FIELD GUIDE

Digital Property Marketing Plan

The Paperless Agent

Table of Contents

Old vs. New Ways to Market Listings 3

Digital Marketing Plan Instructions 6

Set-Up and Preparation 10

The Pre-Launch Sequence 26

Ongoing Marketing Activities 46

Open House Promotion 60

Message and Dialogues 64

Checklist of Activities 74

Chapter 1: Old vs. New Ways of Marketing Listings

In the "old days," real estate agents marketing their sellers' properties would simply put a sign in the yard, put a listing in the MLS, and pray that it sold. Even today, there are a lot of real estate professionals who think syndicating listings to portals is a job well done.

And here's the thing: these tactics may be enough to sell a home. In a good market, they may be enough to even sell a home over asking price. However, now that sellers have nearly unlimited access to housing data on the internet, ***this strategy is not enough to grow your listing business.***

According to a recent study by the National Associations of Realtors (NAR), the **number one thing sellers want** is for their agent to market their home to potential buyers. But what does that mean? Where are the buyers?

They're online. In 2014, NAR reported that 92% of home buyers searched for properties online. A study by Google in the same year suggests that the number is even greater at 97%. Perhaps more telling is that almost half of all buyers who purchased a home in 2014 ***found that home online***.

To convince prospective sellers to work with you versus someone else, you have to learn how to go beyond syndication. You need a strong digital marketing plan to fulfill their expectations and hold your own against competitive brokerages, agents, and listing portals.

A Digital Property Marketing Plan will show home sellers exactly how you're going to actively market their property to home buyers. With a detailed plan, you can prove to them that you're different and are the one they can trust. You can even tell them that most agents won't do any of what you're showing them.

Beyond winning you listing agreements, a strong Digital Property Marketing Plan has another significant benefit. It can help you to ***fully leverage your listings***. This means making them work for you as a way to strengthen your presence in your chosen farm area, develop your brand and reputation as an effective agent, and generate both home buyer and seller leads.

This Field Manual is designed to walk you through the implementation process for using a property marketing plan to achieve all this and more. If you don't have one… you do now! And if you've been using a marketing plan in the past, you'll be able to incorporate many of these strategies into the service you already provide.

If you have any questions along the way, please reach out to us at **support@thepaperlessagent.com.** We're available Monday - Friday from 9am to 5pm Central time. Now let's get started.

Chapter 2: Digital Marketing Plan Instructions

Garry Wise, the co-founder of GoodLife Realty and The Paperless Agent, is a veteran luxury real estate agent. He often tells the story of his first closing, in which his clients, as they signed their closing documents, said to him, **"Well, this is the easiest money you've ever made."** They had had no idea of the work he had put into selling their home, so they assumed that he hadn't done much.

Of course, selling a home is rarely easy for an agent. However, regardless of how much work you may be already putting in now, there is the danger that if you don't show your seller what you're doing, they will have the same thoughts as Garry's first clients: **that you did less than you did to earn more than you deserve.** With a Digital Property Marketing Plan, you can avoid your efforts going unnoticed and unvalued by your seller.

In a Digital Property Marketing Plan, **you list out everything you do**, both offline and online, to promote your seller's property. You then use the Plan to illustrate the activities to your sellers. This will demonstrate to them both your competence in promoting their property as well as the service you provide to earn your commission.

The first step toward creating this valuable tool is to download the templates for our Digital Property Marketing Plan from your **Paperless Agent account**. If you have not already done this, you can get the templates by **clicking here**.

Please note that the Digital Property Marketing Plan we provide is a ***template***, so it may not reflect 100% of the activities you will do to market your listings. While it is based on the practices and consumer promises developed by our brokerage in Austin, you may want to add promotional activities you find effective or take out activities if you they don't make sense for you.

After you have downloaded the template, the fastest and easiest way to create your own Digital Property Marketing Plan is follow the guidelines below.

- Read through the entire **Digital Property Marketing Plan Template** so you can become familiar with what is being promised to the home seller and the language and messaging around each week of the campaign.

- Make note of activities you wish to take out or add into your own finalized Digital Property Marketing Plan.

- You'll be best equipped to discuss the Plan with prospective clients after you carefully review chapters 3, 4, 5, and 7 of this **Field Manual**.

- Chapter 3 gives you the preliminary steps needed to properly implement the Plan. Chapter 4 provides instructions for the Pre-Launch Sequence, one of the most critical parts of the plan. Chapter 5 outlines the ongoing activities you'll complete as part of the Plan. Chapter 7 gives you the message and dialogues to use with prospective customers both in person and in writing.

- Review the **Demonstration Videos**. All of the activities that require explanation or demonstration are covered in these videos, which are located in your Paperless Agent account.

