

Marketing Plan Strategy & Tactics

Stage 1: Marketing Basics (Mandatory)

- Basic Principles in Sales/Marketing
- Basic Principles in Online Marketing
- Facebook Marketing using your Personal Profile
- Listings Marketing Plan
- Database in Place
- Database Marketing System using 23 touches type of campaign
- Buyer/Sellers Systems
- Trulia, Zillow, LinkedIn & Yelp profiles and maintenance
- Networking & Community Engagement Plan
- Professional profile pictures
- Pro Business Cards & Real Estate Signage

Stage 2: Advanced Marketing (Optional)

- Introduction to Content Marketing basics
- Marketing using Video
- Creating blog articles
- YouTube marketing
- YouTube channel set up
- Agent Websites using WordPress
- Expired, Canceled, & FSBO campaigns
- Divorcee & Absentee Owner campaigns
- Just Sold/Listed Campaigns
- iPad & DocuSign

Stage 3: Braveheart “FREEDOM” (Optional)

- Running Facebook Ads & Dark Post campaigns
- Zillow, Trulia, & Realtor.com advertising
- Google Ad Words campaigns
- Social media paid ad campaigns on Pinterest, Twitter, or Instagram
- Client Appreciation Parties