# **Real Estate Marketing Plan Template**

## **Step 1:** Identify Overall Objectives & Goals

* Mission statement

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* Strengths, weaknesses, opportunities, and threats (SWOT) Analysis

| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
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* Set specific and measurable goals for your real estate business

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* Establish metrics to measure success

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* Create a lead generation and nurturing strategy

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* Schedule time to revisit your plan

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Additional resource: [How to Write a Real Estate Business Plan (+ Free Template)](https://fitsmallbusiness.com/real-estate-business-plan/)

## **Step 2:** Pinpoint Marketing Goals

* Website and landing pages
* Email marketing
* SMS/text message marketing
* Real estate ads
* Social media marketing
* Real estate events
* Print marketing materials
* Real estate signs
* Make sure all goals are measurable and doable

| **Goal** | **How I’ll Achieve This Goal** | **How I Will Measure Achievement** |
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Additional resource: [5 Essential Real Estate Marketing Materials for Success (+ Examples)](https://fitsmallbusiness.com/real-estate-marketing-materials/)

## **Step 3:** Estimate Projected Marketing Budget

* Create a budget using the real estate marketing budget spreadsheet
* Vendor comparison

Additional resource:[Real Estate Marketing Budget.xlsx](https://docs.google.com/spreadsheets/d/1juD6N_z5tnzkxHazwatrP2OSk6sbZol_/edit?usp=sharing&ouid=110980759506224539649&rtpof=true&sd=true)

## **Step 4:** Know Your Geographic Farm Area Data & Identify Your Target Audience

* Choose farm area

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* Research home prices and market trends

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* Understand location demographics

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* Specify target clients and create personas

| **Persona 1** | **Persona 2** | **Persona 3** |
| --- | --- | --- |
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Additional resource: [How to Write a Real Estate Business Plan (+ Free Template)](https://fitsmallbusiness.com/real-estate-business-plan/)

## **Step 5:** Analyze Market Competition

* Brokerage competition analysis

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* Individual real estate agent competition analysis

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* Identify strengths and weaknesses of your business versus competitors

|  | **Strengths** | **Weaknesses** |
| --- | --- | --- |
| **Your Business** |  |  |
| **Competitor 1** |  |  |
| **Competitor 2** |  |  |
| **Competitor 3** |  |  |

Additional resource: [How to Choose a Real Estate Company to Work For](https://fitsmallbusiness.com/how-to-choose-real-estate-company-to-work-for/)

## **Step 6**: Identify Your Unique Selling Proposition

* Discover what is unique about your real estate business

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* Find gap in real estate market and how you can fill it

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* Understand weaknesses of competition and how you can be a strength

|  | **Competitor Weakness** | **My Strength** |
| --- | --- | --- |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |

Additional resource: [What Is a Unique Selling Proposition? Examples & How to Define Yours](https://fitsmallbusiness.com/unique-selling-proposition/)

## **Step 7**: Establish Timeline & Set Your Plan in Motion

* Create monthly, quarter, and yearly calendar
* Purchase needed materials for plan

Additional resource: [Mock Marketing Calendar.docx](https://docs.google.com/document/d/1BZvD0D8Eh0I8_8y-dvscRMxPzuc3SXuW/edit?usp=sharing&ouid=110980759506224539649&rtpof=true&sd=true)

## **Step 8:** Track Progress & Readjust as Needed

* Revisit goals quarterly (at least)
* Adjust goals as needed

Additional resource: [7 Ways to Become Successful in Real Estate](https://fitsmallbusiness.com/how-to-be-successful-in-real-estate/)