

12 MARKETING PLAN

Experienced & Pro Investor

✓ Scale Leads

✓ Stop leaky bucket

✓ Higher Margins of \$

✓ Build Authority + credibility

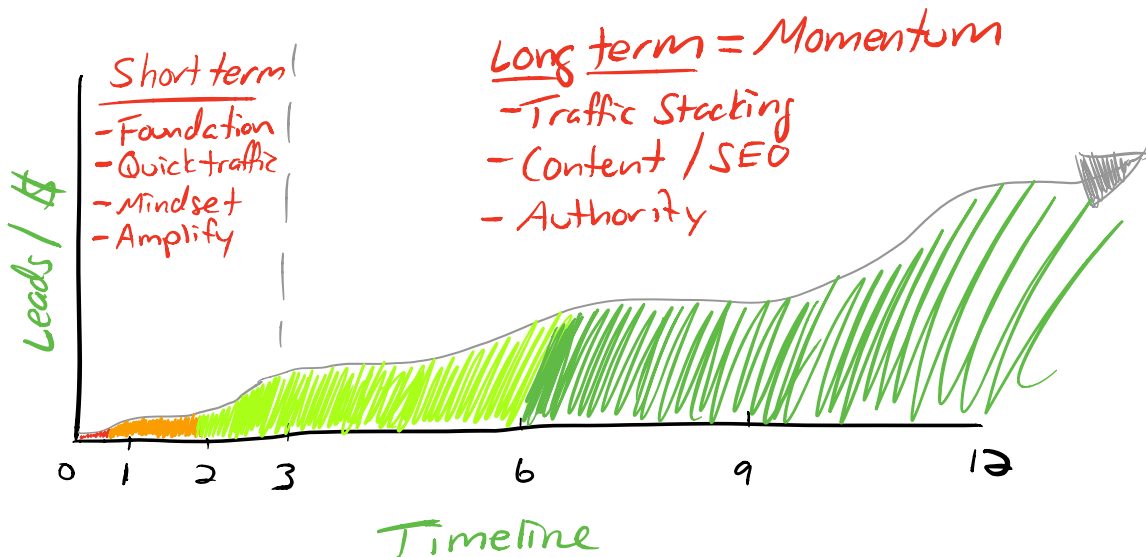
✓ Stack leads

✓ Momentum & consistency

✓ ↑ Conversion

✓ STAND OUT & WITH your Market

① Objective:



② THE 90 DAY PLAN

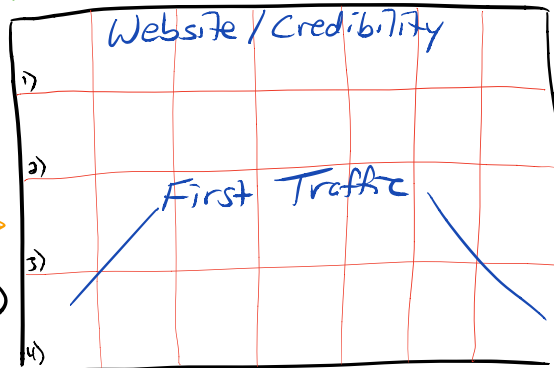
DECISION

Self → Assisted → DFY

MONTH 1: Site, Credibility, First Leads (3-6 hrs / week)

Launch, Design,
About Page, Brand
Credibility

Google PPC
Amplify offline
Craigslist (30 day test)



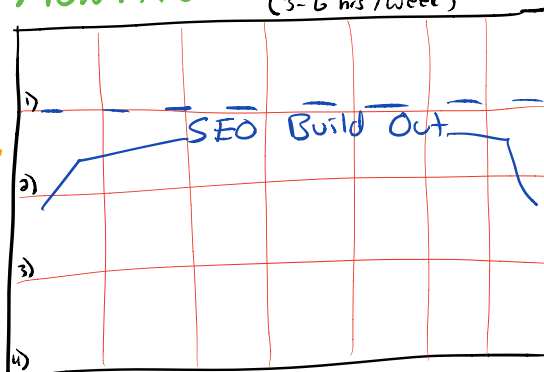
FB Pixel, Location Pages,
Max CPL calc, SEO keywords
Schedule blogs

