

# The eight week marketing plan.



(if we can't sell this no one can)

# Meet the team



## **KELSEY FINDLAY**

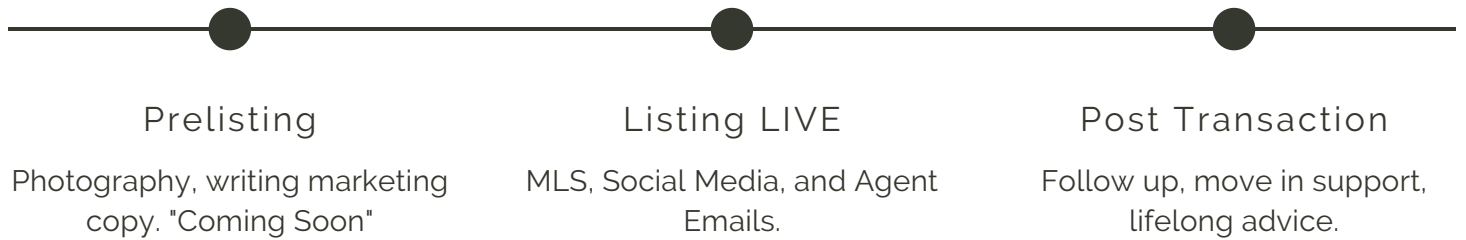
Real Estate Enthusiast

Mother of two Kiddos  
Facebook Marketplace Master  
Spreadsheet Guru  
Award Winning Agent



# How we work.

BEFORE, DURING, AND AFTER

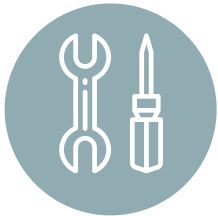


Just as first impressions are important for people, they can be make or break for a home. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property... or even if they'll be interested in buying it at all.

Therefore, in order to get you the most money possible for your home, we at TOTL | real estate team put a ton of care into its preparation before we put it on the market. PACKAGING: Quality preparation that will leave buyers with the best impression of your house involves three elements:

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# Preparation



Repairs



Cleanliness



Staging

You only have one chance to make a first impression with the potential buyer of your home. Many agents and brokerages stumble on this step and cost their sellers real money when buyers don't value the home enough to make solid offers. So how can you avoid this misstep? Much of the property marketing campaign rests on the consumer's ability to find your property online... and to find it with the right information. These pre-launch activities, therefore, are designed to seed the marketplace, optimize for SEO, and position the property for the best possible impression right out of the gate.

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# Week 0

- Company branded "Coming Soon" real estate sign placed on property (if allowed by Strata)
- Marketing Narrative and Lifestyle Story for the property, location, and neighborhood is drafted with client input.
- Sell Sheet produced for Open Houses and Talking points for all Listings.
- Marketing Brochure for the property is distilled from the Marketing Narrative and Lifestyle Story.
- Featured Property Landing Page on company website.
- Professional-grade Photos (with address and description in the file name) uploaded to the Featured Property Landing Page.
- Property Tour & Seller Interview Video (if desired) uploaded to YouTube and embedded on Featured Property Landing Page.
- Property posted to company's Facebook & Twitter pages.
- Facebook Ad Campaign starts marketing property (will run for 30 Days using 3 different images to split test for best response).
- Property Photos posted on local Craigslist & Kijiji
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social media channels).
- Client shares post from company's Facebook page on personal profile.
- Showing System set up by attaching MLS record to lockbox.

## CAMPAIGN SETUP & PRE-LAUNCH MARKETING

Launch activities build on the Pre-launch phase by “announcing” the property’s availability through a combination of online and offline channels. By using online marketing to connect with consumers and offline marketing to connect with real estate agents, your property gets the necessary exposure to prospective buyers.



## Week 1

- Announce new property on market to your local network of real estate agents (over 25,000)
- Property promoted in the MLS
- Property Tour Video uploaded to YouTube.
- Showcase listing on Realtor.ca.
- Property Tour uploaded to Realtor.ca.
- Property posted on Company’s Instagram page
- Real Estate Flyer PDF designed for client.
- Client shares Real Estate Flyer PDF with neighbours, friends & family.

### ONGOING:

- Facebook Ad Campaign to people Likely to Move residential profile.
- Featured Property on company website.

## CAMPAIGN LAUNCH

Throughout the campaign cycle, we will be checking the data and evaluating whether the message and images are getting the impressions and Click Through Rates (CTR) within our desirable ranges. We constantly test and make adjustments as necessary.

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## Week 2

- Campaign results analyzed and modifications made to ongoing marketing campaigns.
- Property Tour & Seller Interview Video uploaded to company's Facebook page.
- Re-order photos in MLS so property will come up again at the top of searches.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 3 or WEEK 4.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

### ONGOING:

- Facebook Ad Campaign to people Likely to Move residential profile.
- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.

### CAMPAIGN ANALYSIS & IMPROVEMENTS



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*"Gone are the days of  
throwing up a sign  
in the front yard and  
praying. Real Estate  
marketing has  
evolved."*

Kelsey Findlay



During this phase of the campaign, we let the efforts from the previous weeks do their work to get traffic and views. If you decide you would like us to host an Open House, preparation and marketing for it will also take place

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## Week 3

- Property photos re-posted on Craigslist & Kijiji
- New Facebook campaign to promote Property Tour & Seller Interview Video.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social media channels).

