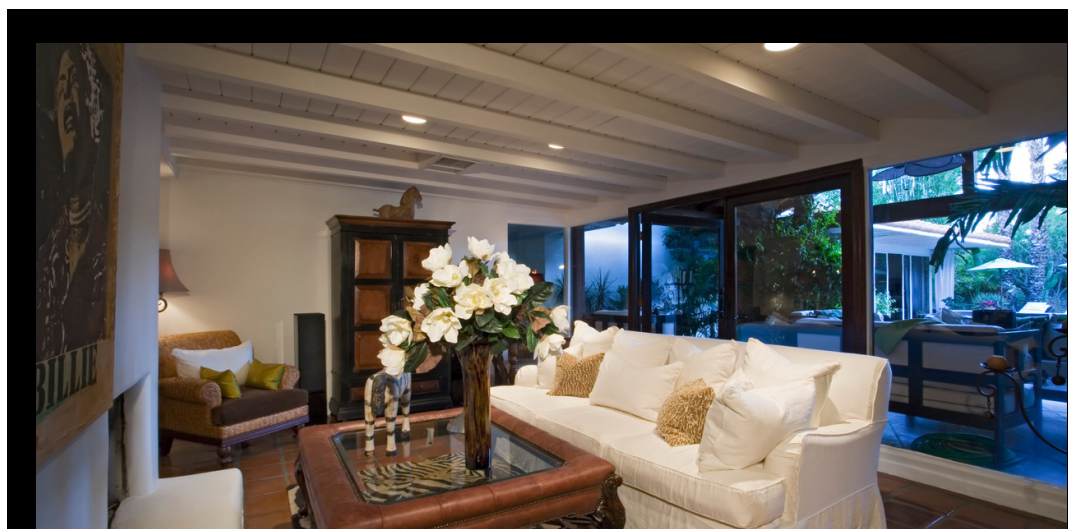




ACTION PLAN

THE LUCKY 14

A 14-day marketing plan designed to increase your brand awareness through the promotion of your newest sold listing.





THE LUCKY 14

INTRODUCTION

Welcome to the Lucky 14 **Marketing Action Plan** – designed to create brand awareness for your business using a property that was just sold. This campaign's objective is to create a presence in your local area, generate interest in your services, and create leverage around past sales in order to generate new listings and business. What's included:

- Video Tutorials
- Facebook Ad Copy
- Facebook Ad Design
- Targeting Worksheet
- Flyer Design
- Postcard Designs
- Eblast Designs
- Daily Schedule



CLICK. PRINT. GO!

