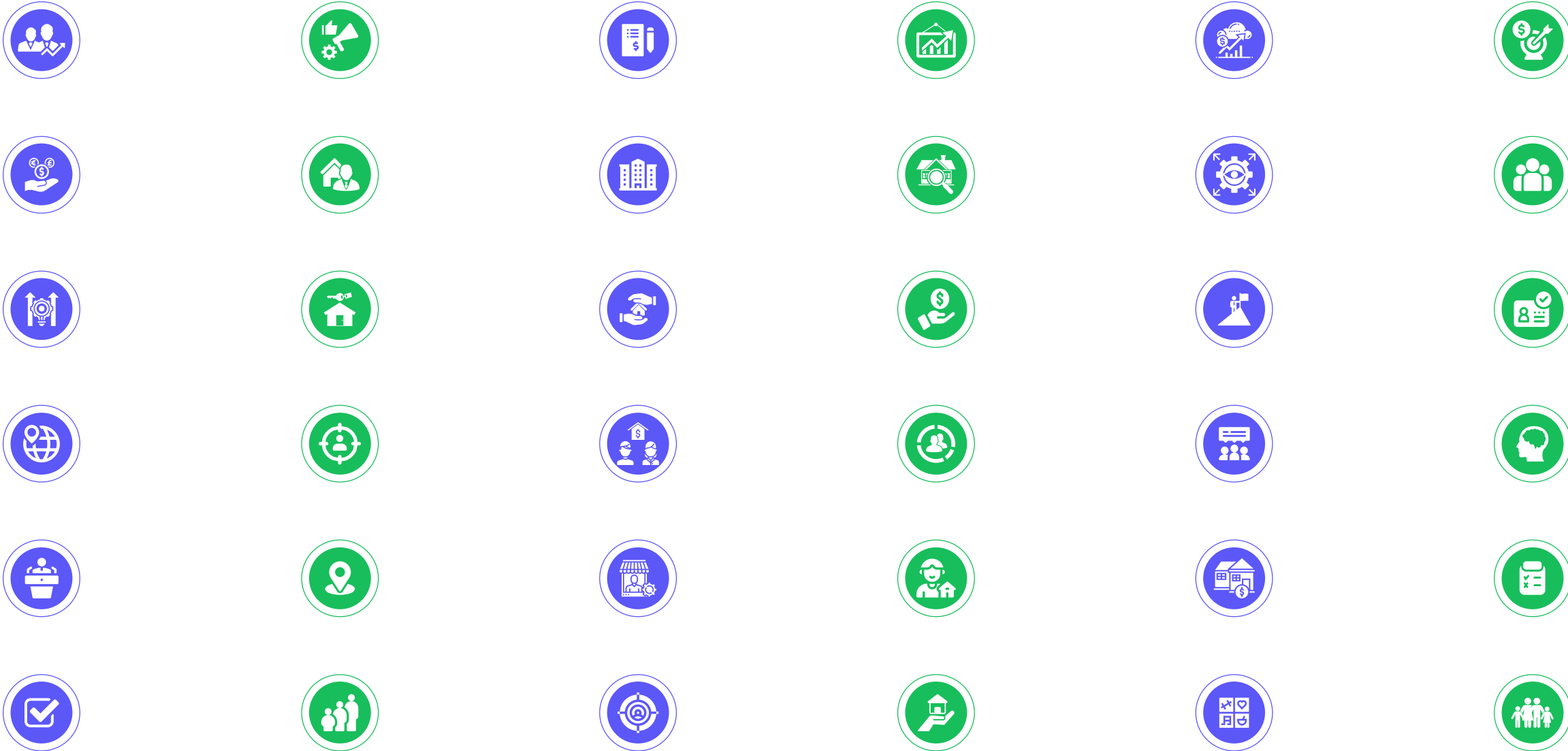
**54 109 598**  
\$ Sales

**51 000 000**  
\$ Target

**106%** ●  
Target vs. Actual \$

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

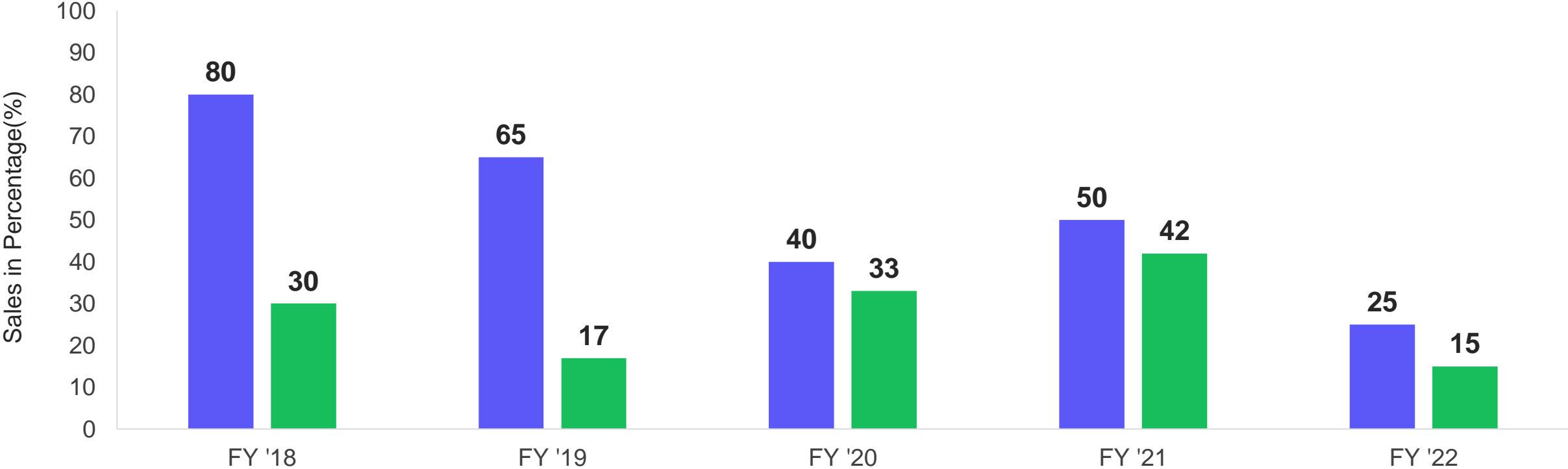
# Icons Slide for Real Estate Marketing Strategy





