
Real Estate Marketing Plan Template

The six-step plan top agents actually use. Fill it in and you have a marketing strategy for the year.

STEP 1: YOUR VISION AND GOALS

If this marketing works, what does the extra income do for your life? Write the real why.

This year's targets: deals _____, sales volume _____, GCI _____, marketing budget _____

STEP 2: KNOW YOUR NUMBERS

Last year: deals closed _____, average price _____, buyers _____, sellers _____, total marketing spend _____, net income _____. You cannot improve what you do not track.

STEP 3: YOUR UNIQUE SELLING PROPOSITION

Why should a client choose you over the agent down the street? Say it in one sentence.

STEP 4: YOUR AUDIENCE

Who are you marketing to? Go past age and income to how they search and what they care about.

STEP 5: CHOOSE YOUR CHANNELS

Pick two or three to run well, not eight to dabble in. Circle yours: SEO and website, social media, email, paid ads, SMS, content and video, direct mail, networking and referrals.

STEP 6: BUILD YOUR CALENDAR

Plot the year month by month with the same structure each month. Consistency beats intensity.

The rule under all of it: the average lead takes 8 to 12 touches and closes over months, not days. Market for the long game and stay consistent, and the results compound.