Chapter 3: Set-Up and Preparation

In this chapter, we'll cover the "behind the scenes" steps you'll take for each property you list and market. You should complete these steps after you've gotten a signed listing agreement but ***before the property hits the market.*** These steps include:

- Commission professional-grade photos of the property
- Have the client or prospective client fill out the Seller Homework
- Use the Seller Homework to author the Marketing Narrative and Lifestyle Story
- Distill Marketing Narrative and Lifestyle Story into descriptive, compelling marketing copy
- Film a video tour of the property and a video testimonial from the sellers, if applicable

Professional Photography

Earlier in this guide, we mentioned that up to 97% of home buyers search for properties online. Consider your own experience viewing properties on the internet. What is usually the first thing that compels you to click on the information for one home over another?

The pictures!

Quality images are incredibly important for all online marketing, as illustrated by the popularity of picture-centric social media sites like Instagram and Pinterest. Images are a way for people to quickly sort through the vast amount of information on the internet and easily determine what is worth their time... **and what is not**.

Therefore, professional-grade photography of your listings is a must. If your listing is represented online by poorly-lit or bad photos, then many buyers and agents are going to skip right past it in their search. Take the photos below for example.

The pictures above show the exact same room in a home. The one on the left is an example of the photos that represented the home the first time it was listed in the MLS. It became an expired listing.

When our brokerage took the listing, we commissioned professional photos of the home. The photo on the right is one of the many high-quality images we used to promote the home. We didn't change anything else about the listing.. ***and we sold the property.***

Beyond selling the home, the quality of your listings' photos also has another significant impact on your real estate business.

How you display properties online contributes to home sellers' perception of your brand and the promise you make to market their home. Homes poorly represented because of unprofessional photos is not only a disservice to the home's seller, but also shows future clients how you're going to market their home.

As part of your Digital Property Marketing Plan, find a professional photographer on whom you can rely to create a positive impression for your listings ***and your real estate brand***. The photos your photographer takes of your listings will be used for all property marketing on the MLS, portals, and your website.

The Seller Homework

When the agents at our firm work with home sellers, they have the client participate in the creation of marketing materials for their home. They do this by giving our clients Seller Homework, which is a document that asks them questions about the features and benefits of their home.

We give the Seller Homework to prospective sellers before the listing appointment, and we ask that they complete it prior to our meeting. Having the seller finish the homework before to the appointment has three important effects:

1. It's a fair trade of time,
2. It increases sellers' commitment to working with you by having them invest time into your appointment, and
3. It sets you apart because it's different than what they would have experienced with anyone else.

There's one more very important reason you'll want the client to do the Seller Homework: it helps you build compelling marketing copy to promote their home. While we as real estate professionals can describe the features and benefits of a property, no one can ***sell the emotion and experience*** of living in the home like the sellers themselves!

The Seller Homework asks the client about the features of the home so that we can build what we call a "Marketing Narrative" and "Lifestyle Story" to position the home on the market. We will talk more about these in upcoming pages.

Once we have a unique story to tell about the property, we can author what is called "marketing copy." This will be used to give the property online the best possible presentation, along with the photos.

We’ve created a template for you of the Seller Homework template we use at our brokerage. All you need to do before you start using it with your clients is **download the template here** and customize it with your brand and company information.

When you schedule your appointment, let your sellers know you have Homework for them to complete before your appointment so that you can make the most of your time together. You can review a more specific script in Chapter 7 of this Field Manual. You’ll then send them the **Digital Pre-Listing Packet Email**, which you should edit for your company as well.

The Marketing Narrative and Lifestyle Story

When viewing properties online, buyers have one of two impressions:

- “This home may be worth the asking price based on what I’m looking at," or
- “This home is overpriced.”

Quality pictures will prompt a home buyer to pause their online search to review in a listing more detail, but it’s the marketing copy that will really impact this crucial first impression.

Excellent copy will give your listing a high-value first impression, and it will show other sellers how you’ll market their home if they were to work with you. Creating a great first impression is the first step to justifying the value of the home in the buyer’s mind. In order to write compelling copy, you need two elements: the Marketing Narrative and the Lifestyle Story.

The Marketing Narrative is the positioning language you'll use to describe the property. It lets buyers know whether the home fits their criteria, while at the same time making the property stand out in their minds. In other words, it's the angle of the narrative you need to tell about your listing.

The Lifestyle Story is the story buyers will tell themselves about what it will be like to live in the home and neighborhood. It's similar to the Marketing Narrative in that it will be used to create marketing copy, but emphasizes the experience over the features of the home.

Both the Marketing Narrative and Lifestyle Story can be determined from the completed Seller Homework, and together they are distilled into the marketing copy used to describe and market the home. You can read some examples of marketing copy in the next section.

The Marketing Copy

Here's a typical property description found online:

"Great opportunity on a fixer-upper in East Austin. Big Corner Lot in an older neighborhood. A short drive to main highways. 3 bedroom/2 bath. Nice front porch and a covered back patio. With some TLC, this home will shine bright like a diamond. Lots of natural light and lovely fireplace. This home has Real Potential."

Here's the same property description using a Marketing Narrative and Lifestyle Story for a home:

"Urban, trend-setting neighborhood right in the middle of all the action in East Austin sets the stage for this 3 bed/2 bath, up-and-coming home.
Spend mornings and evenings on the stately, completely remodeled porch, perfect for serene moments or having friends over to entertain. A 2-minute walk to gourmet coffee shop, hip Austin happy hours, and hottest food parks."