# Additional Slides

# Custom Combination Chart



### Product 01

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

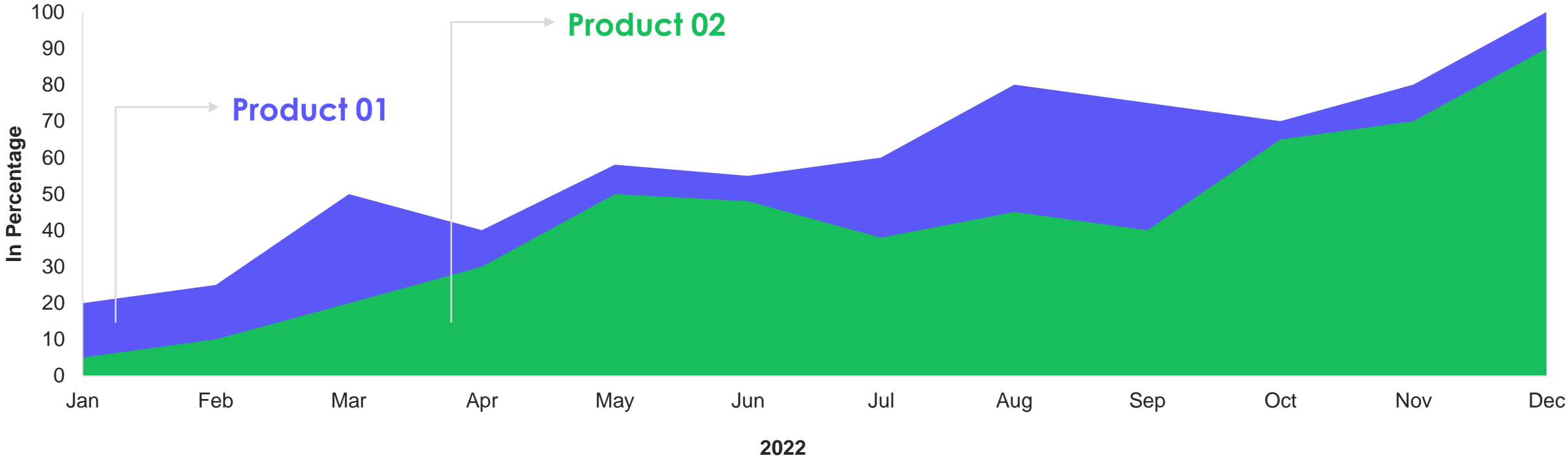


### Product 02

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# Area Chart



### Product 01

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### Product 02

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# About Us



## Professional

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## Creative

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## Talented

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## 30 Days

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## 60 Days