ACCESS YOUR DESIGNS IN CANVA

Click on Titles/Links Below to Open Design

8.5X11 FLYER TEMPLATE

EMAIL TEMPLATE #1

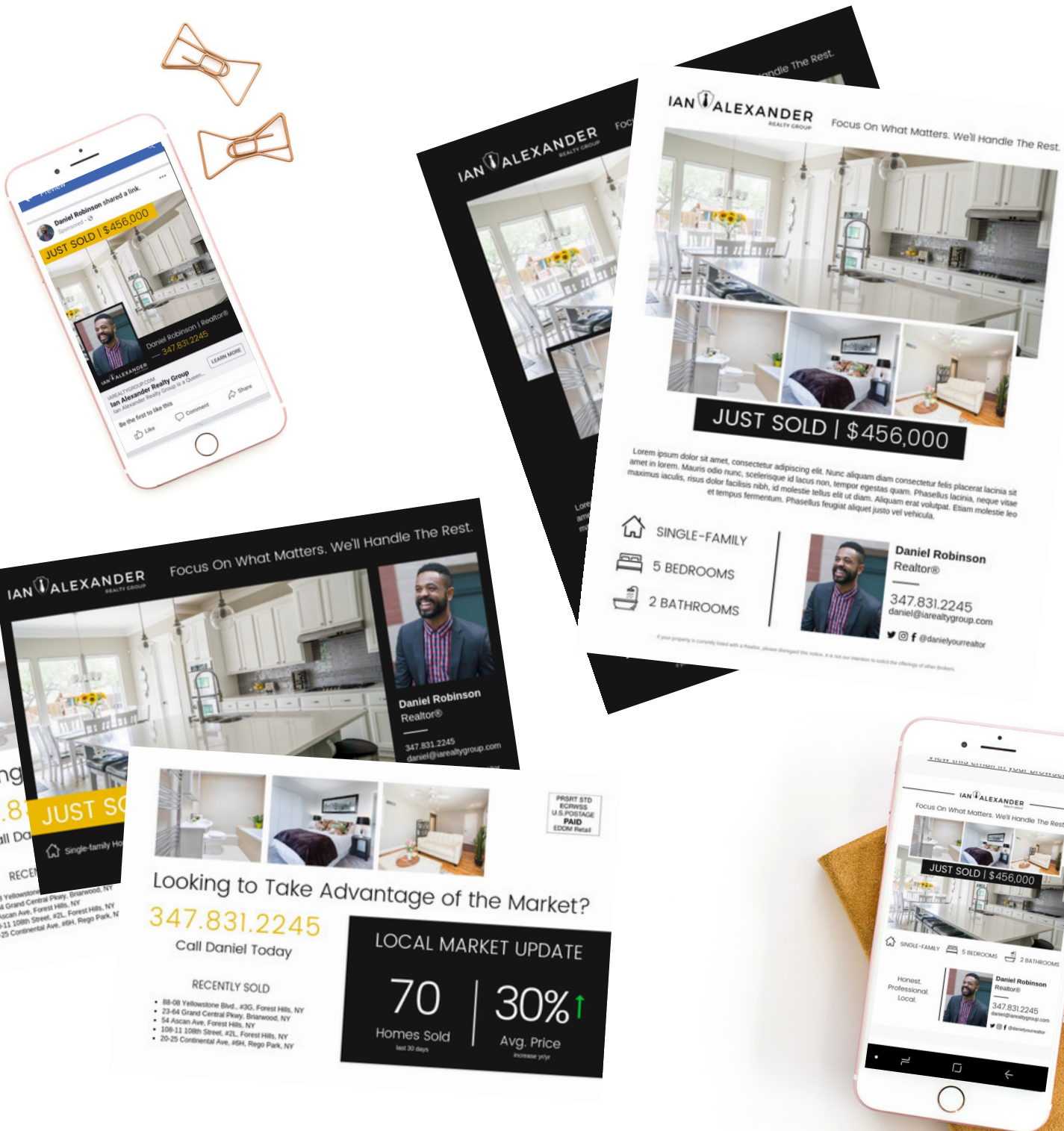
EMAIL TEMPLATE #2

POSTCARD TEMPLATE

FACEBOOK AD TEMPLATE

YOUR DESIGNS

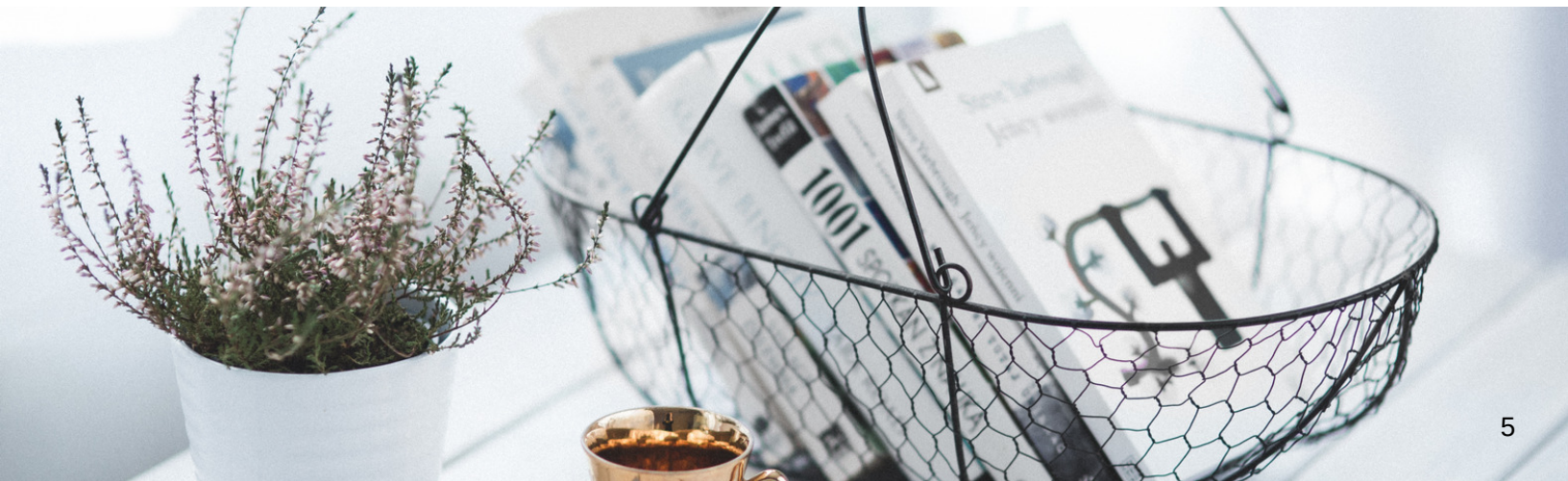
We've created these customizable marketing materials with your business in mind.



TO-DO LIST

- Prepare Marketing Materials
- Order Postcards
- Order Flyers
- Run Facebook Ad
- Send Eblast #1
- Geo Calls
- Organize Postcards for EDDM
- Schedule EDDM Drop Off
- Drop Off EDDM Postcards
- Doorknock
- Hub Marketing
- Send Eblast #2
- Track Your Marketing Results

Questions about this Action Plan? Email info@iarealtygroup.com for assistance.



DAY 1

Today you're **preparing your marketing materials**. Each of your design templates is 100% customizable in Canva and we've created tutorials to help you navigate the app.

STEP 1: Download your marketing materials - links available on page 3.

STEP 2: Customize your Postcard and Flyer Template in Canva. **View tutorial here.**

STEP 3: Customize your Eblast #1 & #2 Template in Canva.

STEP 4: Request Geo Leads by sending a request email to info@iarealtygroup.com

STEP 5: Customize your Facebook Ad Template in Canva. View tutorial here.

ORDER PRINTS