As you can see, the first example of marketing copy mentions a total of 3 times that a buyer will have to work on the property: “fixer-upper,” “some TLC," and “Real Potential.”

The second narrative answers the following questions from the Excitement List portion of the Seller Homework: "What is your favorite feature of your home?" "What is the best thing about the location of your home?” and "Tell me about upgrades or updates you have done.”

In this example, the sellers' response to these questions revealed that they really love the lifestyle of their neighborhood because it is a hotspot of activity where a young couple or family could really have fun. Their favorite feature and upgrades went into making an porch where they could spend lots of time.

If you didn't already know that this marketing copy examples both describe the same home, which would you be more inclined to visit with your buyer clients?

In our experience, we have found that listings featuring marketing copy similar to the second example often get more showings. This is because it follows what can be considered a cardinal rule of sales: when getting people initially interested, you don't need to highlight the worst parts of the property. To make a compelling first impression, the copy ***focuses on the best parts.***

Video Options

Use of professional video to promote a listing can make the properties you represent really stand out to home buyers and sellers. At our associated brokerage, we currently employ the use of video in two distinct ways.

The first of these methods is a property video tour. Just as with your listing photos, any video tour you make for your listing should be done by a professional. As such, there is quite a cost associated with quality video tours, so it might not make sense for every property you list.

However, if a video tour is in the budget for marketing your listings, it can do wonders for building your brand. Use of video is associated with being "cutting edge," and prospective sellers who see what you do to market homes will come to you with a positive outlook on your abilities to promote and market homes to find buyers.

00:00
02:18
HD

Another great use of video is to interview your sellers and let them “do the selling” for you. Nobody knows what it’s like to live in the home like the current owners, and you can use their positive emotion and experience to sell the home through video. In this case, you don’t need professional video. A quality video recorder, such as a GoPro, will do just fine.

Chapter 4: The Pre-Launch Sequence

In this chapter, we'll cover the steps you'll take to make a first impression with the consumer. These pre-launch activities are designed to seed the marketplace, optimize for SEO (search engine optimization), and position the property for the best possible impression right out of the gate. They are also an effective way for you to generate awareness of your brand, which can eventually result in more leads. These steps for a pre-launch sequence are as follows:

- Set up an online Landing Page for the property
- Drive online traffic to the Landing Page with Social Posting
- Post on Craigslist to get online traffic to landing page
- Drive online traffic using Just Listed or Coming Soon Facebook Ad Campaigns
- Get the client to share the Landing Page for their property to their networks

Landing Page

A “landing page” is a term that describes a website page to which you intentionally direct online traffic. In terms of digital property marketing, it’s where people will see pictures of your listing, read information about it, and watch videos. A simple way to create a landing page for your property is to use your website’s blog to author a Listing Status Blog Post. You can see an example of a Listing Status Blog Post on the next page.

Each property should have a separate landing page (AKA blog post) because this is the kind of information that will get indexed by Google for that property’s address. When the correct SEO mechanics are in place, your property landing pages will rise in search engine rankings once you start to intentionally drive traffic to the landing page. This will definitely be very impressive to your sellers!

Home » Blog » Blog » Coming Soon! 2413 Leon #106 Austin, TX 78705

Coming Soon! 2413 Leon #106 Austin, TX 78705

by GOODLIFE on JANUARY 19, 2015

LOCATION!! Charming unit close to UT and Downtown!

Walk to UT's Campus from this wonderful 2 story condo. Charming unit has an open floorplan with all laminate flooring and granite countertops. Its fantastic location allows you the freedom to walk to campus, take a short ride to downtown, or simply jump on Mopac to go wherever you need!

MLS #1527918

Price:	$219,000
Bedrooms:	2
Bathrooms:	1
Square Feet:	793

- The listing status of the property: Coming Soon
- High-quality images of the home
- A captivating headline
- A marketing narrative
- The MLS number, if the house is on the MLS yet
- The price
- The number of bedrooms
- The number of bathrooms
- The square footage
- A map of the home's location

This type of post is considered prime content by Google and other search engines because it covers the information that home buyers and sellers are most interested in. Therefore, each piece of the post needs to be very carefully considered. A few tips that will get you great results are to include the full property address in the page title and URL, and to feature your professional listing photos prominently.

A Listing Status Blog Post also has another benefit for your real estate business. Rather than a single property web address, which will only generate traffic for a short period of time while the house is on the market, a dedicated page on your website will prompt long-term and continued visits that may expand to the rest of your website. And the longer people stay on your site, the more likely they are to reach out to you for help with their real estate needs!

A BIG STEP required to have your property's Landing Page get ranked highly by Google is making sure the photos are named correctly. Google, by far the most popular and powerful search engine, is who you're trying to please at this stage of the game. Therefore, you need to be aware of what will help Google understand what you're about so that it can match you to your potential leads.

