

# Real Estate Marketing Plan Templates

## Step 1: Identify Overall Objectives & Goals

- Mission statement

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

Strengths	Weaknesses	Opportunities	Threats

- Set specific and measurable goals for your real estate business

- Establish metrics to measure success

- Create a lead generation and nurturing strategy

- Schedule time to revisit your plan

Additional resource: [How to Write a Real Estate Business Plan \(+ Free Template\)](#)

## 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

Additional resource: [5 Essential Real Estate Marketing Materials for Success \(+ Examples\)](#)

### 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](#)

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

- Choose farm area

- Research home prices and market trends

- Understand location demographics

- Specify target clients and create personas

Persona 1	Persona 2	Persona 3

Additional resource: [How to Write a Real Estate Business Plan \(+ Free Template\)](#)

## Step 5: Analyze Market Competition

- Brokerage competition analysis

- Individual real estate agent competition analysis

- Identify strengths and weaknesses of your business versus competitors

	Strengths	Weaknesses
<b>Your Business</b>		
<b>Competitor 1</b>		
<b>Competitor 2</b>		
<b>Competitor 3</b>		

Additional resource: [How to Choose a Real Estate Company to Work For](#)

## Step 6: Identify Your Unique Selling Proposition

- Discover what is unique about your real estate business

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

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

	Competitor Weakness	My Strength
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

Additional resource: [What Is a Unique Selling Proposition? Examples & How to Define Yours](#)

## Step 7: Determine Your Digital Marketing Channels

- Choose the digital marketing channels you want to use to touch base and nurture your clients
- Build a mobile-optimized real estate website
- Implement email marketing
- Be active and engage on social media
- Create targeted online ads
- Read about the latest trends and statistics on digital marketing

Additional resource: [21 Digital Marketing Statistics for Small Businesses in 2024](#)

## Step 8: Establish Timeline & Set Your Plan in Motion

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

Additional resource: [Mock Marketing Calendar](#)

## Step 9: Track Progress & Readjust as Needed

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

Additional resource: [7 Ways to Become Successful in Real Estate](#)

## Step 10: Keep Up With the Latest Trends & Adapt

- Regularly monitor market trends, interest rates, and buyer/seller behaviors
- Learn technological advancements and innovative marketing approaches
- Use the latest tools and platforms
- Adapt your marketing strategies

Additional resource: [11 Top Tech Trends for Real Estate Agents in 2024](#)