



## Community Marketing Plan

In order to implement your new marketing systems efficiently and with ongoing success we are providing a comprehensive planning tool. If you are in private coaching with us, please feel free to ask your coach for assistance in completing this plan if needed.

If you are not in private coaching and need some assistance completing the plan, please request a strategy session by clicking on the attached link to schedule and we will be happy to help you.

Let's begin by examining the areas of business you would like to give more attention.

Please rate from 1 to 5, with 5 being the highest level of importance.

1. Tele-prospecting
2. Direct mail
3. Personal referrals
4. Event marketing (consumer seminars)
5. Community / Civic volunteer work and overall participation
6. Networking
7. Contact management systems
8. Social media
9. Working with sellers
10. Working with buyers
11. Open houses
12. Just listed cards
13. Just sold cards
14. Personal promotion
15. Ratings and reviews
16. Geographical farming
17. Securing FSBO listings
18. Securing expired listings
19. Personal website
20. Door knocking communities or around listings and sales
21. Rent to own prospects



Now that you have identified your priority areas of focus which of the following guides will you be utilizing immediately?

1. Downsizing with Distinction
2. How to effectively move up
3. Real estate planning guide
4. FSBO brochure
5. Expired listing brochure
6. Pricing brochure (with Allen Dalton pricing strategies and language)
7. Neighbors Know Best (a resident reviews program for prospecting around listings)
8. How to select the right real estate professional to market your home

What is your plan to utilize them in the field?

What is your timeline for launch?

What is your budget?

What pieces of the project will you be delegating to someone on your team?

What will you be responsible to do?

Have you set up a marketing calendar of when to order, when to mail and when to follow up personally on your campaigns?



Have you developed your lead follow up system so that you can effectively capture and nurture your leads and connections, if not what action items need to happen for you to get this into place?

What questions do you have about your implementation that you should bring to the weekly ask your coach call that is part of your Community Marketing Systems program?

Question 1:

Question 2:

Question 3:



## The Big Picture and Becoming the Market Expert

Most successful businesses for years have engaged in the SWOT analysis process: Identifying the strengths, weaknesses, opportunities, and threats associated with their business is something that is extremely valuable as you create your game plan for the future.

S= Strengths

W=Weaknesses

O=Opportunities

T=Threats

Since the stated goal, purpose, and the “why” behind the Customized Community Marketing System and our Community Marketing Real Estate Network is to help you build a bigger, better, and busier business, than this process should begin with your rigorous self-examination of your own business. Please answer the following questions, remember if you need help just ask us!

1. What are your strengths?
2. What are your weaknesses?
3. Where are your greatest opportunities?
4. What threatens your business?

What opportunities is your market presenting that you feel you should be taking advantage of?

What skills will you need to improve or master to maximize these opportunities?



How much time have you time blocked into your week to practice scripts, review the webinars and to join the community marketing systems calls?

How much time do you currently spend promoting yourself or your business on social media? Facebook, LinkedIn, etc.

What sort of content are you posting?

How can you use the Community Marketing Systems tools for your social media?

What questions do you have about utilizing social media that you can bring to the Ask a Coach calls?

Question 1:

Question 2:

Question 3:



## Becoming the Market Expert

List all neighborhoods or municipalities where you would like to increase your range, reach and influence. To do this you first need to determine the addressable market: how many homes, average sales price, number of listings, and how many listings you have secured over the past several years within this larger community.

How many total homeowners are in the cities/counties/towns I work? \_\_\_\_\_

How many listings occurred in this market area in the last 12 months? \_\_\_\_\_

How many current active listings are for sale in my selected market area? \_\_\_\_\_

How many current active listings do I have right now? \_\_\_\_\_

What do I feel has stopped me from having a larger share of the available listings? \_\_\_\_\_

How many active listing do I need to carry at all times to achieve my goal? \_\_\_\_\_

How many listing appointments did I go out on in the last 12 months where the homeowner did not select me? \_\_\_\_\_

Why did I lose these listings?

To expand your reach and listing opportunity do you plan to expand your geographic territory?

Start with most important areas to you. List population and average sales price.

1. Area of greatest importance: \_\_\_\_\_
  - a. Estimated number of households: \_\_\_\_\_
  - b. Estimated sales price: \_\_\_\_\_
  
2. Area of next greatest importance: \_\_\_\_\_
  - a. Estimated number of households: \_\_\_\_\_
  - b. Estimated sales price: \_\_\_\_\_
  
3. Area of next greatest importance: \_\_\_\_\_
  - a. Estimated number of households: \_\_\_\_\_
  - b. Estimated sales price: \_\_\_\_\_

**Step two:**

Add up total population: \_\_\_\_\_

Total listings (estimate) currently and per year, average sales price: \_\_\_\_\_

**Step three:**

Identify the relevance that your company and your personal brand presently enjoy in each area.

Great relevance:

Moderate relevance:

Relatively minor/no relevance:

Identify which competitors are most presently successful in these areas.

1.

2.

3.

Which individual agents or teams are most successful?

1.

2.

3.

Now identify:

a. What do you do that they provide, but you do better?

b. What do you do that they do not provide?

I will engage homeowners via:

- email
- direct mail
- door knocking
- community events
- local advertising
- social media

**Next step:** My Frequency of Engagement

I will engage this area by door knocking \_\_\_\_\_ homes \_\_\_\_\_ times per \_\_\_\_\_ (week, month, year).

I will send out \_\_\_\_\_ postcards/direct mail/just sold cards \_\_\_\_\_ times per \_\_\_\_\_.

I will mail the following info to \_\_\_\_\_ homes in each area \_\_\_\_\_ times per \_\_\_\_\_.  
(Downsizing, Move Up, Rent or Buy, etc.)

I will build my community database by:

I will send out a press release on my being their community marketing real estate specialist to the following homes, with a form of, How can I help you this year? and with a list of all your programs.

I will plan the following community events this year for the following areas:

I will join the following organizations:





**IMPORTANT NOTE:**

It would be perfectly natural for it to take more than one sitting to complete your big picture plan. Just the fact that you are focusing on your future growth is the first step in the right direction.

Also while you have many new tools to use, remember the old saying, “how do you eat an elephant... one bite at a time.”

Choose one marketing system to implement and then you can come back to the tools provided and choose another.

Please remember we are here to help you perfect at least 3-5 key systems of creating a steady flow of quality listings!