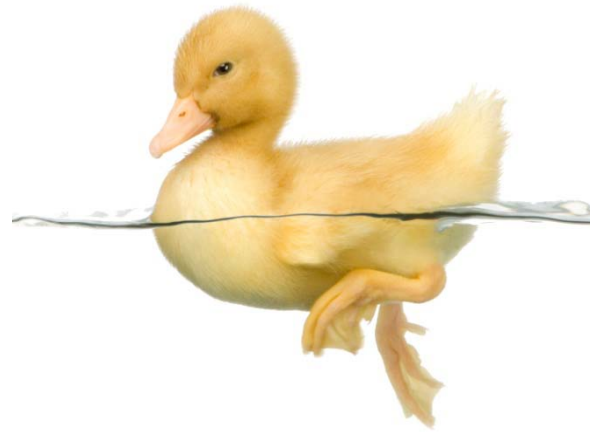


WebRealEstateTools.com



Marketing Plan

"If you do the right thing at the wrong time you get pain"
Tony Robbins

**Before you create your marketing plan,
you need to have a clear understanding
of your niche market ...**

So if you haven't yet completed the earlier steps
please **STOP** and go back and [finish those steps first.](#)



Ok, welcome back. There are several steps to creating a quality marketing plan. Take your time now and you will save yourself a lot of headaches and dollars later down the road.

As a Real Estate Professional you have two distinct methods to cover in your marketing plan:

1. Offline
2. Online

We will get back to these in detail in a few minutes. In the meantime let's start building the framework for your new marketing plan.

Every great marketing plan has 2 approaches. This is where most realtors take a short-cut and miss the boat completely. Don't make this mistake. So as you begin to build your marketing plan make sure you have a combination of these two approaches throughout your plan. It is much easier to stand on 2 legs than 1 leg. Would you agree?

1. Active Approach
2. Passive Approach

Your marketing plan must begin with your best, most promotable message.

Before you start with the below components, take a few minutes to do a little exercise. Stop reading now – open your favorite internet browser and do a search for real estate companies & agents in your local area.

Click on at least a dozen competitor sites and write down each promise, feature, benefit and area of expertise on a sheet of paper. After you have written these down for each site put a check mark by the items that you find on multiple sites.

This exercise will do a couple things for you, but most importantly what your checkmarks will clearly show you that most Realtors are saying the same stupid stuff and delivering the same message: "We are the best. We can help you with ALL your real estate needs. We know the entire city better than every other Realtor."

This is the wrong approach! Consumers are savvy and pick up



on this quickly. When it comes to marketing yourself, you only have a split second to convince the prospect that you have what they want or need.

Use these components to build your quality marketing plan:

Your Message, aka "USP" - A Unique Selling Proposition is a short & simple way of positioning your company against your competition. It should also clearly communicate your offering to your prospect. Some good examples are:

- Mountain Grown -do you know which coffee this is?
- King of Beers -do you know which beer this is?
- Have It Your Way -do you know which fast food restaurant this is?

The Irresistible Offer

What is an Irresistible Offer? Your Irresistible Offer should be an identity-building offer central your service, or company where the ROI is communicated in such a clear way that its immediately apparent you'd be a fool to pass it up.

Your irresistible offer should leave people feeling like doing business with you is so easy and obviously beneficial that you stand out as the only possible choice. If done properly, your offer will create an urgent, must have it now, buying frenzy.

Irresistible Offers have three elements:

1. High ROI
2. A Touchstone
3. Believability

For more information on creating your Irresistible Offer, [click here](#).

Presentation 5 steps

As a customer we all need to be led through the following 5-steps before we will buy or take action. To gain a better understanding of this process you need to visit www.dankennedy.com to learn from the master. It is



important to understand that these steps apply to all products, services, and professions. You are no exception.

1. Awareness of need and/or desire
2. Picking the "thing" that fulfills the need/desire
3. Picking the source for the thing
4. Accepting the source's price
5. Finding reasons to act now

Call to actions

Go back to the earlier exercise you did and see how many of those competitor sites has a clear call to action. My guess is very few if any have one. The famous Zig Ziglar once said, "The difference between being a professional salesperson and a professional visitor is asking for the order."

He also said, "Timid salespeople have skinny kids".

The point is... to be better than most of your competition all you need to do is ask for the sale. Every marketing piece or message must have a "call to action" to entice your prospect to pick up the phone and call you right then and there or to stop in your office today.

A good call to action will combine your Irresistible Offer and ignite interest.

3 Targets

There are 3 targets you must identify and become an expert on immediately. For more detailed information on this, [click here](#).

1. Target Area- start with a small area: neighborhood/community
2. Target Property -pick a property type that you are most interested in
3. Target Client -click here for a great article on this

Testimonials

Testimonials are your best sales tool. Get as many as you can and use them throughout your marketing, both offline and online. Nobody really believes what you say about yourself, so



you must have other people give you a testimonial.

What others say about you is infinitely more credible than anything you could ever say on your own behalf.

Image/brand

Perception is reality. Consistency is the key to building your Image/Brand. Make sure you keep all marketing messages aligned; a few tips for doing so:

- Use the same font on all marketing pieces
- Create a tag line and use it on all pieces
- Create a email signature file with your website, contact info & logo
- Make sure your social networks match blog and print material image
- Support local events
- Your clothing style is a great way to support your brand image

Publicity

Free advertising at its best. Publicity is one of the best things you can do for your business. Getting press is like a sweet combination of strategic print advertisement & testimonials. My advice to you is to hire a good publicist with the money you would've normally spent on advertising. This tip alone will be worth your Platinum Membership alone. I promise you will thank me for this one.

Prospecting - This may be the one place where more Realtors fail than any other single point. Remember earlier I mentioned the 2 approaches? Well here they are again. A successful business will depend heavily on a combination of both approaches.

Prospecting is the lifeblood of your business; no new business – no business period! Spend some time brainstorming here; there are many more options that you might imagine. We have listed a few to ideas to get you started.

1. **Active** - this should be self explanatory, but here are a few ideas: cold calls, warm calls, door knocking, direct



email, networking events, volunteering for community events, lunch meetings, using the social network sites to meet new people, happy hours.

Anything you do to go out and find prospects!

2. **Passive** - web marketing, buying leads online, direct mail, print advertisements, etc... Anything you do where you sit back and wait for prospects to knock on your door!

Referrals

Ask for referrals from everyone you can. Don't beg for them, but let your friends, co-workers, associates, social network friends, people in your community, etc...; let them all know what you do and that you would love to take care of any referrals they can give you.

Now that you have used these components to put together your marketing plan it's time to deliver it to your target clients. As I mentioned earlier the two distinct methods of doing this are:

Offline

- Print
- Press Releases
- Target area: hot spots,
- Youth events
- Charity events

Online

- Social Network/Media
- Blogging
- Direct Links
- Link building



That's all for now.

Set up you plan and work it like you mean it!

There is lots more free stuff on

www.webrealestatetools.com



Join the winners!