Google considers photos to be high quality content, and it will favor websites with a lot of images over sites that are mostly text-based. So, when you get the photos of your listing back from your photographer, you'll need to take a few moments and rename each in the following format:

[property address] - [descriptor]

The reason you need to name your photos this way is to help Google understand what the photo is. Include the full address and a descriptor such as “kitchen,” “exterior,” or “dining room” to get the best results. Remember, you need to name the photos this way before you upload them to your website; in other words, the actual file needs to be named.

Read on to the next page to see an example of the right and wrong way to name a photo of your listing.

Wrong

_MG_6779-3540037119-O.jpg
Open
Drive
CREATE

Right

10721 Sorghum Hill Cove Austin TX 78754 Front.jpg
Open
Drive
CREATE

Social Media Posting

Posting a link to the property's landing page on social channels, such as Facebook, Twitter, Instagram, and Pinterest helps get some links pointing back to your landing page, which will most likely increase online traffic clicking to view the page. If you have video, then posting the video on YouTube and sharing it also helps.

While this is beneficial, it doesn't produce a result you can control, such as you can with paid advertising. You're at the mercy of how many people happen to see your post.

The brand identity a strong social media presence creates is worth the time and effort of posting to these platforms to our associated brokerage, GoodLife Realty. To see how we incorporate these social media platforms into our digital property marketing strategy, review the following pages. We've also included instructions for how you can use the sites as well.

Pinterest is one of the fastest growing social media networks on the web today, boasting around 70 million users. The first thing you'll notice about Pinterest is that it is heavily image-centric, and as you'll remember, Google prioritizes images in its search results. These two factors combined make Pinterest a high ranking venue for your content, even though it does not yet have an advertising platform.

- If you haven't signed up for an account yet, do so here.
- Install the Pinterest button to your web browser here.
- Upload a profile photo and write a description for your account.
- Create a board for your listings and write a description.
- Navigate to your listing status blog post and hit the Pinterest button.
- Select the image of your listing you'd like to pin, copy your marketing narrative into the pin description field, and click Create.

Pin it 1 | Like | Visit Site | Send | Share

Found on goodlifeteam.com

GoodLife Realty · 2 weeks ago

8511 Tyhurst Drive Austin, TX 78749 | Corner lot home with kitchen that opens to living with gas fireplace, built-in bookshelves and speakers and plantations shutters dress up the windows. Enjoy a roomy and private master suite, upstairs game room and a wonderful covered back porch, perfect for entertaining. Only 1/2 a block to the Greenbelt and close to Western Oaks hike and bike trail, Dick Nichols Park, Downtown, and the new Alamo Drafthouse! See more at: **www.goodlifeteam....**

Jordan Terry · That's you!

Add a comment...

Added by **GoodLife Realty** | Unfollow

Added to **Austin Houses We...** | Unfollow

Austin Houses We L...

GoodLife Realty

Unfollow Board

More from **goodlifeteam.com**

Instagram is another incredibly popular, image-centric social media platform. It's even larger than Pinterest with 300 million monthly active users and 75 million active users per day! And now that is has been acquired by Facebook, you can be sure that they will launch an advertising platform very soon.

To start using Instagram, you need to first download the app, which is available for Android and iOS, and create an account there. There is a web interface that you can use after initial sign up, but it is fairly utilitarian and doesn't give you as many options as the app does.

This medium is not something that we have explored the effectiveness of yet on a brokerage level at GoodLife Realty, though we plan to implement it with the debut of our new website. However, some of our agents use it on an individual level, which gives them the opportunity to deliver unique, high-value content to their personal networks. You can see an example on the next page.

eliatxrealtor Following

18 hours ago

Stomp The Yard Sign! Under $115k and only 10min to DT! #comingsoon #realestate #forsale #atx #austin #goodlifeatx #stomptheyardsign #realtor #liveyourgoodlife #listing

black_card_art, **frankvisconti**, **syazrin2u** and **15** others like this.

Leave a comment...

The final social media component of our pre-launch strategy is **Twitter**. Twitter has a strong 100 million daily users and is known for being the go-to venue for the latest news and information, so it makes sense to include information about your coming soon listings here.

GoodLife Realty has two separate Twitter accounts: one for the brokerage and one for our pre-launch use. If you are an individual agent or on a small team, this is probably not necessary. To sign up for a free account, just visit the Twitter home page.

Twitter does have an advertising platform already built and running, but at GoodLife Realty we prefer to dedicate our marketing budget to Facebook ads. You can learn more about Twitter ads here.

