

Real Estate Marketing Plan Template

Step 1: Identify Overall Objectives & Goals

- Mission statement

- Strengths, weaknesses, opportunities, and threats (SWOT) Analysis

Strengths	Weaknesses	Opportunities	Threats

- Set specific and measurable goals for your real estate business

- Establish metrics to measure success

- Create a lead generation and nurturing strategy

- Schedule time to revisit your plan

Additional resource: [How to Write a Real Estate Business Plan \(+ Free Template\)](#)

Step 2: Pinpoint Marketing Goals

- Website and landing pages
- Email marketing
- SMS/text message marketing
- Real estate ads
- Social media marketing
- Real estate events
- Print marketing materials
- Real estate signs
- Make sure all goals are measurable and doable

Goal	How I'll Achieve This Goal	How I Will Measure Achievement

Additional resource: [5 Essential Real Estate Marketing Materials for Success \(+ Examples\)](#)

Step 3: Estimate Projected Marketing Budget

- Create a budget using the real estate marketing budget spreadsheet
- Vendor comparison

Additional resource: [Real Estate Marketing Budget.xlsx](#)

Step 4: Know Your Geographic Farm Area Data & Identify Your Target Audience

- Choose farm area

- Research home prices and market trends

- Understand location demographics

- Specify target clients and create personas

Persona 1	Persona 2	Persona 3

Additional resource: [How to Write a Real Estate Business Plan \(+ Free Template\)](#)

Step 5: Analyze Market Competition

- Brokerage competition analysis

- Individual real estate agent competition analysis

- Identify strengths and weaknesses of your business versus competitors

	Strengths	Weaknesses
Your Business		
Competitor 1		
Competitor 2		
Competitor 3		

Additional resource: [How to Choose a Real Estate Company to Work For](#)

Step 6: Identify Your Unique Selling Proposition

- Discover what is unique about your real estate business

- Find gap in real estate market and how you can fill it

- Understand weaknesses of competition and how you can be a strength

	Competitor Weakness	My Strength
1		
2		
3		
4		
5		

Additional resource: [What Is a Unique Selling Proposition? Examples & How to Define Yours](#)

Step 7: Establish Timeline & Set Your Plan in Motion

- Create monthly, quarter, and yearly calendar
- Purchase needed materials for plan

Additional resource: [Mock Marketing Calendar.docx](#)

Step 8: Track Progress & Readjust as Needed

- Revisit goals quarterly (at least)
- Adjust goals as needed

Additional resource: [7 Ways to Become Successful in Real Estate](#)