

MARKETING PLAN

STAGE 2 ADVANCED STAGE 3 BRAVE HEART

7 STEPS TO BUILD YOUR MARKETING PLAN IN 30 DAYS

- 1. TRADITIONAL MARKETING
 - FSBO, EXPIRED, CANCELLED LISTINGS CAMPAIGNS
 - DIVORCE/ABSENT/OWNER CAMPAIGNS
 - JUST SOLD/JUST LISTED CAMPAIGNS
 - DOOR KNOCKING CAMPAIGNS
 - CLIENT PARTIES & COMMUNITY EVENTS/SPONSORSHIPS
- 2. ONLINE MARKETING
 - INTRODUCTION TO CONTENT MARKETING

- 1. TRADITIONAL MARKETING
 - ADVANCED REALTOR PARTIES AND EVENTS/SPONSORSHIPS
 - TRADITIONAL REALTOR ADVERTISING
- 2. ONLINE MARKETING
 - ADVANCED FACEBOOK



AGENT REDEFINED
MARKETING PLAN COURSE



Welcome to the Real Estate Agent Marketing Plan Course and things are going to start to get real now.

This workbook accompanies the 1st eBook, *Selling the Art of Real Estate*, in this marketing plan course. It will help you analyze the current state of your business marketing now and give you the framework to begin building your own marketing plan.

This is exactly the same method I've used for over 2 years in training real estate agents on how to build their own marketing plans and presence online.

Let's begin,
George Cuevas

How to Use this Workbook

It's a simple process. Follow the steps, answer the questions, and then you begin putting together the pieces to build your own marketing plan for 2016.

This workbook uses the Marketing Plan which is available in this course as a guide. If you have not downloaded it yet, go ahead and do that now.

Be honest and fearless in answering these questions.

Step 1:

How many deals did you close in the last 12 months:

1. Buy-side Deals: _____

2. Listings: _____

Total: _____

Step 2:

What are your production goals for the next 12 months?

1. How many buyer leads do you want to close: _____

2. How many seller leads do you want to close: _____

Total: _____

Step 3.1:

Look at your closed production over the last 12 months. How did you generate these leads? (ex. database, postcards, social media, Zillow, etc...)

Briefly list them out under below under buyer or sellers leads.

Buyer Leads

Seller Leads

Now review your list. Look at how you generated all of these Buyer and Seller Leads over the past 12 months.

Be honest with the questions below. Remember, there are no right or wrong answers here. We are just taking an honest assessment of your marketing efforts to date.

Question 3.2:

1. How much did you spend for all your marketing activities over the past 12 months? (estimate it if you're not sure)

Total Marketing Dollars Spent: \$ _____

2. Next, try and place an estimated dollar figure next to each specific marketing activity you performed over the last 12 months in the list above.

3. What do you anticipate your Marketing Budget to be over the next 12 months?

\$ _____

Step 4:

For each lead source you identified above: Where do you feel that improvements, corrections, and/or changes are necessary?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Step 5:

What is your Value Proposition?

A Value Proposition should be easily identified in a few words and/or sentences. They are often tied to niche areas in your real estate business. Plus, you can have more than one (which is a good idea).

Take an honest assessment of your business. What exactly do you offer buyers and sellers?

Why should a homebuyer work with you?

Why should a homeowner list their home with you?

Just because you took a test and got a license from your state is simply not enough.

These are the types of questions you should be answering for yourself as you identify Value Props (Proposition).

They have to go a little more beyond just the typical, “I deliver value to my clients because I’m passionate about real estate” speech.

Your Value Proposition actually has to provide value to the prospects/clients you’re wanting to do business with.

Example's of Value Propositions can vary from having a special set of skills for servicing Veteran's or Senior Citizens. Maybe you concentrate working within a particular ethnic or religious groups. Plus, if you're a parent you might be involved with groups tied to your kids, like sports teams, boy scouts, music lessons, and the list goes on.

These groups can become productive for generating leads from because you can find common ground with them to identify their needs.

Niches can concentrate solely on working with buyer or sellers. Then, you can further break down these groups into smaller segments.