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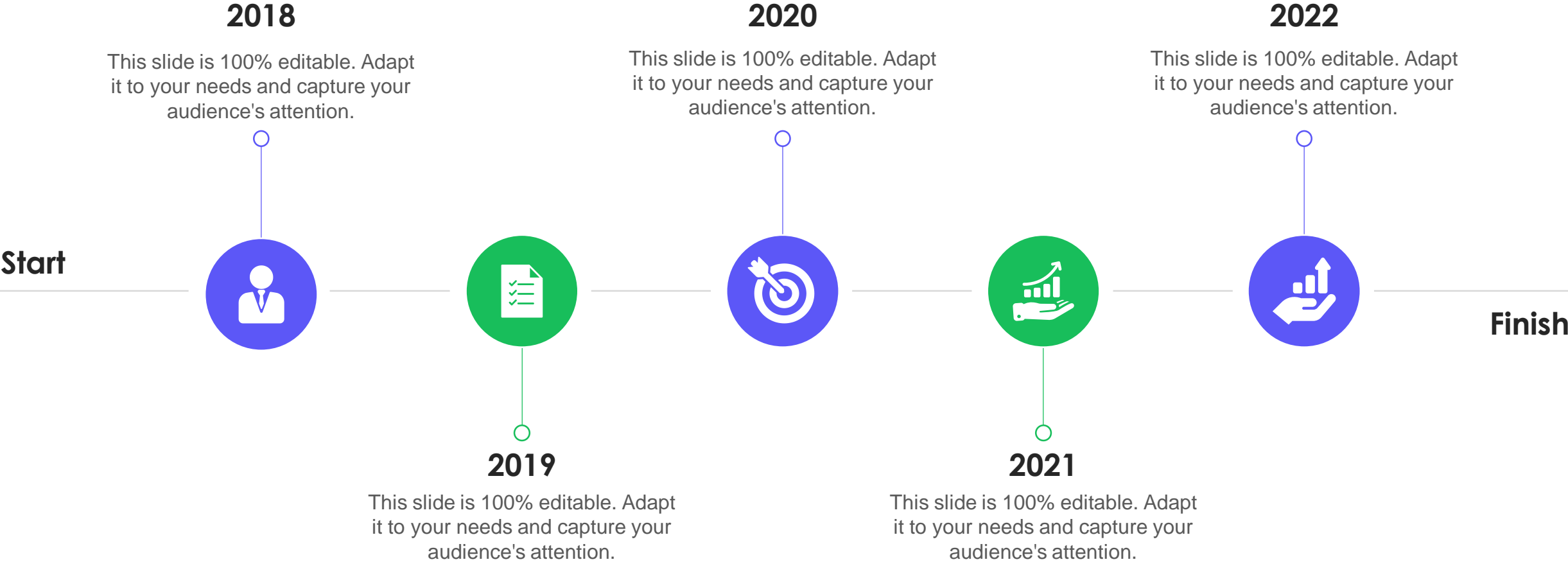
## 90 Days

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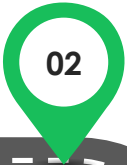
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# Magnifying Glass



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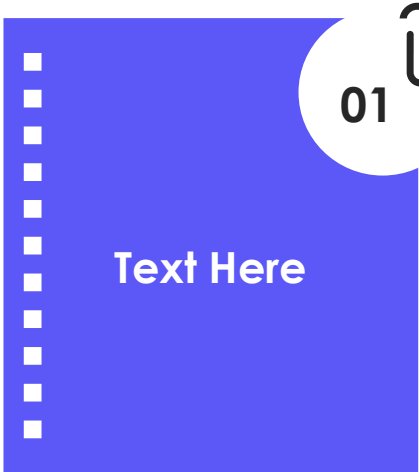


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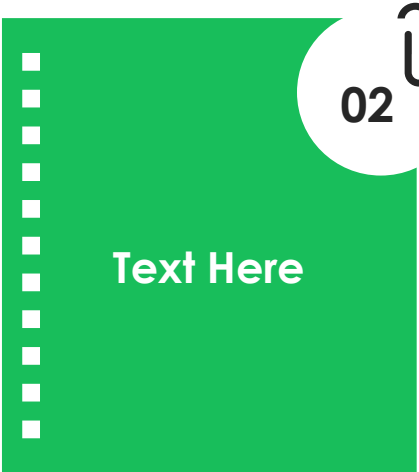
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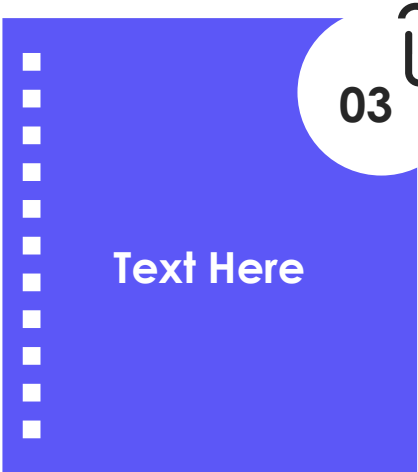
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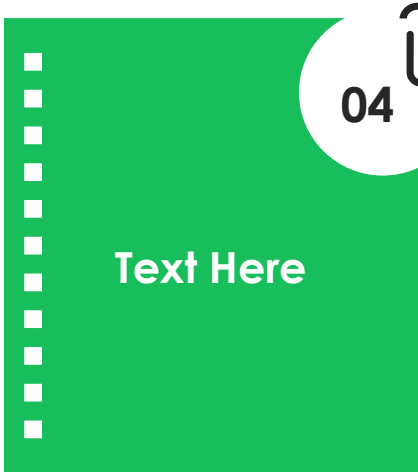
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# Thank You