TWEETS 21.7K | FOLLOWING 663 | FOLLOWERS 867 | FAVORITES 1

Follow

pre-mls austin
@premlsaustin

Sneak peak of Austin area homes for sale, before they hit the market. Sponsored by @GoodlifeTeam Real Estate Brokerage

austin, TX
goodlifeteam.com/category/featu…
Joined August 2009

12 Photos and videos

Tweets | Tweets & replies | Photos & videos

pre-mls austin @premlsaustin · 2h

This is coming soon! Don't miss it… goodlifeteam.com/?p=18441

Don't miss any updates from **pre-mls austin**

Full name
Email
Password
Sign up for Twitter

Worldwide Trends · Change

#QQCCMH3
#QueLindoSeria
#BellLetsTalk
#3Adamgecesi
#LaRojaxFOX
UcuzaTTyapılır Watsap 0537x206x18x34

Post to Craigslist

More and more people are looking to Craigslist to get a feel for what's available in the area they want to move, and because it's so popular, content posted on Craigslist is valuable to Google. At least in our area, it's also a free option, so if that is true for your market as well, we highly encourage you to post an ad for your listing there.

To create a Craigslist ad, you'll need an account. Click here to sign up, and you'll receive a verification email (be sure to check your Spam if you don't see it immediately). Hit the link that is included in the message to verify your email address, and you're done!

As a reminder, it's very important for you to use in the ad the high quality images that you have named properly, and make sure to reference your listing status blog post as the place to request more information. On the next page, we've included the template that GoodLife Realty has been using for our Craigslist ads.

Headline: [Price, BD/BR, Best quality about the home, property address]

[Images]

[Full property address] - $[price]
[__] Bedroom | [__] Bathroom | [__] sqft.
Listing No. [____]

SEE ALL THE INFORMATION!
[link to listing status blog post]

DESCRIPTION
[marketing narrative]

PROPERTY DETAILS

-
-

CONTACT INFORMATION
[agent name and contact information]

Equal Housing Opportunity

Just Listed Campaigns with Facebook Ads

Using Facebook Ads to run a Coming Soon or Just Listed campaign will drive predictable traffic to the property's landing page on your website. This raises the property's search ranking on search engines like Google.

A high search engine results ranking not only makes sellers happy, it also attracts desirable buyer traffic to your site. Buyers searching a property's specific address are doing more than just "window shopping" online. They are hungry for information about the address they are searching.

Running Just Listed Campaigns using Facebook Ads has another huge benefit: promoting your business. When you specify the areas where you want your ads to run, and who you want them to run to, you're letting every person who sees your ad that **you are the one who sells real estate in their area.**

You can compare this strategy to a sign in the yard. In the old days of doing business, it was the real estate sign in the yard that not only told people the home was for sale, but also told the entire neighborhood that you were the one doing it.

Yard signs are still effective marketing tools, but with the power of Facebook ads, you can increase the reach of your "digital sign in the yard" to get your ads in front of those people who matter most – **future sellers in the areas where you want to do business.**

Setting up a Facebook ad the first time can be difficult, so we've made it as easy for you as possible. In your **Paperless Agent account**, you'll find a video demonstration that details how to set up a Just Listed Facebook Ad. You can view it there or by **clicking here**.

We've also created a step-by-step checklist for the process. You can **download it here**.

Client Involvement

Throughout the entire Digital Property Marketing Plan template, there are references to having the client participate in the promotional activities of their home. This is a vital part of the Plan because it gets clients collaborating with you.

Giving them an active role results in more engagement throughout the listing process. They get to see firsthand the work involved in selling their home and what you do to find buyers for their home. This involvement will give your clients an overall better experience of working with you.

Chapter 5: Campaign Launch & Ongoing Marketing

In this chapter, we'll cover the steps taken to launch the marketing campaign and ongoing activities to market the home to buyers. This is an important aspect of the overall property marketing process because it's how you demonstrate to your client the ongoing value and service you provide. By performing these activities, and letting them about what's going on, they will have some sense of understanding of what you're doing.

Furthermore, since most agents simply put properties in the MLS and put a sign in the yard, you're showing them what you do differently than everyone else. This is how you build the reputation of being a highly competent listing agent and generate referred and repeat business.

We've listed both the launch and ongoing activities on the next page.

The launch steps include:

- Announce the property to the local network of agents
- Promote the property in the MLS
- Promote the property on the portals where you syndicate
- Promotional collateral for seller to share
- Review initial campaign data to make necessary adjustments

The ongoing activities that will take place until the property is sold are:

- Ongoing promotion on Craigslist
- Ongoing promotion on Social Media
- Re-sort photos to update MLS search

Network of Agents

As part of the marketing campaign, getting the word out about your listing to agents representing buyers is a way you provide value to the seller to which they would otherwise not have access. Therefore, because you can notify agents in your local network about the property, these connections are part of your value proposition.

Easy ways to notify your fellow agents are as follows: email your brokerage and search for a local groups on Facebook. If an appropriate local group doesn't yet exist on Facebook, you can start one. We recommend that every area have a local Buyer/Seller Needs group for real estate professionals in your area. Once you've created or joined that group, post about your listing there, then invite every agent and broker you know to join.

MLS Promotion & Re-sorting Photos

Since all agents can get access to the MLS to promote properties, it's not a differentiator. However, it's an important tool for finding what's on the market.

Agents representing buyers are using the MLS to get updates, and most buyers will be receiving updates from the MLS if they are working with an agent or have created an account on a website offering updates. Knowing this, a powerful marketing tactic is to get your listing to to the top of your MLS's recent properties list.

