

# PROPERTY MARKETING PLAN

MARKETING YOUR HOME FOR A SUCCESSFUL SALE

*Troy Schlicker*

You only have one chance to make a first impression with the consumer.

Marketing your home isn't as simple as posting it online and throwing a "For Sale" sign in your yard.

Our goal when marketing your home is to increase awareness, attract interest, and get more potential buyer through the door.

# MARKETING PLAN

## 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 are 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, video, 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 the 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 home 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: Rare \$800K River Place family home in top school district.*



# 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."



Ninety-five percent of home buyers used the internet to search for homes.

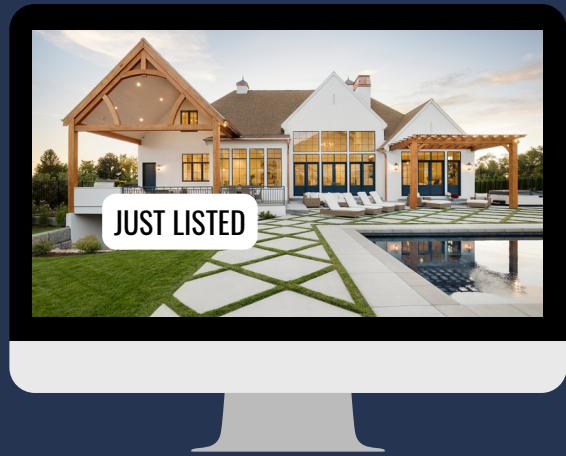


Photos was the most useful website feature to nearly 9 in 10 buyers under the age of 57

# Metrics

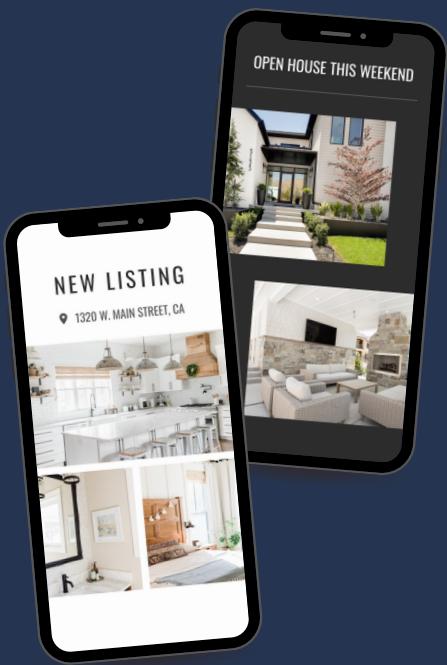
We utilize performance-based marketing practices to monitor and improve results as our campaigns are implemented. The following measurements (metrics) will be tracked during this campaign:

-  Number of Listing Ads Views
-  Number of Landing Page Views
-  Number of Listing Inquiries
-  Number of Showings



# Marketing

Our full-service marketing may include the following creative to use in our marketing campaign for your home:



- Professional Photography
- Full Property Tour Video
- Highlight-Feature Social Posts
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page
- Facebook Creative (Copy, Design & Video)
- Instagram Creative (Copy, Design & Video)
- YouTube Creative (Copy & Video)
- Mobile-friendly Creative

## Distribution

Your home may be marketed on the following platforms:



# Schedule

Depending on the circumstances and available creative, the following table reflects A SAMPLE Promotional Schedule that may be used to find a buyer for your home.

Description	Frequency / Timing
Sign Posted in Front Yard	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to YouTube Channel	Once at Start
Agent Door Knocking with Printed Flyer	Once at Start
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	Ongoing
Google Display Ads to Active Real Estate Searchers	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
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Account	Weekly
Metrics Evaluation & Campaign Adjustments	Weekly
Open House Campaign & Event	Monthly
Agent Feedback Report from Buyer Tours	Monthly

## About Us

Troy understands that selling your home is a huge emotional and financial undertaking; and that every homeowner's journey is unique. Our team is able to provide outstanding personalized service. That doesn't just mean negotiating a successful deal but exceeding our client's expectation of service, knowledge and communication through the process.

Our knowledge of Austin, the real estate market, and effective marketing strategies have earned our client's trust by delivering results on their real estate goals and needs.

We use technology and experience to make your next move easy and enjoyable.



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TRUSTED ADVISOR FOR  
AUSTIN REAL ESTATE

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