

Marketing Checklist

Online Marketing (Digital Environment)

Search Engine Marketing is used to achieve: Search Inventory, Expanded Audience Coverage, Expanded Listing/Agent Information, Offline Enhancement, Lead Generation.

Social Media Marketing is used to achieve: Business Networking, Professional Influence, Maintain Contact With Past Clients, Showcase A Listing.

SEM (Search Engine Marketing)

	Listing Only	Agent Upgrade
MLS		NA
Realtor.com		
Zillow.com		
Trulia.com		
Company Website		
Personal Website		NA
SEO (Google Ad Words)		
PPC (Pay Per Click)		
Mobile Marketing		
Other Websites		

SMM (Social Media Marketing)

Facebook	
LinkedIn	
Instagram	
Other Social Apps	
Personal Blog	
Email Marketing	
YouTube Videos	

Offline Marketing (Real World/Face-To-Face)

Traditional Marketing is used to achieve: Personal Branding, Professional Credibility, Generating New Business, Expanding Local Community Influence, Online Enhancement, Maintain Market Share, Showcase Inventory, Direct Path to Buyers & Sellers, Lead Generation, Client Affirmation.

Electronic Marketing is used to achieve: Personal Branding, Professional Credibility, Maintain Market Share, Generating New Business, Expanding Local Community Influence, Online Enhancement.

Face-To-Face is used to achieve: Personal Branding, Professional Credibility, Maintaining Market Share, Networking for New Business, Expanding Local Community Influence, Online Enhancement.

TM (Traditional Marketing)

Newspaper	
Lifestyle Magazine	
Real Estate Magazine	
Flyers	
Billboards	
Direct Mail	
Car Wrap	
House Signs	
Open Houses	
Cold Calls	

EM (Electronic Marketing)

Television	
Radio	
Cable TV	

FTF (Face-To-Face)

Rotary/Organization	
Public Speaking	
Meetings/Presentations	
Volunteer Work	
Board Member	
Social Groups	

A successful system is a system where all components work in synergy.

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The Necessity of Online Marketing.

Having your listings available in the digital environment for a consumer to search for, and find, is essential. Much of our time is spent online and consumers expect to have quick access to information. Strategic online listing placement should provide you with significant world wide exposure and lead generation. The use of social media will keep you connected with your personal sphere of influence and help you to maintain relationships with past clients and to provide you with a platform to influence new clients.

The Limitations of Online Marketing.

Today's real estate agent still remains a small business owner, one who will be conducting 90% or more of their business locally and in a very competitive industry. Making a personal connection throughout the community, building professional credibility, generating new business, maintaining market share, and client affirmation are also essential. These particular goals cannot be achieved through online only marketing. Therefore, do not neglect the essential offline needs of your overall marketing strategy.

Online Marketing Options (Digital Environment)

SEM (Search Engine Marketing)

MLS: (Pros) Exclusive to real estate agents. Control of content. Quick local reference to buyers agents.
(Cons) No longer a vital online listing provider for consumers.

Realtor.com, Zillow & Trulia: (Pros) Most popular real estate search engines through national advertising. Superior lead generation. (Cons) Submit control of lead generation to a third party. No local influence. Expensive lead generation. Saturated content. Competition for home sales.

Company Website, Personal Website: (Pros) Direct local access. Expanded personal information.
(Cons) Lost in saturated content. Limited exposure and relevance. Unknown to local market.

SEO, PPC: (Pros) Increase the percentage of listing visibility. (Cons) Can get VERY expensive.

Mobile Marketing: (Pros) Highest % of internet use. Expanded listing info. Indirect lead generation.
(Cons) Reliance on consumer tech ability. Consumer avoidance.

SMM (Social Media Marketing)

Facebook, LinkedIn, Instagram, etc. (Pros) Convenient and popular platform to connect with people.
(Cons) Limited exposure and influence. Saturated and missed content. Potential turn off.

Personal Blog: (Pros) Focused connection with people. Market leader/knowledge stand out.
(Cons) Limited exposure and influence. Risk of offending potential clients.

Email Marketing: (Pros) Inexpensive. Keep in touch with past clients. Remain relevant.
(Cons) Rarely opened and effective. Saturated and missed content. Spam filters. Potential turn off.

YouTube Videos: (Pros) Showcase listing detail. Create an emotional response. Virtual open house.
(Cons) Limited exposure and influence. Saturated and missed content. Consumer attention span.

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The Necessity of Offline Marketing.