After you've customized your Postcard and Flyer Templates, head over to your Agent Portal "Printed Materials" store and place an order for the desired amount of postcards and flyers you wish to send and/or hand out.

We recommend printing and sending out at least 300 postcards. This campaign was designed to work with 300-1000 postcards.

We recommend printing and handing out at least 50 flyers. This campaign was designed to work with 50-200 flyers.

Access Postcard Design



DAY 2

While you wait for your postcard to be delivered, it's **time to run a Facebook Ad**. On the next page you'll find a Facebook Ads Target Audience Worksheet to help you fine tune your ad strategy and make the most of your budget.

STEP 1: Login to your Facebook Account.

STEP 2: Fill out the Target Audience Worksheet on next page to fine tune your ad strategy.

STEP 3: Watch this **video tutorial**, and create your ad.

Your Facebook Ad Strategy

- Promote your Just Sold Listing to your Target Audience
- Generate Buyer and Seller Leads using IDX Broker Search Results
- **Call To Action:** See Similar Homes on the Market

How Much Should I Spend? There is no right answer here. It all depends on your marketing budget. We have seen 23 leads for \$20, and 70 leads for \$400. We recommend running the ad for longer than 3 days and for at least \$5 per day.

Access Facebook Design

FACEBOOK ADS

Targeting Strategies Worksheet

Who is Your Target Audience?

Buyers Sellers Renters

Where do they currently live? (List zip codes)

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

What are they surfing on the web? (Zillow, Trulia, Redfin, Realtor.com, etc.)

What are they interested in? (HGTV, mortgages, appraisals, first-time home buyer, etc.)

How old are they? (List their age group: Are they 18-35; or 25-55; or 35-65; etc.)

Who are you avoiding? (Real Estate Agents, Brokers, Douglas Elliman, Compass, etc.)

YOUR AD COPY

Examples and Inspiration for Your Facebook Ad Copy.



Daniel Robison
Sponsored · 🌐

WOW! So happy for my clients on the purchase of their new home. They are so excited!

Want to see more homes like this one for sale right now?

JUST SOLD | \$456,000

Daniel Robison | Realtor®
— 347.831.2245

IAN ALEXANDER REALTY GROUP

IAREALTYGROUP.COM
VIEW HOMES FOR SALE [Learn More](#)

Like Comment Share



Daniel Robison
Sponsored · 🌐

So happy for my clients! I just sold their property over on Austin Street in Forest Hills, NY.

-

I want to share a list of homes For Sale with you right now!

JUST SOLD | \$456,000

Daniel Robison | Realtor®
— 347.831.2245

IAN ALEXANDER REALTY GROUP

IAREALTYGROUP.COM
SEE HOMES FOR SALE [Learn More](#)

Like Comment Share

REMINDER ABOUT YOUR AD STRATEGY: For this particular ad, you want to get more eyes on it than lead conversions. This is about branding and promoting your ability to get a home sold and help your clients. Don't focus too much on "click-throughs" "traffic" or "leads." It's more so about people seeing your face and name repeatedly – tied to results!

DAY 3

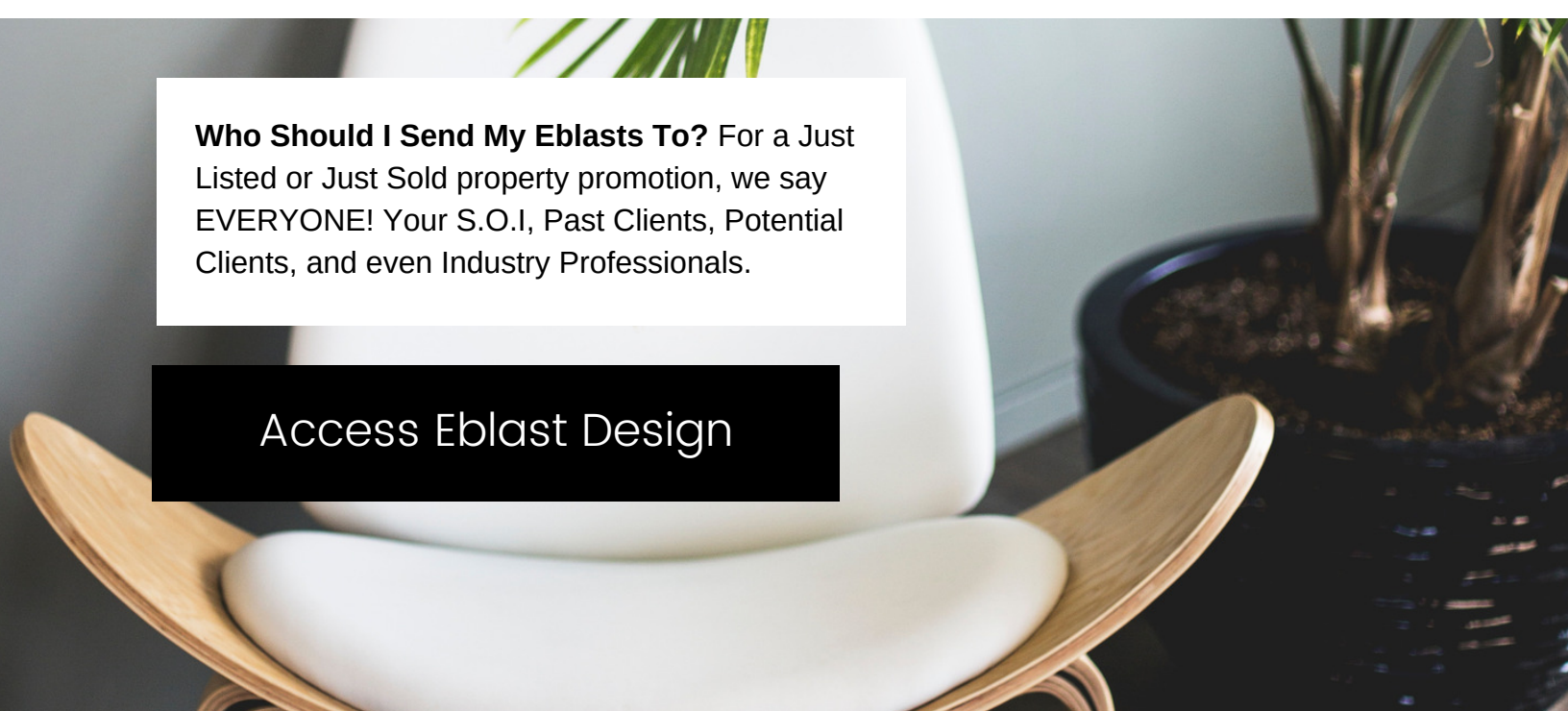
Now that your Facebook Ad is running, it's **time to send out an Eblast**. We recommend using Mailchimp – they have a free forever plan. [View video tutorial here.](#)

STEP 1: Login to your Mailchimp Account.

STEP 2: Click on "Campaign" >> "Email" >> Give it a Name, click "Begin".

STEP 3: Add your Customized Eblast #1 Template to the email design. **View tutorial here.**

STEP 4: Schedule or immediately send your eblast.



Who Should I Send My Eblasts To? For a Just Listed or Just Sold property promotion, we say EVERYONE! Your S.O.I, Past Clients, Potential Clients, and even Industry Professionals.

Access Eblast Design

DAY 4-6

You've ordered your postcards and flyers, launched a Facebook Ad, sent out an eblast, and now **it's time to hit the phones!** Geo leads are a great source of business.

STEP 1: Download the list of leads sent to you by info@iarealtygroup.com (You should have requested them via email on Day 1 by sending an email request using the just sold address.)

STEP 2: Call through the list of numbers using the script below.

STEP 3: Add new potential clients to your CRM.

GEO LEADS SCRIPT

Hi, this is _____ with Ian Alexander Realty Group ... I just sold a home over on _____ ... it has ___ bedrooms and ___ baths and it sold at \$_____. I had a lot of interested buyers looking to move into the area and I was wondering who do you know that would like to sell? (If it's them)

I appreciate you taking the time to think about it...tell me...

1. When do you plan on moving?
2. How long have you lived at this address?
3. Where did you move from?
4. How did you happen to pick this area?
5. If you were to move, where would you go next?
6. And when would that be?

Continue building rapport and ask for the appointment and email address. Geo leads are a marathon, and ideally you want the email address so you can keep them up to date on their market.



DAY 7

You're just about one week into your marketing plan, it's **time to drop off your postcards for EDDM at USPS**. View **video tutorial** here.

STEP 1: [Click here](#) to map and select your mailing route. This is where your postcards will be sent. Follow the prompts, choose your drop off date and place your order. Print your route sheet – provided after checkout.

STEP 2: Bundle your postcards into stacks of 100 with rubber bands.

STEP 3: Deliver your printed postcards to the post office location you selected.



How Much Will This Cost? Every Door Direct Mail (EDDM) pricing is dependent on the route(s) you choose. Expect to pay \$70 - \$600 per route. The larger the area, the higher the price.

DAY 8-9

It's time to chat with the neighbors and **knock on doors**. Door knocking is a tried and true way to position yourself as the local expert of an area. Bring a partner, and don't be shy!