While not all MLS platforms do this, most will prioritize properties that have had recent changes. One way to prompt the MLS to prioritize your listing is to re-sort the photos you've uploaded. Just shuffle up their order somewhat!

Real Estate Portal Syndication

The decision to syndicate listings to portals is the subject of much debate. Whether you choose to syndicate or not, what's important is you have a sales narrative about why you do what you do.

For example, at our brokerage, we currently only syndicate to Realtor.com and our local association's consumer website. When meeting with sellers, we explain why we do so, a narrative which sounds like this:

> We're going to feature your home on the most ***effective*** consumer websites to promote your home. You'll see that we don't work all the real estate portals because so many of them cause confusion in the marketplace by having poorly derived home value estimate, placing agents who don't know the details about home as the person to contact for your property, and many properties no longer on the market. What happens is home buyers will use the first impression created by those websites to assess what your home is worth. Most of the time, this results in buyers undervaluing your home and not making strong offers. By using a few of the most effective real estate websites, plus our own proprietary property marketing plan, we can promote directly to the buyers with the right information to get the interest and potential offers.

It may be that you choose to syndicate to as many portals as are available to you. In that case, you may have a sales narrative that sounds something like this:

> We’re going to feature your home on as many consumer websites as we can to promote your home. The reason we do this is to meet the buyer wherever they may be online. Since almost half of all buyers are finding the home they purchased on the Internet, it’s critical we show up on every real estate website so we can connect with them.

Promotional Collateral

With 9 out of 10 home buyers using the internet to search for homes, it's less important today than it was in the past to produce expensive printed marketing collateral. However, digital collateral can be effective in giving the home seller tools to share with their networks online… and to show the value of what you do.

Furthermore, many home sellers will expect some sort of promotional collateral to be created. A simple, easy, and fast way to create nice digital property marketing flyers is to use **Canva**.

Use the link above to sign up for your free account. Once you've created an account on Canva, you can use the Real Estate Flyer templates easily make very professional looking collateral. Best of all, Canva is free if you use your own property photos! Follow the illustrated steps on the following pages to get started.

Your Designs | Stream | Design School | Canva | chris8014

Create a design

Use custom dimensions

Social Media

Presentation

Poster

Facebook Cover

Facebook Post

Instagram Post

More...

MAY 13

free e-book:

What are your friends designing?

Find your friends

Now on iPad
Download it for free

Your Designs
Stream
Design School
Canva
chris8014
Social Media
Instagram Post
Twitter Post
Pinterest Graphic
Facebook Post
Facebook App
Social Media & Email Headers
NEW
Facebook Cover
Google+ Photo
YouTube Channel Art
Twitter Header
Email Header
Marketing Materials
NEW
Business Card
Poster
Poster (US)
Real Estate Flyer
Food & Drink Menu

Canva Your designs

Describe and #tag | Share | Download | Saved

SEARCH

LAYOUTS

TEXT

BKGROUND

UPLOADS

47.9%

Search 1,000,000 images...

1

+ Add a new page

Lots of templates to choose from!

Need help?

Campaign Review

After you've initiated all of these marketing activities, you'll need to keep track of how they are preforming. In particular, you'll want to consider your Coming Soon or Just Listed Facebook Ad campaign. Fortunately, with the Insights function of Facebook, you won't need to perform too much analysis. You can easily review through that interface how many clicks, impressions, and general interest the ad is creating for your listing.

What you're looking for is making sure the **cost per click** and **reach** is within your expected range. To give you some context, GoodLife Realty averages between $0.10 and $0.20 cost per click and about 5,000 and 10,000 impressions (AKA reach). Please note, however, that this number is going to vary based on your location, audience selection, and audience size. After running multiple ad campaigns, you'll have a sense of what is "normal" for your market area. If you see that people are not clicking on the ad as you would expect, first try adjusting the headline or changing the ad photo to get a better result.

Even after these adjustments, you may find that you're still not getting any inquires from your efforts or from the MLS and portals. If this is the case, then it is an indication that the property's price needs to be adjusted.

Price adjustments are built into the Digital Property Marketing Plan template for exactly this scenario. They occur on a regular basis if you don't get the traffic and inquiries you anticipate, and the message that justifies them is explains how a price adjustment is necessary to move in the time frame your sellers want.

Having this kind of contingency plan established at the outset of your relationship with your seller will set the expectation that a price adjustment is a necessary and normal part of the listing process.

Reposting in Craigslist & Social Media

Throughout the Digital Property Marketing Plan template, you'll see that we've included a recommended schedule of when to repost to Craigslist and the various social media sites you use.

The single biggest reason for doing this is so you can answer the question in every seller's mind: **what have you done for me lately?** By adding the ongoing list of social media promotion, you can show your client what you're actively doing to promote their home.