You can further segment listings like this. You might only service distressed homeowners and excel at performing short sales. Or, you might excel at marketing newly renovated/rehabbed properties for real estate investors.

Ultimately, you must differentiate yourself amongst your competition. The good news here, it that most real estate agents are not trying to differentiate themselves by offering more value to their prospects/clients. Instead, they are just chasing more leads.

Watch and/or Listen to the interview we had with Kinga Korpacz. She's a top producing real estate agent out of Chicago who built her business by identifying and executing several Value

Propositions. You can check it out at Agent Redefined. [CLICK HERE](#) to watch and/or listen to the interview and check out the show notes from the interview where we detail out Kinga's Marketing Plan.

Now it's time to start putting your Value Proposition down on paper. Remember this is an exercise. What you write down today may change and/or evolve in the future and that's ok.

List what are your Value Propositions below.

1. _____

2. _____

3. _____

4. _____

5. _____

Use this space for additional notes:

Step 6: Set Your Goals & Concentrate on your Strengths

What you have just performed is a mini-analysis on the current state of your business & marketing.

You looked at what your current marketing activities are producing now. Plus, you set some goals for where you want your production to be in the future.

Finally, you identified what your Value Proposition is to the marketplace.

The purpose of this marketing plan **IS NOT** to change anything that is working now. What ever **IS WORKING** now in your business, keep doing it. We actually want to build on that first.

This exercise forces you to take a whole look at your current level of marketing now so that you can improve it, make corrections to it, and optimize it.

Furthermore, you want to see where you are spending all of your resources. Identifying where all of your effort, time, and money are being spent.

Each agent has a certain amount of **Strengths** and **Weaknesses** when it comes to their marketing. You don't have to be strong in every area of marketing.

Too often we are concentrating on our weaknesses and spending too much time and money to improve them. The real Focus should be on your **strengths first**.

Some agents will be great at working the phones and cold calling, while other agents are better off door knocking and working FSBO's.

We want to identify your Strengths and focus in on those first. In this plan you're actually choosing where you're going to spend your time and money based on your Strengths.

Next, we are going to identify your strengths and weaknesses.

For example, when I was still a practicing agent I was horrible at cold calling. I would identify this as a weakness. I was great at building relationships. Knowing that buyers and sellers felt I was genuine and trustworthy when dealing with me was one of my competitive advantages.

When I put together my own marketing plan, I focused in on activities that put me physically in front of more people and my marketing focused in on using the "trust" factor I knew I could deliver on.

Step 6.1: Identify your Strengths and Weaknesses

Core Strengths

Your Weaknesses

Now we are ready to start setting up your goals. Keep these simple. You want to challenge yourself, but be a little realistic too. First we set up your 12 month goals, then we set up your goals for the next 30 days.

Step 6.2: Set Your 12 Month Goals

1. _____

2. _____

3. _____

4. _____

5. _____

Step 6.3: Set Your Goals for the Next 30 Days

You just set your 12 month goals. These are important to keep posted up on your wall next to your desk. Keep looking at them everyday to remind yourself of them.

Everyone from Tony Robbins to Grant Cardone believe it's important to write down your goals. There is just something intuitively that happens when do this.

In order to achieve your 12 month goals you're going to need to accomplish a series of small goals to get there. Again let's keep it simple.

You'll create a new list here of 30 day goals. Keep this list posted next to your 12 month goals to keep you on track.

These are the small steps you need to get you towards your 12 months goals.

For example, if you want to increase your production from 12 deals a year to 24, then you're going to need to do more prospecting and marketing.

Based upon what your strengths are and how you generated your leads over the last twelve months: What are the marketing and lead prospecting activities you need to be performing more of to reach those goals?

There are a lot of systems out there for managing and achieving your goals. They all can work and I highly advise finding one of these systems. What's more important is finding a system that works for you best.

I personally like the Grant Cardone 10X Daily Planner.

Set Your Goals for the Next 30 Days

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Step 7: Building Your Marketing Plan

(make sure to download the Marketing Plan pdf.)

You have now reached the final step of this exercise. You just looked deeply into your business, your marketing, and your goals.

