

# 47-POINT MARKETING PLAN CHECKLIST

**THE CLOSE**

Property/Client: \_\_\_\_\_

Date: \_\_\_\_\_

## Listing Research

- \_\_\_\_\_ Identify Unique Selling Features
- \_\_\_\_\_ Property Research
- \_\_\_\_\_ Neighborhood Research
- \_\_\_\_\_ Pricing Strategy

## Prepare Listing

- \_\_\_\_\_ Touchup & Repairs
- \_\_\_\_\_ Professional Staging
- \_\_\_\_\_ Virtual Staging

## Create Assets

- \_\_\_\_\_ Professional Photography
- \_\_\_\_\_ Matterport 3D Tours
- \_\_\_\_\_ Video & Virtual Tours
- \_\_\_\_\_ Aerial Photography & Video

## Create Listing

- \_\_\_\_\_ Draft Property Description
- \_\_\_\_\_ Add to MLS Systems
- \_\_\_\_\_ Add Property Details
- \_\_\_\_\_ Syndicate Your Listing
- \_\_\_\_\_ Create Listing Book

## Open House Events

- \_\_\_\_\_ Tradition
- \_\_\_\_\_ Virtual
- \_\_\_\_\_ By Appointment

## Digital Marketing

- \_\_\_\_\_ Facebook & Instagram Ads
- \_\_\_\_\_ Google Ads
- \_\_\_\_\_ Remarketing Ad Campaign
- \_\_\_\_\_ Single Property Website

## Traditional Media Marketing

- \_\_\_\_\_ TV
- \_\_\_\_\_ Radio
- \_\_\_\_\_ Home Magazines
- \_\_\_\_\_ Listing Fliers
- \_\_\_\_\_ Newspaper Display Ads

## Neighborhood Marketing

- \_\_\_\_\_ Yard Sign
- \_\_\_\_\_ QR Code
- \_\_\_\_\_ Call-2-Text
- \_\_\_\_\_ Branded Directional Arrows
- \_\_\_\_\_ Postcards & Door Hangers

## SOI Marketing

- \_\_\_\_\_ Market to Your Office
- \_\_\_\_\_ Market to Local Agents
- \_\_\_\_\_ Market to Local Assc. of Realtors
- \_\_\_\_\_ Email Newsletter

## Social Media Marketing

- \_\_\_\_\_ Facebook
- \_\_\_\_\_ Pinterest
- \_\_\_\_\_ Instagram
- \_\_\_\_\_ TikTok
- \_\_\_\_\_ SnapChat
- \_\_\_\_\_ LinkedIn

## Luxury Property Marketing

- \_\_\_\_\_ Market Nationally
- \_\_\_\_\_ Market Internationally
- \_\_\_\_\_ Custom Video
- \_\_\_\_\_ Custom Brochure
- \_\_\_\_\_ Broker Open House
- \_\_\_\_\_ Weekly Marketing Updates

# RESOURCES

## Listing Research

- [How to Do a Comparative Market Analysis: A Step-by-Step Guide](#)

## Prepare Your Listing

- [The 26 Best Curb Appeal Ideas for Every Budget \(Yes, Even Yours!\)\]](#)
- [21 Deal-killing Home Staging Mistakes Even Experienced Realtors Make](#)
- [The Best Virtual Staging Software & Tips for 2022](#)

## Create Assets

- [Real Estate Photography: 24 Tips for Stunning DIY Photos](#)
- [How Custom Virtual Tours Can Save Your Real Estate Business in 2022](#)
- [10 Real Estate Videos Smart Agents Are Using + Examples](#)

## Create Listing

- [How to Write Creative Real Estate Listing Descriptions \(+ Examples\)](#)
- 14 Open House Flyer Templates Your Clients Will Love

## Open House Events

- [14 Open House Flyer Templates Your Clients Will Love](#)
- [17 Open House Food Ideas That Can Help Sell Your Listing \(Yes, Really\)](#)
- [The 9 Best Open House Follow-up Email Templates of 2022](#)
- [29 Open House Ideas That Will Actually Get You Leads](#)

## Digital Marketing

- [How to Create Real Estate Facebook Ads That Actually Generate Leads](#)
- [37 Clever Real Estate Ads That Convert Prospects Into Leads](#)
- [How Smart Agents Build Single Property Websites in 2022 \(Are They Still Worth It?\)](#)



# RESOURCES

## Traditional Media Marketing

- [27 Real Estate Flyer Templates You Can Use to Boost Your GCI](#)

## Neighborhood Marketing

- [Real Estate Yard Signs: 12 Design Trends & Insights for 2021](#)
- [Door Knocking for Real Estate in 2022: Will It Still Work? \(+Tips & Scripts\)](#)
- [Top 5 Real Estate Postcards Providers + Postcard Examples That Actually Work](#)

## SOI Marketing

- [9 Easy & Actionable Real Estate Email Marketing Tips for 2022](#)
- [How to Master the Follow-up Phone Call in 2022 \(+ Scripts\)](#)

## Social Media Marketing

- [How to Set Up a Real Estate Agent Facebook Page to Get More Leads](#)
- [13 Powerful Pinterest Real Estate Marketing Ideas From the Pros](#)
- [9 Ways Smart Real Estate Agents Are Using LinkedIn to Get Better Leads](#)

## Luxury Property Marketing

- [10 Easy Ways to Break Into the Luxury Market \(If You're Not Rich\)](#)
- [How to Get Listings: 21 Luxury Listing Agents Spill Their Secrets](#)

