

PREPARED ESPECIALLY FOR:



**ANTHONY TEAM REALTY**

8-WEEK MARKETING PLAN

BILL MALLE | REALTOR® BROKER | ANTHONY TEAM REALTY



MORE KNOWLEDGE, EXPERIENCE, TECHNOLOGY, RESULTS.



## Bill Malle

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## About Bill

I grew up in rural Northern Indiana on a diversified farm. The farm life experience taught me the value of hard work and self starting projects. I am fortunate that my dad taught me to be handy and to try before asking for help.

Growing up, I enjoyed camping and water skiing with my family and 4-wheeling with the neighbor kids.

I learned Spanish while volunteering in the Peace Corps, Guatemala and then earned my Masters Degree in Alcalá de Henares, Spain. I moved to Indianapolis in 2008 to teach High School Spanish.

I have enjoyed the various arts in Indianapolis as well as frequenting Bazbeaux Pizza and Forty Five Degrees downtown.

As I always enjoyed helping people, I was drawn to helping people find their new home or helping to sell their current home.

# WEEK 0

## CAMPAIGN SETUP & PRE-LAUNCH MARKETING

We only have one chance to make a first impression with the consumer. Many agents and brokerages stumble upon this step and cost their sellers real money when buyers don't value the home enough to make solid offers.

So, how can we avoid this misstep?

Much of the property marketing campaign rests upon the consumer's ability to find your property online ... and to find it with the right information.

These pre-launch activities, therefore, are designed to seed the marketplace, optimize for SEO, and position the property for the best possible impression right out of the gate.

- F.C. Tucker branded "Coming Soon" real estate sign placed on property.
- Marketing Narrative and Lifestyle Story for the property, location, and neighborhood is drafted with client input.
- Marketing Copy for the property is distilled from the Marketing Narrative and Lifestyle Story.
- Featured Property landing page on Tucker website.
- Professional-Grade Photography (with address and description in file name) uploaded to the Featured Property Landing Page.
- Property Tour & Seller Interview Video uploaded to YouTube and embedded on Featured Property Landing Page.
- Property posted to Anthony Team Realty Facebook page.
- Facebook Ad Campaign starts marketing property (will run for 30 days using three different images to split test for best response).
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).
- Client shares post from Anthony Team Realty Facebook page on personal profile.
- Showing System set up by attaching MLS/BLC record to lockbox.



Rena is amazing!

We have used her

before and will again.

~Tammy

# WEEK 1

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## CAMPAIGN LAUNCH

Launch activities build on the Pre-Launch phase by “announcing” the property’s availability through a combination of online and offline channels. By using online marketing to connect with consumers, and offline marketing to connect with real estate agents, your property receives effective exposure to prospective buyers.

- Announce new property on market to national network of real estate agents.
- Property promoted in MLS/BLC.
- Property Tour Video uploaded to MLS/BLC.
- Showcase listing on Realtor.com and over 400 other real estate websites.
- Property Tour Video uploaded to all strategic websites.
- Property posted on Anthony Team Realty’s Instagram, Facebook, and Twitter pages.
- Real Estate Flyer PDF designed for client.
- Client shares Real Estate Flyer PDF with neighbors, friends, and family.

### Ongoing

- Facebook Ad Campaign targeting “People Likely to Move” residential profile.
- Featured Property on Anthony Team Realty and Tucker websites.

# WEEK 2

## CAMPAIGN ANALYSIS & IMPROVEMENTS

Throughout the campaign cycle we will be checking data and evaluating effectiveness of the message and images in getting impressions and Click-Through Rates (CTR) in desirable ranges.

We will constantly test and make adjustments as necessary.

- ❑ Campaign results analysis with modifications to ongoing campaigns.
- ❑ Property Tour & Seller Interview videos uploaded to Anthony Team Realty Facebook page.
- ❑ Re-sequence photos in MLS/BLC so property will appear at top of searches.
- ❑ Determine whether Open House is feasible and likely effective. If yes, then Open House scheduled for WEEK 3 or WEEK 4.
- ❑ Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

### Ongoing

- ❑ Facebook Ad Campaign targeting "People Likely to Move" residential profile.
- ❑ Featured Property on Anthony Team Realty and Tucker websites.
- ❑ Property promoted in MLS/BLC.
- ❑ Showcase listing on Realtor.com and all the other 400+ designated websites.