You need to have a real world presence within your local market to build your business upon. Listings will come and go, YOU are the business. Hundreds of agents are competing against you for the opportunity to obtain and profit from the limited real estate inventory available. Offline marketing will help you to capture your share of this inventory while also expanding your sphere of professional influence within the community. Over time, this will bring more business directly to you and will also provide consistent client affirmation. Offline marketing will also enhance the effectiveness of your online marketing by providing a real world platform to direct consumers to for viewing your personal online sources.

The Limitations of Offline Marketing.

Some of the most effective offline marketing options are too expensive to invest in on a consistent basis. Some other options require more time and energy than you have available within your schedule. The process of building a professional reputation, obtaining market share, and expanding your sphere of influence takes time and needs to be a constant endeavor. There is no fast track for this interactive process. Avoidance will only delay or greatly restrict your business growth. Wise counsel and planned budgeting will greatly empower you through this process.

Offline Marketing Options (Real World/Face-To-Face)

TM (Traditional Marketing)

Newspaper: (Pros) Showcase many listings. Lead generation. Branding. Direct path to buyers/sellers. Client acquisition/affirmation. Community/online visibility. Quick ad changes. (Cons) One day exposure. Low quality. Less targeted. Not real estate specific. Declining audience. Less cost effective.

Lifestyle Magazines: (Pros) Showcase many listings. Lead generation. Branding. Direct path to buyers and sellers. Client affirmation. Community visibility. Daily exposure. High quality. (Cons) Slow ad changes. Less targeted. Not real estate specific. Less cost effective.

Real Estate Magazines: (Pros) Showcase many listings. Lead generation. Branding. Direct path to buyers and sellers. Client acquisition/affirmation. Extended community/online visibility. Daily exposure. High quality. Very targeted. Real estate specific. Direct mail/mobile/social components. Cost effective. (Cons) Slow ad changes. Limited page space on digest publications.

House Signs/Flyers: (Pros) Showcase listing. Lead generation. Branding. Direct path to buyers/sellers. Client affirmation. Community visibility. (Cons) Limited coverage/visibility dependent upon inventory.

Billboards/Car Wrap: (Pros) Branding. Community visibility. (Cons) Limited coverage/visibility dependent upon placement. Very slow and limited message changes.

Direct Mail: (Pros) Showcase a listing. Lead generation. Branding. Direct path to buyers/sellers. Client acquisition/affirmation. Targeted. Good quality. (Cons) Limited coverage/visibility dependent upon mail list. Limited ad space. Lost in saturation of mail solicitation. Less cost effective.

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Open Houses: (Pros) Personal. Showcase a listing. Lead generation. Direct path to buyers/sellers. Client affirmation. (Cons) Time consuming. Staging expense. Limited coverage/visibility dependent upon specific listing/location.

Cold Calls: (Pros) Personal. Direct path to buyers/sellers. Targeted. Client acquisition. (Cons) Time consuming. Low percent of interest. Limited coverage/exposure. Potential consumer turn off.

EM (Electronic Marketing)

Broadcast Television: (Pros) Superior branding. Evokes emotional response. Expanded coverage potential. Client acquisition. Community visibility. Professional credibility. (Cons) Ad creation and airtime is very expensive to maintain. Need to buy multiple programs/networks for optimum audience capture for effectiveness. Lost in saturated commercial messages. Fragmented audience potential. Less targeted.

Local Radio: (Pros) Branding. Evokes emotional response. Expanded coverage potential. Client acquisition. Professional credibility. (Cons) Airtime can be expensive to maintain. Need to buy multiple stations/time periods for optimum audience capture. Lost in saturated commercial messages. Fragmented audience potential. Less targeted.

Cable Television: (Pros) Branding. Evokes emotional response. Client acquisition. Professional credibility. (Cons) Airtime can be expensive to maintain. Need to buy multiple stations/programming for optimum audience capture. Lost in saturated commercial messages. Fragmented audience potential. Less targeted.

FTF (Face-To-Face Marketing)

Rotary/Organization, Public Speaking, Volunteer Work, Board Member, Social Groups, etc...

(Pros) Personal. Branding. Professional credibility. Client acquisition. Local influence. Online enhancement. (Cons) Time consuming. Limited exposure/coverage. Less targeted. Shared/limited business potential.

Upon further review...

This marketing checklist is a tool for you to use from time to time to review where you are, where you are going, and where you need to be when it comes to the growth and success of your business. As market conditions change throughout your career, you will need to adapt to them. By staying true to your marketing plans, you will build a strong foundation that will keep the flow of business moving in your direction when those changes come. Knowing what to invest in, when to invest, and why you are investing, is absolutely essential in gaining confidence and a peace of mind with your marketing.

Need help?

We are here to answer any questions you may have with no obligation. More in depth statistics and information are available upon request.

Contact: TREBworks Marketing Solutions at 530/410-6383.

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