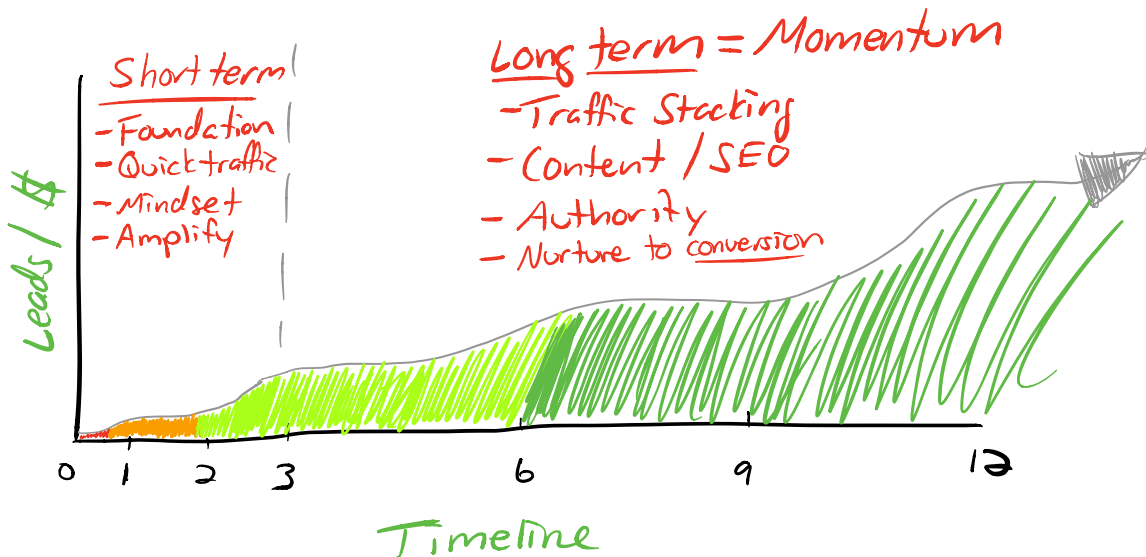


# 12 MARKETING PLAN

## REAL ESTATE AGENTS

- ✓ Attract Best Clients
- ✓ Build Authority + credibility
- ✓ ↑ Conversion
- ✓ Avoid Hassles w/ tech
- ✓ Stack leads
- ✓ STAND OUT from other brokers
- ✓ Higher Margins of \$
- ✓ Momentum & consistency
- ✓ Avoid Commoditization

### ① Objective:



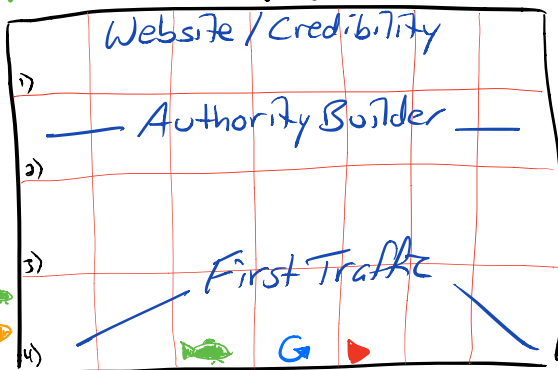
# ② THE 90 DAY PLAN

DECISION

Self → Assisted → DFY

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

Launch, Design, About Page, Brand Credibility

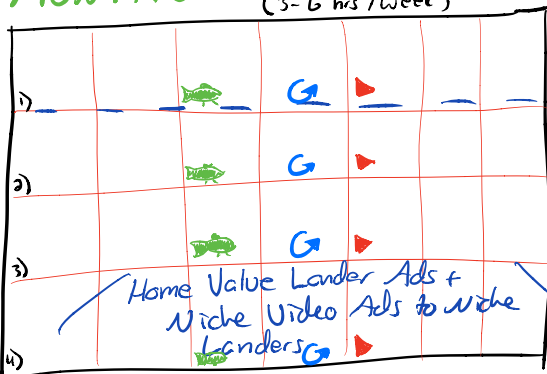


Amplify Offline Facebook "Fishing" Posts, Facebook Pixel

Define Niche, Location Pages, SEO Keywords  
Build out Location Pages, Finish Niche Video Plan  
Post First Video Post + Auto Blogs

## MONTH 2: Start Video Marketing + FB Ad (3-6 hrs / week)

Post Niche Video on FB + YT + V.P.



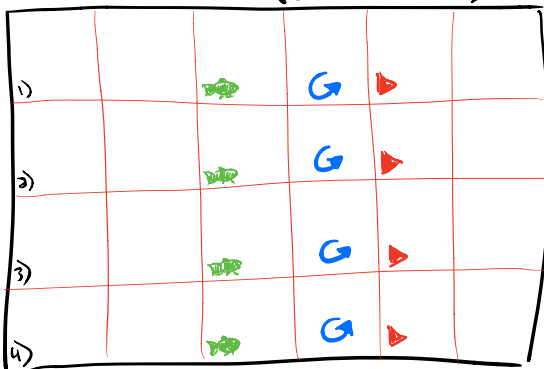
FB Retargeting Campaign

Build Niche Lander + Home Value Lander  
Post Niche Video FB, YT, V.P.

