

# Real Estate Marketing Plan Template

For best results, use once per quarter. Return to the marketing plan template, reassess your data, and make adjustments to any elements in this template as needed.

## 1. Research Your Market

Geographic Farm Area #1	
Average DOM	
Absorption Rate	
Median Price	
Average Demographics	
Additional Info	

Geographic Farm Area #2	
Average DOM	
Absorption Rate	
Median Price	
Average Demographics	
Additional Info	

Geographic Farm Area #3	
Average DOM	
Absorption Rate	
Median Price	
Average Demographics	
Additional Info	

## 2. Know Your Competition

Who are my top competitors in my geographic farm areas?

Agent Name + Brokerage	Niche	Most Successful Medium

## 3. Your Mission, Vision, and Values Statement

### Mission

### Vision

### Values

## 4. Your Ideal Client

BUYER PERSONA	
Age	
Income	
Family size	
Own or rent? How long?	
Personal buying/selling history	
Tech savviness	
Education level	
Values	
Hobbies	
Interests	

SELLER PERSONA	
Age	
Income	
Family size	
Own or rent? How long?	
Personal buying/selling history	
Tech savviness	
Education level	
Values	
Hobbies	
Interests	

## 5. Your Unique Selling Proposition (USP)

Conduct a SWOT analysis to uncover your USP.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Identify what makes you unique. What can you provide that no one else can?

**USP:** Think of your USP as your single statement elevator pitch.

## 6. Real Estate Marketing Strategies

DIGITAL MARKETING CHANNELS	Action
Website	
SEO Strategies	
Social Media Marketing	
Email Marketing	
TRADITIONAL MARKETING	Action
Direct Mail	
Values	
Print Advertising	
Networking Events	
Open Houses	
Outdoor Advertising	
EMERGING TECHNOLOGIES	Action
Virtual Tours + Augmented Reality	
Influencer Collaborations	

## 7. Formulate a Budget Marketing Plan

REAL ESTATE MARKETING BUDGET					
Strategy	Projected Monthly Leads	Average Close Rate	Cost per Month	Net Profit	Return on Investment (ROI) <i>(net profit divided by cost)</i>
Website					
Landing Page					
Website Builder					
Email Marketing					
CRM					
Email templates					
Print Marketing					
Newsletter					
Postcards					
Flyers					
Business cards					
Brochures					
Signs					
General Advertising					
Google					
Listing websites (Zillow Trulia, etc.)					
Pay-Per-Click Ads					
Billboards					
Promotional Items (Pens, Bags, Shirts, etc.)					



REAL ESTATE MARKETING BUDGET					
Strategy	Projected Monthly Leads	Average Close Rate	Cost per Month	Net Profit	Return on Investment (ROI) <i>(net profit divided by cost)</i>
Social Media Advertising					
Instagram					
Facebook					
LinkedIn					
YouTube					
TikTok					
Twitter					
Yelp					
Social media automation services					
Purchasing Leads					
General Lead Generation Service					
Buyer Lead Purchase					
Seller Lead Purchase					
Other					
Events					
Charity Sponsorship					

## 8. Set Your Goals & Timeline

Your goals should be concrete and measurable. Track your progress by implementing action steps to help you reach your goals.

Long-term Goal	Timeline to Reach	Action Steps Needed
		1.
		2.
		3.
		4.
Short-term Goal	Timeline to Reach	Action Steps Needed
		1.
		2.
		3.
		4.
Short-term Goal	Timeline to Reach	Action Steps Needed
		1.
		2.
		3.
		4.

## 9. Create a Marketing Calendar

Download The Close's [Real Estate Marketing Calendar for 2024](#) and use it to schedule your entire year of marketing content.



## 10. Implement Your Marketing Plan

Create a realistic timeline for your marketing plan. Set a date to assess and readjust your marketing.

Goal	Deadline

## 11. Track Your Progress

Evaluate your efforts based on market data. Make adjustments as needed based on your results.

Action	Result