

My 1-Page Marketing Plan

Before (Prospect)	1. My Target Market	2. My Message To My Target Market	3. The Media I Will Use To Reach My Target Market
	<p>Target seller - Owners looking to downscale as a result of age, children leaving home. Retired or recently widowed. Fixed income \$80,000.</p> <p>Target buyer - Millenials, Familes looking to upscale due to the their apartment or small home no longer serving their needs. One partner works full time the other part time. Annual Combined Income \$150,000. Second time buyer.</p> <p>30 - 45 target buyer 55 - 70 target seller</p> <p>Target buyer - Needs a garden, close to schools, work, and parks, easy commute (public), 4+ bedrooms, 4+ bathrooms (at least two en-suite), open plan living.</p> <p>Target seller - Home or apartment in a upmarket area, low-maintenance</p> <p>Want to take the stress out of selling their home and out of buying.</p>	<p>We know San Francisco.</p> <p>We take care of the little details so you don't have to. Compliance certificates, lodging, liasing with lawyers etc, we've got you covered.</p> <p>We handle the sale of your home and we'll assit in finding you the perfect new home.</p> <p>We'll help you shortcut the search for the perfect home. Tell us what your must-have's are and we'll handpick homes that meet your requirements.</p> <p>We find you the perfect home in the perfect location.</p> <p>1, 2, 3 sold. We'll even help you move.</p>	<p>Targeted Facebook Campaigns</p> <p>Listings in local newspapers, and print ads.</p> <p>Website listings</p> <p>Email newsletter highlight new homes and those on show.</p> <p>Google Adwords</p> <p>Signage and billboards</p> <p>Social media profiles, with 360 degree video walk-throughs of homes.</p> <p>Blog (about area, attractions, restuarants, etc)</p> <p>Flyers (placed in local patissiers and coffee shops)</p>
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
	<p>Social media pages DM</p> <p>Contact form opt-in</p> <p>Lead magnet - Indepth analysis of house prices in San Francisco, age, affluency, local amenities, etc</p> <p>Website opt-in CRM</p>	<p>Before and after transformations of homes. What the house could have achieved pre renovation, what it got as a result of renovation.</p> <p>Blog articles on up-and-coming areas, things to look for when downsizing, how to sell a home quickly etc.</p> <p>New listings emailed out, and weekly on show houses.</p> <p>Share insights from public walk throughs. What they are looking for, in what areas, what appeals to help make the sellers journey easier.</p>	<p>Home calls to discuss needs, evaluate the property.</p> <p>Frequent follow-up calls.</p> <p>House viewings (personal tours).</p> <p>Professional photographer will take pictures of your home.</p>
After (Customer)	7. How I Deliver A World Class Experience	8. How I Increase Customer Lifetime Value	9. How I Orchestrate And Stimulate Referrals
	<p>We have a team of stylists, builders, compliance experts who can assist with making your home look enticing. They'll assess the space, recommend potential changes and can assist with implementing those changes at a reduced fee. This fee can be paid out once the house has been sold.</p> <p>Our relationships with storage companies ensures that we can get you a great deal to store much of the interior contents of your home while it's on the market. A decluttered home is better. We'll get you a very good deal.</p> <p>Throughout the process we'll stay in touch, giving feedback on house viewings, taking into consideration what's been said and where improvement can be made.</p>	<p>Welcome to your new home gift. Deliver a bottle of champagne with chocolates, cheese, fruit, and nuts to snack on.</p> <p>If the home sells in the first two weeks we discount our commission.</p> <p>Will arrange for a cleaning team to go in and prepare the home for the new owners, taking the pressure off the homeowners to get their new house ready.</p>	<p>On sale of a home we request the client refer two or three customers our way.</p> <p>Joint ventures with home stylists, builders, eletrical and home compliance experts, home loan, insurers, photographers, removers. Referral fee or commission.</p>