### 60 DAY RULE

Citations (20-40), 1st Backlink

## MONTH 3: SEO Foundation + Ads (2-4 hrs / week)



Property Listing Lander + FB Ad (more earlier if needed)

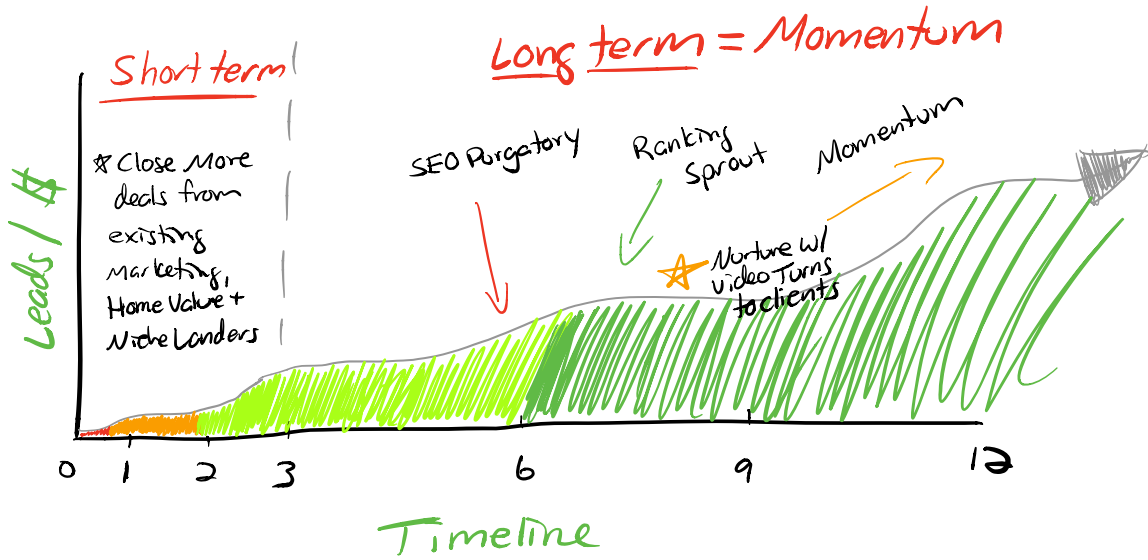
### 60 DAY RULE

### Content Plan

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

↓  
REPEAT

### 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	\$1k - 1.5k to \$8 Ads	\$0	\$0 (low)	\$0 management \$8 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: 1-2 Transactions Pays for whole year

## ⑤ PAID Marketing Strategy

A) Your BUDGET: MAX Cost Per Deal / Lead

$$AC = \$ 8k$$

$$LPD = 25$$

$$\text{TRADE} = \$ 2k$$

Legend

AC = Average Profit Per Deal

LPD = Leads Per Deal

Trade = Amount you'd pay for that deal

MAX Cost Per Deal

Up to \$ 2k

- 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

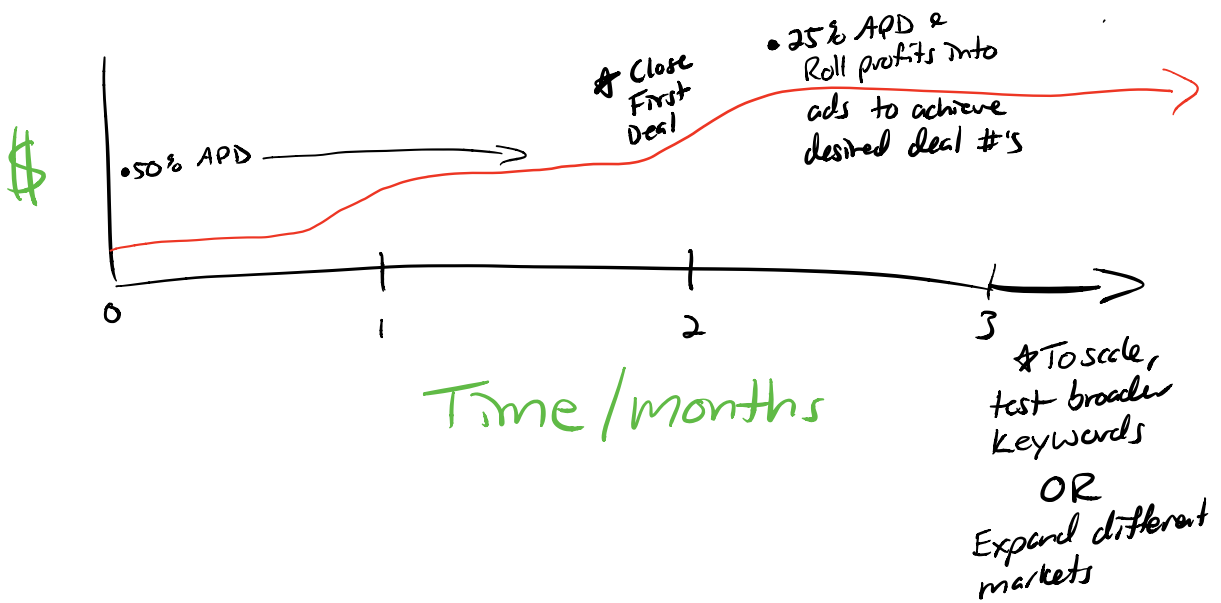
MAX Cost Per Lead

Up to \$ 80/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

