MARKETING PLAN

STAGE 1: BASIC

1. TRADITIONAL MARKETING

- BASIC PRINCIPLES IN SALES/MARKETING
- DATABASE MARKETING PLAN - 23 TOUCHES BY GARY KELLER
- BUYER/SELLER SYSTEMS
- NETWORKING - COMMUNITY ENGAGEMENT PLAN
- BUSINESS CARDS, PROFILE PHOTOS, & RE SIGNAGE

2. ONLINE MARKETING

- BASIC PRINCIPLES IN ONLINE MARKETING
- FACEBOOK PERSONAL PROFILE MARKETING
- ONLINE PROFILES MANAGEMENT: ZILLOW, TRULIA, LINKEDIN, YELP, ETC.
- LISTINGS MARKETING PLAN

STAGE 2: ADVANCED

1. TRADITIONAL MARKETING

- FSBO, EXPIRED, CANCELLED LISTINGS CAMPAIGNS
- DIVORCE/ABSENTEE OWNER CAMPAIGNS
- JUST SOLD/JUST LISTED CAMPAIGNS
- DOOR KNOCKING CAMPAIGNS
- CLIENT PARTIES & COMMUNITY EVENTS/SPONSORSHIPS

2. ONLINE MARKETING

- INTRODUCTION TO CONTENT MARKETING
- WEBSITE / WORDPRESS
- YOUTUBE & VIDEO MARKETING
- CREATING CONTENT WITH BLOGGING AND VIDEO CREATION
- ZILLOW, TRULIA, REALTOR.COM ADVERTISING

STAGE 3: BRAVEHEART

1. TRADITIONAL MARKETING

- ADVANCED MEGA CLIENT PARTIES AND COMMUNITY EVENTS/SPONSORSHIPS
- TRADITIONAL RADIO ADVERTISING

2. ONLINE MARKETING

- ADVANCED FACEBOOK MARKETING
- GOOGLE AD WORDS
- PAID ADVERTISING ON SOCIAL MEDIA (PINTEREST, INSTAGRAM)
- PODCASTING

agent redefined: