

STRATEGIC MARKETING PLAN



Professional Photography



Professional Produced and edited Video with music and Voice Over by our own in-house videographer (For select properties)



Conducting Detailed research of property and surrounding area such as immediate area water well logs, topography, local attractions.



Familiarizing ourselves and all team members of the property by conducting onsite visits prior to showing the property to clients

PRE LAUNCH



Creating Detailed Maps with professional mapping software for print, digital use, and to be used during all showings on iPad and tablets showing clientele live location and boundary lines



Scripting the property's detailed story write up by collecting all information



SEO



Initial promotion creating excitement with a coming soon digital campaign across all social media platforms



Conducting initial outreach to client and broker network



Crafting initial digital and print advertising collateral



Commissioning Signage

Creating and distributing print and digital collateral to include:



Visually Compelling detailed multi page brochure in print and digital format



Promoting listing via Social Media



Upload property video



Feature Listing on West and Swope Ranches homepage (Used only for select listings)

LAUNCH



Each Individual property listing is featured with its own page including color photographs, property description and a full color, downloadable brochure.



Custom Tailored New Listing Email Campaign



Paid Digital Ads via social media and google



Upload listing on all signature membership listing sites: Landsoftexas.com, Landsofamerica.com, landwatch.com, zillow.com loopnet.com, realtor.com, mansionglobal.com , etc.



Sign Install



Pitch to Media Outlets

ONGOING AND MANAGEMENT



Continuing to run paid ads



Full Records of leads and showings in CRM



Pull reports and analytics



Monthly Company Meetings



Write a blog featuring listing

*All marketing is at the sole discretion of the listing agent and is subject to change depending on the listing price. Typically, all marketing listed on this page is geared towards listings that are priced at one million-plus.