### IF OPEN HOUSE IS SCHEDULED:

- Marketing Brochure for Open House printed for Client to share with neighbours, friends & family.
- Facebook Campaign to promote Open House to people Likely to Move residential profile.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social media channels)
- Door Knocking Campaign by agent to share Open House Flyer with neighbourhood.

### ONGOING:

- Facebook Ad Campaign to people Likely to Move residential profile.
- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.
- Re-order photos in MLS so property will come up again at the top of searches.

## CAMPAIGN OPTIMIZATION

There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed so a steady stream of online and offline interest is being generated, while ongoing promotion will make sure your property is getting in front of both potential buyers and to the agents representing those buyers.

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## Week 4

- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Facebook Ad Campaign to Likely to Move Residential Profile ends.
- Facebook Campaign to promote Property Tour & Seller Interview Video ends.

### IF OPEN HOUSE IS SCHEDULED:

- Marketing Brochure for Open House printed for Client to share with neighbours, friends & family.
- Facebook Campaign to promote Open House to people Likely to Move Residential Profile.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social media channels)
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.

### ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.
- Re-order photos in MLS so property will come up again at the top of searches.

## CAMPAIGN PERFORMANCE

If there is insufficient interest in the property (lack of traffic & showings, negative feedback on value from people who toured the property), then a price reduction is most likely in order. Research and feedback from the market will give guidance on the price to market the home to sell it within the desired timeframe. Once a new price has been determined, the marketing campaign will be updated and a re-launch will take place.

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## Week 5

- If online traffic is not converting into offline tours, then price must be re-assessed to attract more traffic.
- Company announces price reduction to its local network of real estate agents.
- Price updated and promoted on Featured Property Landing Page on company website.
- Price updated and promoted in the MLS.
- Price updated and promoted on Realtor.ca.
- Price updated and Property Photos re-posted on Craigslist & Kijiji.
- New Facebook Ad Campaign marketing price reduction to Likely to Move and retargeting company traffic using Website Custom Audiences.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social media channels).

### ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.

### CAMPAIGN EVALUATION & RE-LAUNCH

Consistent monitoring of data to determine if the message and images are getting the impressions and Click Through Rates (CTR) is important to present the property in the best possible light in the market. Ongoing campaign improvements and seller support are key to getting the home sold.



## Week 6

- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 7 or WEEK 8
- Marketing Brochure PDF updated for client.
- Client shares Marketing Brochure with neighbours, friends & family.

### ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.
- Re-order photos in MLS so property will come up again at the top of searches.
- Facebook Ad Campaign marketing price reduction.

### CAMPAIGN ANALYSIS & IMPROVEMENTS



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*"Marketing is like  
packaging for your  
home. It tells people  
who should buy this  
and how much they  
should pay."*

Justin Syens

As conducted in week 3 of the campaign, we'll let the efforts from the previous weeks do their work to get traffic and views. If you decide you want us to host an Open House, preparation and marketing for it will also take place.

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## Week 7

- Property photos re-posted on Craigslist & Kijiji.
- Facebook Ad Campaign marketing price reduction ends.
- Client shares 3 professional grade photos of their home on Facebook (and preferred social media channels).

### IF OPEN HOUSE IS SCHEDULED:

- Marketing Brochure for Open House Flyer printed for client to share with neighbours, friends & family.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social media channels)
- Facebook Campaign to promote Open House to people Likely to Move Residential Profile.
- Door Knocking Campaign by agent to share Open House Flyer with neighbourhood.

### ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.
- Re-order photos in MLS so property will come up again at the top of searches.

## CAMPAIGN OPTIMIZATION

From the very start, we will communicate with our network of local real estate professionals, so they will communicate with their buyers. During this week we will reach out again to our agent network using a direct marketing message to get their attention and get market feedback on the property.

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## Week 8

- HELP email sent to our local network of real estate agents.
- HELP social message sent to our local network of real estate agents.
- Property Tour & Seller Interview Video reposted to company's Facebook page.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social media channels).

### IF OPEN HOUSE IS SCHEDULED:

- Marketing Brochure for Open House Flyer printed for client to share with neighbours, friends & family.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social media channels)
- Facebook Campaign to promote Open House to people Likely to Move Residential Profile.
- Door Knocking Campaign by agent to share Open House Flyer with neighbourhood.

### ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.ca.
- Re-order photos in MLS so property will come up again at the top of searches.

### AGENT NETWORK RE-ENGAGEMENT



### **Give Us A Call | 604-614-8390**

If you are considering buying a home in today's market, we invite you to give us a call at 604-614-8390. We would love the opportunity to learn more about your specific situation and explain to you in more detail what we do.

### **Or, Visit Us Online | [www.TeamTOTL.ca](http://www.TeamTOTL.ca)**

Visit us online at [www.TeamTOTL.ca](http://www.TeamTOTL.ca) for more information about our system and how it can help you sell your home for more money in less time.

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OUR CONTACT DETAILS

**Let's Talk**