Jim's planning,  
expert guidance, and  
diligence made the sale  
of our home easy and  
fast at a better sale  
price than we expected.

~ Lauren

# WEEK 3

## CAMPAIGN OPTIMIZATION

During this phase of the campaign we will let the efforts from the previous weeks do their work to build traffic and views. If we decide to host an Open House, preparation and marketing for it will launch.

- Re-post property photos on Instagram and Twitter.
- New Facebook campaign to promote Property Tour & Seller Interview Videos.
- Client shares Featured Property Landing Page link on Facebook (and other preferred social channels).

### If Open House is Scheduled

- Open House Flyer designed for Client to share with neighbors and friends.
- Facebook Campaign to promote Open House to "People Likely to Move" residential profile.
- Client shares Facebook Event for Open House on their Facebook page (and other preferred social channels).
- Open House posted on Instagram and Twitter.
- Door-Knocking Campaign by agent to share Open House Flyer with neighborhood.

### Ongoing

- Facebook Ad Campaign targeting "People Likely to Move" residential profile.
- Featured Property on Anthony Team Realty and Tucker websites.
- Property promoted in MLS/BLC.
- Showcase listing on Realtor.com and all the other 400+ designated websites.
- Re-sequence photos in MLS/BLC so property will appear at top of searches.

# WEEK 4

## CAMPAIGN PERFORMANCE

There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed to generate a steady stream of online and offline interest, while ongoing promotion will make sure your property is seen by both consumers and their agents.

- ❑ Campaign results analysis with modifications to ongoing campaigns.
- ❑ End of Facebook Ad Campaign targeting "People Likely to Move" residential profile.
- ❑ End of Facebook Campaign to promote Property Tour & Seller Interview videos.

### If Open House is Scheduled

- ❑ Open House Flyer designed for Client to share with neighbors and friends.
- ❑ Facebook Campaign to promote Open House to "People Likely to Move" residential profile.
- ❑ Client shares Facebook Event for Open House on their Facebook page (and other preferred social channels).
- ❑ Open House posted on Instagram and Twitter.
- ❑ Door-Knocking Campaign by agent to share Open House Flyer with neighborhood.

### Ongoing

- ❑ Featured Property on Anthony Team Realty and Tucker websites.
- ❑ Property promoted in MLS/BLC.
- ❑ Showcase listing on Realtor.com and all the other 400+ designated websites.
- ❑ Re-sequence photos in MLS/BLC so property will appear at top of searches.



Our agent was on top of the whole process, she constantly had updates on amendments, timelines, etc ... before I even thought to ask for them.

~ Matt



# WEEK 5

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## CAMPAIGN EVALUATION & RE-LAUNCH

If there is insufficient interest in the property (lack of traffic & showings, negative feedback on value from people who toured property), then a price reduction is likely appropriate. Your relocation company will, typically, direct the schedule for price changes. Research and feedback from the market will provide insight on pricing to sell the property within the desired timeframe. Again, though, the relocation company will likely advise you on what they want the price to be. Once a new price is determined, the marketing campaign will be updated and re-launched.

- If online traffic is not converting into offline tours, then price must be re-assessed for possible adjustment to attract more traffic.
- Anthony Team and Tucker announce price reduction to its national network of real estate agents.
- Price update and promotion on Featured Property Landing Page of Anthony Team and Tucker websites.
- Price update and promotion in MLS/BLC.
- Price update and promotion on Realtor.com and all other websites.
- Price updated and property photos re-posted on Instagram and Twitter.
- New Facebook Ad Campaign marketing price reduction to Likely to Move profiles and re-targeting company traffic using Website Custom Audiences.
- Client shares Featured Property Landing Page link on Facebook (and other preferred social channels).

### Ongoing

- Featured Property on Anthony Team Realty and Tucker websites.
- Property promoted in MLS/BLC.
- Showcase listing on Realtor.com and all the other 400+ designated websites.

