ABC Real Estate Marketing Plan

*Note: this template is provided for use by members of InvestorCarrot – it assumes that you already have a website proven to convert leads, so it is focused only on driving traffic to that site. If your site’s conversions are not proven, you will have to build a lead generation system from scratch before proceeding on this plan.*

*To get the most use from this sample plan, you’ll need to edit the plan to reflect your market and your business. You’ll probably need to do extra research and spend some time making tough choices. It’s hard, but good strategic planning really pays off.*

What are your goals?

*Your goals should be SMART – Specific, Measurable, Achievable, Realistic and Timely.*

*Example: “Making money” is not a SMART goal, whereas “I want to make $100,000 in 2015” could be SMART if can be realistically achieved, but it is specific, measurable and timely.*

What impact do you want to have on your communities?

*Do you have a purpose that connects your business to your market? What will it look like if you accomplish your mission? Write it down – that’s your impact statement, and it’s very powerful to share with people (and a very useful way to overcome objections).*

**Is your market saturated with similar offers, or is it ripe with opportunity?**

*How big is your market, and what % do you need to reach in order to accomplish your $ goals?*

*If you’re in a huge metro market, don’t try to “specialize in everything” – it’s a mistake. You’ll get better results from honing down on a specific area where you can be “known” in the neighborhood as an expert resource, or focus on a specialty niche, such as short sales and foreclosures, so you can outperform the others who are competing for the business.*

*If you’re in a too-small market, the amount of wholesaling transactions you may need to reach your goals may exceed the amount of activity in the market. It’s very important to make sure that demand in your market is strong enough to sustain your business.*

**How tough is your competition?**

*Get specific and conduct a competitive analysis. Learn everything you can about the current offers competing with yours, reputations, types of transactions, and results that your local competition has achieved.*

**Who is your ideal target?**

* Motivated Sellers
* Cash Buyers
* Rent-to-Own Tenants

*Try to be very specific – what are your ideal types of transactions, and who is well positioned to buy/sell them?*

*Make a Target Audience portrait for each of your ideal target types, and drill down to demographics, culture, lifestyle, and other defining characteristics that will help you empathize and relate to the person you want to reach.*

**What are your Strengths, Weaknesses, Opportunities and Threats?**

*Get honest with yourself. Where are you at today, and what’s holding you back? What are the biggest opportunities you want to capture? What’s your biggest risk of failure? You may want help from an expert coach or small business advisor – if you aren’t able to pay, many communities have free planning services through a local chapter of SCORE, a community college, or economic development center. Take advantage of those resources – sometimes deals come from unlikely places!*

**What are your compelling offers?**

* Fast Cash Offer
* Join Our Exclusive List of Local Discount Properties
* Join Our Exclusive List of Great Rent-to-Own Properties
* Free Report Selling to A Real Estate Investor
* Free Report 5 Ways to Stop Foreclosure
* Free Passive Income Investing Report
* Free Private Lending Report

*These offers come with your InvestorCarrot system and are fully loaded – what can you do to make them more compelling, and to stand out from your competition? Be careful here, as state and local laws can prohibit certain types of incentives to sellers, buyers, or unlicensed real estate professionals*

**How will you reach your target audience?**

* Online search marketing (may include search engine optimization “SEO”, pay-per-click “PPC”, video optimization, and other strategies)
* Direct mail
* Bandit signs
* Bird dogs and brokers

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|  | **Phase 1** | **Phase 2** | **Phase 3** | **Phase 4** | **Phase 5** |
| **Websites** | Branded & up | 1 new post/week | Localize lead page | Add Case Studies | Test & refine |
| **PPC & Ads** | Establish account | Set up ad rotation | Rotate/test new ads | Add new offers | Test & refine |
| **Organic Search** | Research | Good back links | On page | Build | Rankings |
| **Email Nurture** | Setup auto-post | Build identity | Promote events | Build culture | Build community |
| **Craigslist** | 10 posts/week | 10 posts/week | 10 posts/week | 10 posts/week | 10 posts/week |

* Video marketing (may overlap with search if videos are properly optimized)
* Email (may be part of lead nurturing/autoresponse campaign or from purchased lists)
* Cold calling (purchased or self-generated lists)
* Radio or television ads
* Press/media, aka “earned marketing”
* Networking and events
* Referrals and reputation, aka “word of mouth”
* Craiglist and other online bulletin boards

*There’s a long list here of possible methods that may be easy or difficult for you to implement, depending on your SWOT analysis and the “readiness” of your business. Each method has different benefits that depend on a great deal of factors and can be effective in some situations, so there’s no right/wrong methods… only right/wrong ways to implement them to get the results you want. If you’re just starting out, whittle this list down to only the 3 easiest methods to implement, or use a phased approach as illustrated below.*

**What keywords are the best opportunities in your market?**

*In most markets terms such as “we buy houses Chicago” and “sell house fast Chicago” are ultra competitive, but there are sometimes terms with low competition and decent traffic that are great opportunities to get ranked and start getting organic leads faster.*

*Get Your Free ‘SEO For Investors Keyword Bible' to see the top 52 SEO keywords research shows produces 80% of the leads top investors get online today at* [*http://oncarrot.com/seo-bible*](http://oncarrot.com/seo-bible)

*We also have detailed trainings on SEO and keyword research that are available through our 3 Lead Per Day System – learn more here:* [*https://oncarrot.com/real-estate-training-lead-generation-tricks-that-make-it-rain/*](https://oncarrot.com/real-estate-training-lead-generation-tricks-that-make-it-rain/)

**Want our help in making your strategic plan?**

*Check out what’s included in our strategic planning service:* [*https://oncarrot.com/market-domination-strategy-service/*](https://oncarrot.com/market-domination-strategy-service/)

*Currently there is a waiting list for our strategic planning services, but we’d love the chance to help you design an awesome plan for great long-term results.*