



# PROPERTY MARKETING PLAN

**RE/MAX**  
CROWN REAL ESTATE

OVERVIEW OF THE CAMPAIGN AND TECHNOLOGIES USED TO  
PROMOTE AND SELL YOU HOME

# WEEK ZERO

PRE LAUNCH TECH:  
SEO, FACEBOOK, INSTAGRAM ADS,  
PROFESSIONAL PHOTOS AND VIDEO



Pre-launch activities are designed to seed the marketplace, optimize for SEO, and position the property for the best possible impression. So much of the marketing campaign rests on the consumer's ability to find your property online, and to find it with the right information.

Professional photos and videos are taken, coming soon campaign is created, and the home is cleaned and staged.

You only have one chance to make a first impression with the consumer. Many agents and brokerages stumble on this step and cost their sellers real money when buyers don't value the home enough to make reasonable offers or even bother to come see it in person.

# WEEK ONE

CAMPAIGN LAUNCH:  
SEARCH PORTALS, MLS,  
FOR SALE SIGN, EMAIL AND TEXT BLAST



Launch activities build on the Pre-launch phase by “announcing” the property’s availability through a combination of online and offline channels. The property is listed on the MLS(r) system, its emailed and texted out to all potential buyers and all realtors. The FOR SALE sign is erected, lockbox installed, property website is created, and the property is listed online.

Using online marketing to connect with consumers and offline marketing to connect with Real Estate agents, your property gets the necessary exposure to prospective buyers.

# WEEK TWO

ANALYSIS TECH:  
FACEBOOK REPORTING,  
GOOGLE ANALYTICS, FEEDBACK



Throughout the campaign we will continue checking the data, and evaluating whether the message and images are getting the impressions and click through rates (CTR) within the desirable ranges.

We will constantly test and make adjustments as necessary. We also enlist your help as the home seller.



# WEEK THREE

OPTIMIZATION:  
FACEBOOK AND SOCIAL ADS,  
MLS SEARCH, OPEN HOUSES

During this stage of the campaign, we will let the efforts from the previous weeks do their work to get traffic and views. We continue running targeted buyer ads and video ads.

If a decision to hold an open house is made, preparation and marketing for it will also take place.

# WEEK FOUR

PERFORMANCE TECH:  
FACEBOOK ADS, INSTAGRAM AND  
SOCIAL MEDIA, MOBILE MARKETING



All social media, paper, and internet ads are continued. There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed so that a steady stream of interest is being generated, while ongoing promotion will make sure your property is getting in front of both consumers and agents.

# WEEKS FIVE- EIGHT

MARKETING:  
FACEBOOK ADS, SOCIAL MEDIA,  
PORTALS, MOBILE MARKETING,  
ONLINE VIDEO, EMAIL, TEXT, SEO.



Over the course of the remaining weeks, we will continue getting your property in front of potential buyers. We continue testing, improving, and repeating our marketing techniques until the home is SOLD for the most money and the right conditions.

Throughout this process, we will check in with you and provide you with bi-weekly reporting on the online and offline traffic, feedback, and results that our marketing produces.