STEP 1: Choose a .5 mile radius around the home you just sold.

STEP 2: Pack your business cards and flyers before heading out.

STEP 3: Knock on a minimum of the closest 100 doors to the listing you just sold and introduce yourself. Consider the hours at which people are home most often when creating your door knocking schedule – weekends are the best!

DOOR KNOCKING SCRIPT

Knock Knock Hi, I'm _____, a local realtor with Ian Alexander Realty Group. I just sold the home over on _____. There were a lot of interested buyers looking to move into the area and I was wondering if you or one of your neighbors were thinking of selling now or in the future?

Provide the Flyer

Rapport Building Questions

1. How long have you lived here?
2. When do you plan on moving?
3. Where did you move from?
4. How did you happen to pick this area?
5. If you were to move, where would you go next?
6. And when would that be?


Continue building rapport and ask to view the property, a future appointment and/or their email address.



DAY 10-11

Your marketing campaign is going strong! It's **time to add Hub Marketing**. Use the leftover postcards/flyers and stand in front of the apartment complex of your just sold listing OR near a transport hub close by.

Promote that you sold the property and ask if they know someone looking to purchase, or sell, now or in the near future.



Why Hub Marketing? On average, *it takes 25 contacts to get 1 closing*. This is a great way to get in front of more people. Real estate is a numbers game. More contacts equals more closings.

DAY 12

Have you built any new relationships? In other words, have you generated any leads? Chances are, you've had a number of real estate conversations in the past 2 weeks. Take time today to get organized and **follow up with your new contacts**.

FOLLOW UP TO-DO LIST

- Follow up Call/text/email to Facebook leads you didn't reach the first time.
- Follow up Call/text/email to Geo leads you originally connected with.
- Follow up Call/text/email to your Door Knocking and Hub Marketing leads.
- Follow back on any promises you made to send "more information" to leads.
- Confirm all new leads have been added and updated in your CRM.
- Request an online review from your client. (The Just Sold client!)



DAY 13

It's **time to send out a second Eblast**. In case you don't remember how you sent out the first one, here's that **video tutorial** again.

STEP 1: Login to your Mailchimp Account.

STEP 2: Add the new relationships (contacts) you've created into your Mailchimp List.

STEP 3: Next, Click on "Campaign" >> "Email" >> Give it a Name, click "Begin".

STEP 4: Add your Customized Eblast #2 Template to the email design.

STEP 5: Schedule or immediately send your eblast.

Access Eblast Design



Congratulations!

You've completed the Lucky 14 Marketing Campaign
– you're already a step ahead of the game!

DAY 14

Real estate is a numbers game. Over the past two weeks you launched a Facebook Ad, two eblasts, door knocked, geo prospected, hub marketed, and postcarded. It's time to track your **accomplishments and opportunities.**

MARKETING TRACKER

EBLASTS

_____ # of Eblast Recipients
_____ % Eblast Open Rate
_____ # Eblast Replies

FACEBOOK ADS

_____ # of Clicks/Leads
_____ # of Days Ran
_____ \$ Total Budget

GEO LEADS

_____ # of Geo Dials
_____ # of Geo Contacts
_____ # of Listing Appointments

POSTCARDS

_____ # of Postcards Sent
_____ # of Calls from Postcard
_____ \$ Total Spent

FLYERS

_____ # of Flyers Handed Out
_____ # of Contacts
_____ \$ Total Spent

TOTAL CONTACTS

TOTAL LISTING
APPOINTMENTS

TOTAL LISTING TAKEN

TOTAL NEW BUYERS

TOTAL SPENT

MARKETING TRACKER

Accomplishments vs. Opportunities

Your Accomplishments:
What did you do well? List some wins!

Your Opportunities:
What are some things you could do better?

Notes:

Do you have an idea for an Action Plan? Need help? Email info@iarealtygroup.com – we're happy to help!