

# Real Estate Marketing Plan Checklist

by

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01

## Market Research

- Analyze current market trends
- Study competitors
- Evaluate property values
- Understand customer pain points
- Observe mortgage rates

02

## Lead Generation

- Generate seller leads with Home Value Leads Software
- Attend networking events
- Use referral programs
- Run PPC campaigns
- Collaborate with partners

03

## Budgeting

- Set a budget for digital advertising
- Allocate budget for print advertising
- Budget for open houses
- Set aside funds for SEO
- Allocate for social media ads
- Budget for email campaigns

04

## Branding

- Create a consistent branding message
- Design a memorable logo
- Define your unique selling proposition (USP)
- Choose brand colors and fonts
- Decide on brand imagery
- Create a brand guideline

05

## Website Optimization

- Mobile-friendly design
- SEO optimization
- Local SEO
- Improve page load speeds
- Add a blog section
- Update content regularly

06

## Content Planning

- Schedule blog posts
- Create valuable articles
- Produce engaging videos
- Downloadable resources
- Create property listings
- Make industry reports

07

## Social Media

- Choose the right platforms
- Create a posting schedule
- Monitor analytics
- Run targeted ads
- Collaborate with influencers
- Use relevant hashtags

08

## Email Marketing

- Build an email list
- Segment list for targeting
- Create newsletters
- Nurture leads
- Monitor open rates
- Automate follow-ups

09

## SWOT Analysis

- Identify Strengths
- Identify Weaknesses
- Identify Opportunities
- Identify Threats
- Evaluate your team's skills
- Monitor online reputation

10

## Client Testimonials

- Gather reviews
- Testimonials on the website
- Testimonials on social media
- Collect video testimonials
- Request Google reviews
- Add testimonials in email