Ensure follow up in place:
- Live Answers
- Immediate opt in lead reply
- Position your credibility

MONTH 2: SEO Buildout + Home Paid (3-6 hrs / week)

Citations (40-80)
Location Pages (5-10)

FB Retargeting
Campaign



Continue to have PPC
& lead follow up. (ongoing)

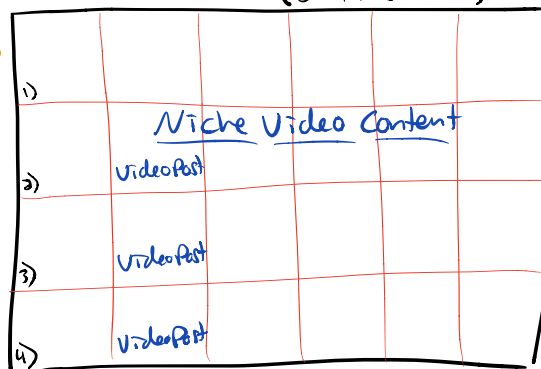
Start Backlinks
- Google Local
- FB page
- 3LPD Module 4
- 3-5 links

60 DAY RULE

5-10 Backlinks/mo
Continue to have PPC

MONTH 3: Refine + Stack Content (2-4 hrs / week)

60 DAY RULE



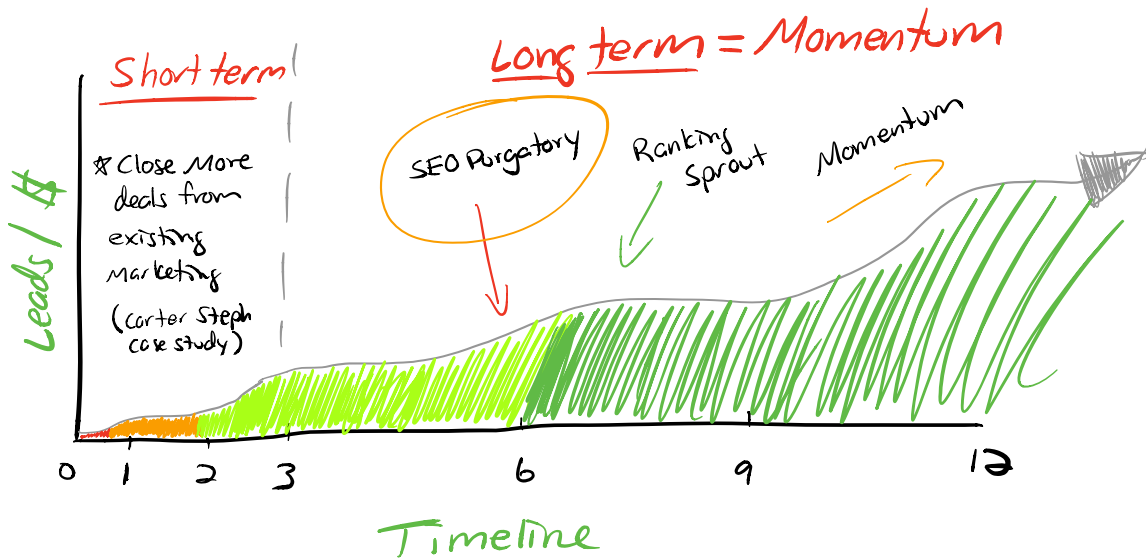
See Carrot Authority
Builder

- 5-8 short niche
videos in Video Post

Content Plan

- 1) Location Pages for all cities / states
- 2) Niche Video Posts weekly
- 3) Automate Content Pro 1 per week

③ TIME TO RESULTS



④

HIRE vs. In-HOUSE

	Site Customize / SEO / PPC			Site customize / SEO / PPC		
<u>Cost</u>	\$2.5k	\$1k - \$2k/mo \$ Ads	\$1k - 1.5k/mo \$ Ads	\$0	\$0 (low)	\$0 management \$ Ads
<u>Time</u>	30 mins	Little to None	Little to None	5-10 hours	3-5 hrs/week	2-5 hrs/week

ROI considerations

SEO: 1 deal usually pays for whole year

PPC: 1 extra deal pays for year of management
Carve out 40-50% APD for first deal, then roll profits into growing budget.