Chapter 6: Open House Promotion

In this chapter, we'll cover the steps you'll take to promote an Open House to promote the home to buyers and prospective sellers in the neighborhood. These steps include:

- Determine if an Open House is feasible
- Schedule a date for the Open House
- Create a Facebook Event for the Open House
- Run a Facebook Campaign promoting the Open House

An open house done correctly can be a great way to attract home buyer and seller prospects, as well as build a hyperlocal brand for a community you're farming. As we know, it's very uncommon to find a buyer for a home at an open house. Rather, agents host open houses to initiate contact with prospective buyers and sellers in that neighborhood. Therefore, a successful open house will get you as much brand exposure for your business in your target area as possible.

You should use your open house as an excuse for both offline and online promotion. The most effective method of offline promotion for an open house is door-knocking, which consists of sharing information about the home for sale with the sellers' neighbors. You then request that the neighbors share the information with anyone they know who has been wanting to move into the area. If no one answers the door when you knock, you can leave behind a printed version of your Canva flyer. Either way, you've interfaced with potential seller clients in a meaningful way.

Posting about the open house on all your social channels is the online equivalent to door-knocking. Though it probably won't get people to attend your open house, the activity is a good reminder to your network that you help people buy and sell homes.

Posting the open house on Craigslist is a good place to get free online promotion. However, the biggest bang for promotional buck is going to come from promoting the open house on Facebook, targeting specific zip codes for people who are likely to move.

Using third-party information, Facebook knows who is likely to move, and it allows you to target those people in your advertisements. You'll need to create a Facebook event before you can promote the open house using Facebook ads. You can watch the video demonstration for this kind of ad in your **Paperless Agent account**. Be sure to also **download the step-by-step checklist**.

Remember, don't be disappointed if people don't "join" the event. Because of your ad's specific targeting, the people who matter will have seen it on Facebook, and that will strengthen your presence in their minds as the one who does the business in their area.

Chapter 7: Message & Dialogues

In this chapter, we'll cover when to discuss and what to say about your Digital Property Marketing Plan. We'll also outline the preparation you'll need to take so that you share the information with your client. These steps include:

- Rehearse General Message
- Update your Initial Consultation to Include Script for Pre-Listing Packet Email
- Update or Create a Digital Pre-Listing Packet Email
- Add slides to your Digital Listing Presentation to prompt you to discuss Property Marketing

General Message

In the "old days," real estate agents marketing their sellers' properties would simply put a sign in the yard, put the listing in the MLS, and pray that it sold. That may have worked then, but it doesn't cut it in this day and age where 97% of home buyers are using the Internet to search for their next home.

Yet most agents are still marketing homes the old way.

With so many buyers searching and finding the homes they purchase online, it's critical to run marketing campaigns that use the latest online and social technologies to get your home in front of lots of buyers and get your home found on Google. Because if it's not on Google, it might as well not exist!

Our Digital Property Marketing Plan uses marketing technologies like Facebook ads, Google, and SEO in addition to using the most effective portals, such as Realtor.com. We'll even integrate online marketing campaigns with traditional approaches, such as open houses and door-knocking, to get buyer traffic to your home to generate interest and more potential offers.

When to Talk about Your Property Marketing Plan

You'll introduce the idea of your Digital Property Marketing Plan to prospective sellers four distinct times in your relationship with them. These times are:

- In Your Email Marketing
- During your Initial Consultation on the phone
- As part of your Digital Pre-Listing Packet Email
- During Your Listing Presentation

You'll find the scripts and dialogues we recommend you use at each of these stages on the following pages.

Email Marketing Message

Depending on how you got connected to your seller lead, one of the first contacts you may have with them is over email. Therefore, in your email drip sequence, you should mention how your unique promotional strategy sets you apart from your competition.

To the right, we've included a sample of one such email we use at GoodLife Realty to stay connected to seller leads. Feel free to make it your own!

Without Promotion Something Terrible Happens

Hi _____,

Have you heard this quote before?

P.T. Barnum, of the Barnum & Bailey Circus, once said, "Without promotion, something terrible happens… Nothing!"

And P.T.'s statement is 100% in the world of home selling.

Many real estate agents simple list their home sellers home in the local Multiple Listing Service (which Realtors use to know what homes are currently for sale on the market) and hope the property sells. That tactic may have worked in the the old days, but that's no longer the case.

In this day and age, you have to market your home aggressively online. This includes using popular home search sites, but also using the latest SEO (search engine optimization) techniques, social media platforms, and online marketing campaigns to promote your home to potential buyers.

If you're looking for a real estate professional to help sell your home, here are 5 questions you can them to see if they have the marketing chops to promote your home in today's digital age:

- What home search portals do you use and why?
- How do you make sure people will find my home when they search the address?
- What does your social media marketing look like?
- What steps will you take to drive traffic to my property online?
- What's your online marketing advertising budget for my property?

At our brokerage, we use separate our promotion into two phases: the Pre-Launch Campaign and our 8-week Good Property Marketing Plan. Coupled with the latest in marketing technique and technology, we'll market your home directly to home buyers.