In each one of these steps you wrote these down. By thinking through and writing these down you're actually building up more clarity into where your business currently is and where you want it to go.

It's sort of like doing yoga for your business.

We are now going to add the final step of clarity by putting together an actual Marketing Plan for your business.

The purpose of having a marketing plan is to help you map out where you should be spending all of your marketing efforts towards.

The Marketing Plan breaks down every type of marketing activity a real estate agent can implement into their business. Then the plan categorizes them all into progressive stages 1, 2, and 3.

In each stage, marketing is broken down into either Traditional or Online Marketing activities.

Stage 1: THE BASIC LEVEL

Regardless of skill level every agent should complete Stage 1 100%. Every activity listed here represents the “back-to-the-basics” of real estate marketing.

They are as necessary as needing your cell phone. You can't run your business without your cell phone, and you can't definitely can't run it without doing the basics.

Complete each task and begin executing each marketing activity listed under Stage 1.

Stage 2: THE ADVANCED LEVEL

Once you've completed the Stage 1 it's time to move onto Stage 2. These tactics are more advanced, and shouldn't be implemented until everything in Stage 1 is complete.

Stages 2 and 3 are different than Stage 1 because they are not mandatory to complete. In Stage 2 you're actually going to choose which marketing activities you want to implement into your business based upon your own assessment of your business, strengths & weaknesses, and the goals you just completed above.

It's impossible to actually perform every single marketing activity within Stages 2 and 3 and it's not necessary for success.

It's not just more marketing that will get you more deals and grow your business. It's the "right" marketing which will accomplish this, and we base that upon your strengths and goals.

Stage 3: BRAVEHEART

The marketing activities listed out in Stage 3 are the most advanced types of marketing an agent can be doing. These require an agent having or developing specific skill sets in order to accomplish them successfully.

They also require some of the items in Stage 2 to be completed.

For example, if you wanted to run a Facebook marketing campaign running "dark posts" or a Google Ad Words campaign, then you're going to need to have a website in place first.

Other notes about the marketing plan...

For some agents you may already be doing some of the activities listed in Stage 2 or 3, but not completely doing everything in Stage 1. That's ok.

Remember, you don't want to stop anything which is working now. Be realistic and flexible with yourself. This plan is supposed to be FLEXIBLE and you are creating one which will work for YOU.

Stage 1 Marketing Plan: The First Steps:

- Identify which of the marketing tactics/activities in Stage 1 you are currently not implementing.
- Every marketing tactic in Stage 1 is necessary to complete.
- Give yourself no more than 30 days to complete every item in Stage 1.
- Some of these marketing tactics you might already be doing but need improvement on. That's ok. Make sure you make those improvements and/or changes.
- When it's all over you will be quite satisfied with all your hard work. Trust me...

Be strong, Be creative, Keep looking forward, and most importantly have FUN.

Think of how awesome it is to be your own BOSS.

You are an ENTREPRENEUR, you get to live out a career path much different than most other people.

You are also an ARTIST. Creating a business and a level of service for homebuyers and sellers which should result in a great CUSTOMER EXPERIENCE.

This is an ART, and a true ARTIST takes chances. An artist is not only a person who paints or creates sculptures. A true artist creates something from anew and is constantly trying to improve their creations to make them meaningful... this is what being an entrepreneur is all about.

Stage 1: Basic Marketing Tactics

Instructions...

- Check off each task once complete.
- Date the projected completion date next to the marketing tactic in the blank space.
- Complete Stage 1 in 30 Days.
- After Stage 1 is complete you can move on into Stages 2 and 3 of the plan.

TRADITIONAL MARKETING | Stage 1:

- _____: **Basic understanding of Sales & Marketing Principles** Read "Selling the Art of Real Estate" ebook by George Cuevas.
- _____: **A Database Marketing System using a 23 Touches Campaign**, ala, Gary Keller. (we don't have a database marketing system up yet at Agent Redefined, but using Gary Keller's approach is the best out there)

- _____: Email Database Marketing
- _____: USPS/Mail Database Marketing
- _____: Outreach via Personal Phone Calls
- _____: Personal Profile on Facebook Marketing

- _____: **Buyer and Seller Systems** (coming soon to Agent Redefined). Each one of your Buyers & Sellers should go through a set of Customer Service touches. Everything from the welcoming gift to a closing gift, to adding them into your database.

