



PROPERTY MARKETING PLAN

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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 is 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, videos, 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 central theme in the marketing for your home. It represents the distinct value your home offers compared to its market competition. 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 highlighting features compared to other similar homes for sale, connecting those features to the current trends in buyer preferences, and crafting the narrative to communicate the distinctive value your home offers.

Example: 2-Bedroom, 2-bathroom high-rise luxury condo located in the most coveted corner of the building with stunning views of the Westside...

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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 homebuying 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.”

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:

- # of views of listing ads
- # of landing page views
- # of inquiries about listing
- # of showings

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ASSETS

Our full-service marketing includes the creation of the following assets to use in our marketing campaign for your home:

- Window Cleaning Service
- Professional Photography
- Full Property Tour Video
- Drone Aerial Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Property-specific Branded and Unbranded Websites
- Facebook Ads Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- Digital & Print Property Flyers
- Property Postcard Mailers

DISTRIBUTION

Your home will be marketed to the following platforms and audiences:

- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook & Instagram Ad Audiences (expressed real estate interest)
- Proprietary Email List
- Postcard Mail Drop (Every Door Direct Mail)

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SCHEDULE

1.	Window Cleaning Services Scheduled & Completed	Once at Start
2.	Photography & Videography Scheduled & Completed	Once at Start
3.	Photography & Videography Edited	Once at Start
4.	Branded & Unbranded Websites Created & Content Uploaded	Once at Start
5.	Landing page created on Real Estate Company Home Page	Once at Start
6.	Photos & Videos Posted to Facebook Business Page	Once at Start
7.	Photos & Videos Posted to Instagram Business Account	Once at Start
8.	Listing Posted as Coming Soon in Multiple Listing Service (MLS)	Once at Start
9.	Facebook Ad Campaign to Real Estate Interested	Ongoing
10.	Instagram Ad Campaign to Real Estate Interested	Ongoing
11.	New Listing Email Announcement to Proprietary Email List	Ongoing
12.	Listing Posted as Active in Multiple Listing Service (MLS)	Ongoing
13.	Listing Syndicated to Popular Home Search Sites	Ongoing
14.	Just Listed Postcard Mail Drop-Every Door Direct Mail (EDDM)	Once at Start
15.	Open House Campaign & Events	Biweekly
16.	Metrics Evaluation & Campaign Adjustments	Weekly
17.	Agent Feedback Report from Buyer Tours	Biweekly



ABOUT US

Dave Shorter Real Estate is a boutique firm that specializes in providing unparalleled service focused on the most important aspects of buying or selling real estate:

Value Whether buying or selling, this is the foundation of real estate. My firm has a depth of experience and level of precision that is unique to the industry.

Education I founded my firm with the first principle that all of my clients are like family and that each bond is forever. I aim to empower all of my clients with an understanding and keen perspective of real estate that will provide them with a lifetime of wealth-building opportunities.

The Process My firm has experience on all sides of real estate transactions, from lending to appraisal to every part of the real estate transaction. All of the steps in the process are carefully explained to demystify the experience, and we employ best-in-class technology to make the process as seamless as possible

[Photography/Video Marketing Example Cherrywood Court Highland](#)

[Property Website Example Ocean Blvd Long Beach](#)

[Dave Shorter Real Estate Reviews](#)