

Social Media Marketing Tactics:
Using Your Network to Cast the Profit Net
Template: Mini-Marketing Plan
(for Real Estate Client)

Business Objective:

- Generate new clients
- Keep existing clients

Audience:

Internet users interested in purchasing or selling a home in the San Diego area in the next five years

Strategy:

- Use social media outlets to drive traffic to web site
- Raise public interest in San Diego as a place to live
- Create customer base for future sales
- Become trusted source for information about San Diego in general and real estate market in particular

Outreach Tactics:

- Create Twitter account and send out daily content about local businesses, school and community events, fun stuff and occasionally - homes for sale
- Create Facebook page and tie in Twitter updates
- Create weekly caption contest to increase number of Facebook Fans
- Create weekly content on a blog that automatically populates the Facebook page, Twitter account
- Create web page and give away free local guide in exchange for emails. Use this information to send initial email offers
- Partner with other San Diego businesses to generate leads and promote event through Facebook, Twitter, Public Calendars, Meet-up groups, Flickr

Deadline for Implementation:

December 2010 – Set up accounts and begin creating daily content

March 2010 – Create first event with business partners and promote it with social media

Analytics:

- Number of web hits
- Number of emails collected on website
- Number of Facebook Fans
- Number of Twitter followers
- Number of people that attend special events
- Number of referrals from social media friends
- Number of relationships created
- Number of homes bought/sold