⑤ PAID Marketing Strategy

A) Your BUDGET: Max Cost Per Deal / Lead

$$\text{APD} = \$20k$$

$$\text{LPD} = 15$$

$$\text{TRADE} = \$5k$$

Legend
APD = Average Profit Per Deal
LPD = Leads Per Deal
Trade = Amount you'd pay for that deal

Max Cost Per Deal

Up to \$5k

- MAX CPD = Your "Trade"
- For the FIRST DEAL I'll go up to 50% of my APD to get the first win.
- Start small, then roll profits into scaling ads

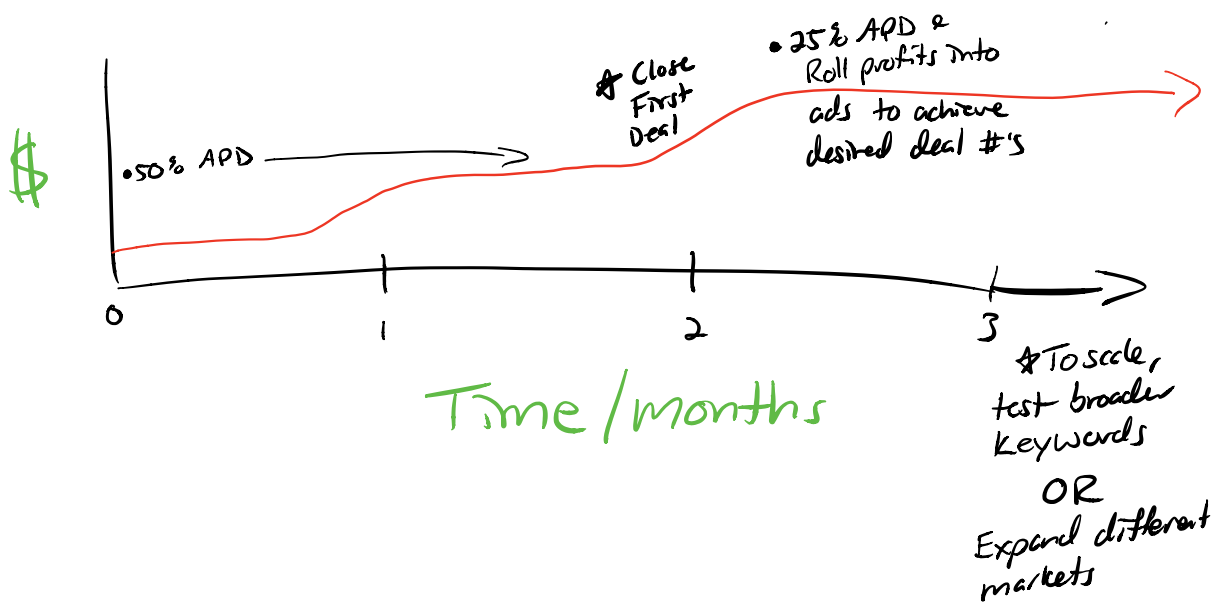
Max Cost Per Lead

Up to \$333.33 per

- Max CPL = Trade / LPD
- MATH shows you can spend up to your MAX CPL & still win

★ Remove Emotion From Your Marketing Budgets. Trust the MATH

B) Scaling Up Your Patch



WRAPPING IT UP

AUTHORITY



Consistency, predictability
Momentum



STAND OUT



CONTENT, CREDIBILITY, TRUST



SPECIALIZE, NICHE, EXPERT