# WEEK 6

## CAMPAIGN ANALYSIS & IMPROVEMENTS

Consistent monitoring and analysis of data to determine the effectiveness of message and images in producing Click-Through Rates (CTR) is critical in presenting the property in the best possible light. Ongoing campaign improvements, and your support as the seller, are key to getting your home sold.

- ❑ Campaign results analysis with modifications to ongoing campaigns.
- ❑ Determine whether Open House is feasible and likely effective. If yes, then Open House scheduled for WEEK 7 or WEEK 8.
- ❑ Real Estate Flyer PDF update.
- ❑ Client shares Real Estate Flyer PDF with neighbors and friends.

### Ongoing

- ❑ Featured Property on Anthony Team Realty and Tucker websites.
- ❑ Property promoted in MLS/BLC.
- ❑ Showcase listing on Realtor.com and all the other 400+ designated websites.
- ❑ Facebook Ad Campaign marketing price reduction.

Thank you, thank you,  
thank you! You made  
our dream of owning a  
home come true. You  
are patient and take the  
time to make sure  
your clients are your  
highest priority.

~ Tamekia

# WEEK 7

## CAMPAIGN OPTIMIZATION

As conducted in Week 3 of the campaign, we will let the efforts from the previous weeks do their work to generate traffic and views. If a decision to host an Open House has been made, preparation and marketing for it will also take place.

- Re-post property photos on Instagram, Facebook, and Twitter.
- Facebook Ad Campaign marketing price reduction.
- Client shares three professional-grade photos of their home on Facebook (and preferred social channels).

### If Open House is Scheduled

- Open House Flyer designed for Client to share with neighbors and friends.
- Client shares Facebook Event for Open House on their Facebook page (and other preferred social channels).
- Facebook Campaign to promote Open House to "People Likely to Move" residential profile.
- Open House posted on Instagram and Twitter.
- Door-Knocking Campaign by agent to share Open House Flyer with neighborhood.

### Ongoing

- Featured Property on Anthony Team Realty and Tucker websites.
- Property promoted in MLS/BLC.
- Showcase listing on Realtor.com and all the other 400+ designated websites.
- Re-sequence photos in MLS/BLC so property will appear at top of searches.

# WEEK 8

## AGENT NETWORK RE-ENGAGEMENT

From the very start, I will communicate with our network of real estate professionals, both local and national, as well as through the Relocation Network, so they will communicate with their buyers. During this week I will reach out, again, to the agent network using a direct-marketing message to get their attention and to get market feedback on the property.

- HELP email sent to our local network of real estate agents.
- HELP social message sent to our national network of real estate agents.
- HELP email sent to the Relocation Network of companies for their buyers.
- Re-post Property Tour & Seller Interview Video to Anthony Team Realty Facebook page.
- Featured Property Landing Page shared by Client on Facebook (and other preferred social channels).

### If Open House is Scheduled

- Open House Flyer designed for Client to share with neighbors and friends.
- Client shares Facebook Event for Open House on their Facebook page (and other preferred social channels).
- Facebook Campaign to promote Open House to "People Likely to Move" residential profile.
- Open House posted on Instagram and Twitter.
- Door-Knocking Campaign by agent to share Open House Flyer.

### Ongoing

- Featured Property on Anthony Team Realty and Tucker websites.
- Property promoted in MLS/BLC.
- Showcase listing on Realtor.com and all the other 400+ designated websites.
- Re-sequence photos in MLS/BLC so property will appear at top of searches.



Our agent was responsive to our unique needs. All our questions were answered quickly; and we felt confident with each suggested course of action when we were uncertain. We'll definitely work with Anthony Team again.

~ Lonnie & Jacki

Although this was not our first real estate experience, it was truly the most satisfying and rewarding. From the first meeting to closing to the kind & thoughtful follow-up after closing, our agent and team earned our highest praise and recommendation.

~ Vera & Ray



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*Helping people achieve their real estate goals through superior service, expertise, and efficiency – creating raving fans who return and bring their friends and family, too.*

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