

# Marketing Plan Template

## INTERNET MARKETING

### The Multiple Listing Service:

- Entered within hours of taking listing
- Multiple photos - Minimum of 15 or more!
- Ongoing updates to keep information current
- Virtual tour or YouTube video

### Internet Exposure On The World's Leading Real Estate Web Sites:

- Realtor.com
- AZCentral.com
- Trulia.com
- CyberHomes.com
- Zillow.com
- Olx.com
- Google.com
- Craigslist.com
- FrontDoor.com
- And more!!
- OpenHouse.com

### Featured Listing On My Personal Web Site:

- Multiple Photos and full description
- Virtual tour or YouTube video

### International Exposure Around The World:

- Your property listed on TheInternationalRealty.com
- Your property will be viewed by buyer and Realtor around the world

### Social Media Exposure:

- Facebook.com
- Twitter.com
- YouTube.com
- Flickr.com
- Photobucket.com



facebook

## MARKETING TO REALTORS

- Customized eFlyer with multiple photos, distributed to 1,000s of active realtors.
- All showing agents contacted for feedback and buyer interest
- Phone calls to select Realtor with buyers looking in your area

## PRINT AND DIRECT MAIL

- Just listed post card to surrounding neighborhoods and interested buyers
- Color brochures inside and outside your property
- QR codes on all print media for viewing your property on Smart Phones
- Magazine listing in Homes & Land or Arizona Republic

## OPEN HOUSES

- Open houses on Saturdays or Sunday
- Broker open house
- Limo tours
- Open house advertised on web sites and MLS before the event

## THE BASICS

- High tech yard sign with QR codes
- Property pricing expertise
- Negotiating expertise
- Market knowledge
- Ongoing communication regarding Realtor comments, request for showings and all offers

## OUTSIDE RESOURCES

- Professional photography
- Full service virtual tour services
- Graphic design services
- Multiple panoramas
- Multiple still photos - Minimum of 15 photos or more!!