If you'd like to learn more about promoting your home directly to buyers to create interest and attract offers, just reply to this email so we can set up time to chat. Thanks!

~Your First Name

[Signature]

P.S. - If you want to read up on home buying, selling, and homeownership tips, as well as get a glimpse of what's on the market, check out our blog.

Initial Consultation Script

After you've completed an initial phone consultation with a prospective seller and set and successfully set an appointment with them, conclude the conversation with this message:

> "You're going to receive an email from our team on what you need to know before our appointment. In the email will be some homework for you to accomplish before we meet. The activities include watching a video, reviewing the marketing plan, completing the Seller Homework, and checking your loan balance with the bank. If you have any questions about what to do, please let me know before we get together."

Digital Pre-Listing Packet Email

You'll then send your clients that email you mentioned. For this message, you can use our template for the **Digital Pre-Listing Packet email**.

You will need to edit this template in order for it to make sense for your business. You'll also note that we mention something called the 3 Ps of Home Sales in this email. You can learn more about these in the Video Demonstrations of your **Paperless Agent account**, and by downloading **this report**.

Digital Pre-Listing Packet Email

Hi _____,

In preparation for our appointment tomorrow, there are things we need you to do so we can make the most of our time together.

The more time you invest in getting ready for our meeting, the more time we can spend talking about your specific circumstances, pricing your home, and questions you have.

First things first: the more you know about the home sales process, the better equipped you're going to be to ask the right questions. You can watch these videos on the 3 Ps of Home Sales, so we can talk about your questions related to getting your home on the market and finding buyers.

Homework! As the owners, you know more about the features and emotions of living in your home than anyone else! It's our job to distill your words into compelling marketing messages to attract buyers. Please download this Home Seller Homework and complete the questions before we get together.

Loan Balance: after inspecting your home, we're going to review the market data to understand what the market will bear and how we should price your home. Before we meet, please reach out to your lender to get the *current loan balance*, so you can know what you'll net from the home sale proceeds.

Last but not least! It's our goal at GoodLife Realty to deliver a 5 STAR Experience. If, at any point during our relationship, anything happens that jeopardizes you giving us a 5 STAR Review, please let me know right away! You can check out our reviews on Google and Yelp.

If you have any questions prior to our appointment, please let me know. Thanks!

~First Name

Signature

During the Listing Presentation - Slides

The final place you'll discuss your Digital Property Marketing Plan is during your listing presentation. At our brokerage, we use a Digital Listing Presentation to serve as a conversational piece during our appointments with sellers. The following pages describe the slides in that digital listing presentation that we use to prompt us to explain the various aspects of the Plan to our prospective clients.

You can download the slides to add to your own digital listing presentation in **Paperless Agent account** or by **clicking here**.

In chapter 3, we talked about using a Marketing Narrative to describe the property in such a way so buyers will know whether it fits their criteria, while at the same time making the property stand out. The slide shown to the right prompts us to discuss this during the listing presentation.

In chapter 4, we discussed using the Pre-Launch sequence to seed the marketplace, optimize for SEO (search engine optimization), and position the property for the best possible impression right out of the gate. During the listing appointment, this slide prompts us to discuss the Pre-Launch Sequence and see if the client has any questions about the Digital Property Marketing Plan.

In chapter 5, we discussed the marketing campaign and ongoing activities to market the home to buyers. Remember: this is how you demonstrate to your client the ongoing value and service you provide. This slide is when you talk about the campaign and getting your sellers' support in promoting the listing on social media.

Digital Property Marketing Plan Checklist

Step 1: Getting Ready to Use Your Property Marketing Plan	*Step 3: Pre-Launch Sequence*
■ Rehearse General Message about your Property Marketing Plan ■ Update your Initial Consultation to Include Script for Pre-Listing Packet Email ■ Update or Create a Digital Pre-Listing Packet Email ■ Add slides to your Digital Listing Presentation to discuss Property Marketing	■ Set up an online Landing Page for Property ■ Drive online traffic to the Landing Page with Social Posting ■ Post on Craigslist to get online traffic to landing page ■ Drive online traffic using Just Listed or Coming Soon Campaigns ■ Get the Client to Share the Landing Page for their property to their networks
Step 2: Campaign Set-Up	*Step 4: Marketing Campaign & Ongoing Marketing Activities*
■ Get professional-grade photos of the property ■ Having the client or prospective client fill out Seller Homework ■ Using the Seller Homework to author the Marketing Narrative & Lifestyle Story ■ Distill Marketing Narrative & Lifestyle Story into descriptive, compelling marketing copy	■ Announce the property to the local network of agents ■ Promote the property in the MLS ■ Promote the property on the portals where you syndicate ■ Promotional collateral for seller to share ■ Review initial campaign data to make necessary adjustments ■ Ongoing promotion on Craigslist ■ Ongoing promotion on Social Media ■ Re-sort photos to update MLS search

Step 5: Open House Promotion

- Determine if an Open House if feasible
- Schedule Date for Open House
- Create Facebook Event for the Open House
- Run a Facebook Campaign promoting the Open House