- _____: **A Networking and Community Engagement Plan:** Client parties, involvement with your children sports teams and other events, charity events, Veteran organizations, the list goes on. find passions you have for causes and get out there and take part in them. You have to get out there and meet more people, shake more hands, etc...

- _____: **Professional Business Cards:** They are still important and if you're meeting people and shaking hands it's important to have these available. Don't use the typical agent business cards like everyone else. Be bold be different, have some style.

- _____: **Professional Real Estate Signage:** NO H-Frames. You should have attractive signs using actual Sign Posts (when possible). Depending on your brokerage you might have limitations on design.

- _____: **Professional Profile Pictures:** Your pictures should be natural, real, and current. Dress the way you normally dress and don't do cheesy sales poses. Again be Natural and Real.

ONLINE MARKETING | Stage 1:

- _____: **Basic principles in Online Marketing.** Read "Selling the Art of Real Estate" by George Cuevas..

- _____: **Go through the FREE Marketing Resources Guide in Marketing School.** Watch the intro videos for all of the same marketing pro's that I follow. Each video is located on that page of the lesson.

- _____: **Facebook Marketing:** Using your personal profile. (take this course in the Social Media Marketing section)

- _____: **Zillow & Trulia Profiles.** Fill them out and make sure they are COMPLETE. Next, start maintaining them with Reviews and Past Sales info. It's all about numbers for Zillow and Trulia. So for reviews you want as many as possible. ALL Past Sales should be included here.

- _____: **LinkedIn and Yelp Profiles.** Completely filled out these profiles. Use the LinkedIn Profile guide to setup your Profile. You only need about 3-6 reviews on these profiles per year. It's not about the quantity but quality here. On Zillow & Trulia it's more important to get all of your total reviews there. (take these courses at Agent Redefined to get your profiles up to speed and learn how to keep them updated and maintained)

- _____: **A listings Marketing Plan** for your listings. (take this course in Agent Redefined under Listings Marketing)

□ _____: **Email Marketing/Signatures.** Your email signature is an important communication tool. Here you will make sure you have a simple signature which shows up overtime regardless of which device you're using (phone, tablet, or computer).

This is now the completion of all your Back-to-the-Basics marketing outlined in Stage 1: BASIC.

You're now ready to start going through Stages 2 and 3 and deciding which ones of these activities you will begin to implement into your business.

Final Notes About Marketing Stages 2 & 3

Stages 2 and 3 are not mandatory.

All of the marketing tactics outlined in Stages 2 & 3 are completely optional.

It's up for you to decide how far you want to take your overall marketing effort. This will be different for each agent.

You will create your own marketing plan by choosing which one of these marketing tactics you want to use and deploy.

Use the overall plan to help you make choices on which tactics you should be implementing. This will take the guesswork out of trying to figure out if you're doing everything you can for marketing your business OFF and ON-LINE.

From here on out you'll want to begin operating very purposely with how you execute all of your marketing activities.

You're a Marketer now...

Stage 2 & 3 Goals & Milestones

Marketing activities laid out in these stages will take more time to implement fully. Therefore, you'll need to give yourself that time to implement them correctly. Layout goals for getting yourself there by using this map for the next 90 days.

First 30 Days

Days 30-60

Days 60-90

1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

Marketing in 2016

As a marketer, you never truly know everything. You're always experimenting and trying out new things.

When you come across something another agent is doing or something a guru talks about at a conference it may be worth your time to check it out.

A marketer always keeps an open mind about new ideas and never gets stuck in the past. When something isn't working then you either fix it, improve it, change it, or scrap it for something that does work.

Finally, this is fun. Marketing is just communications and you have the opportunity to share your brand with the whole world out there.

How awesome is that?

Have fun and don't forget to drink a margarita or two while your putting together your own marketing plan.

George "el guapo" Cuevas
agent redefined

Contact Me

email: george@agentredefined.com

phone: 312.320.8274

web: www.AgentRedefined.com