



Breakthrough

MARKETING ACTION PLAN



(INTRODUCTION)

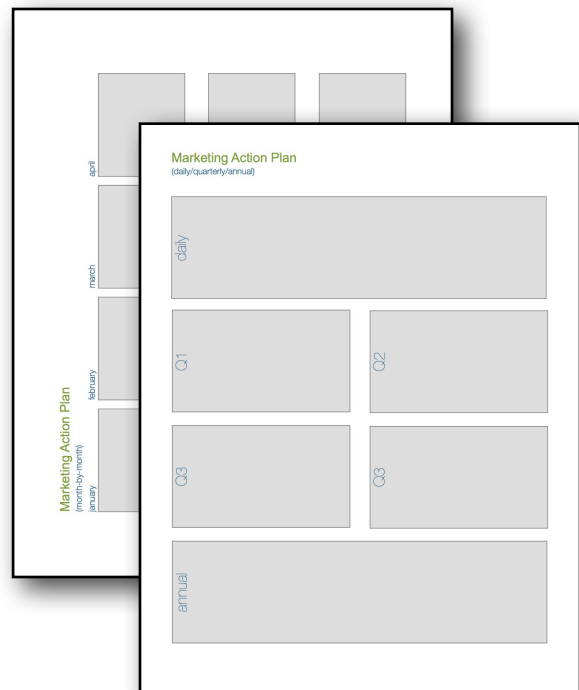
You: The Brand

You can't think of yourself as just a real estate agent. "Real estate agent" is an occupation. If you're simply treating it as a job, you're not doing anything to stand out in a market that is flooded with other agents -- agents who are competing with you for leads, clients, and commissions.

Being successful in this business is about finding customers. If you have no clients to buy or sell homes to, you're essentially unemployed. You need to have a system in place to generate the leads that will produce commissions, and the key to lead generation is a solid marketing plan.

"We are the CEOs of our own companies: Me Inc. To be in business today, our most important job is to be the head marketer for the brand called You."

*-- Tom Peters
Best-selling author*



So what is the makeup of *your* Me, Inc.? What can you do to separate yourself from the competition? This guide will get you on the right track. You'll create a **Marketing Action Plan** for the next year and establish the identity, message, and frequency that will lay the foundation for your brand. As your brand grows, you'll find more buyers and sellers to work with.



(PART ONE: UNIQUE SELLING PROPOSITION)

Create your message.

The **Unique Selling Proposition** (USP) is a fundamental concept in marketing. It's a message that conveys to prospective clients that there's a specific advantage to working with you. It's what makes you *unique* compared to the competition.

When you think about what makes you unique, consider avoiding *anything having to do with real estate or being a real estate agent*. It may sound strange, but this will put some much-needed space between you and the competition.

Speaking of the competition, here are the terms they're probably using to market themselves: market expert; listing specialist; buyer specialist; investor specialist; relocation specialist; "Insert city name" specialist; local pro; and so on.

Those are fine, but what do those words really mean to customers? **People do business with you for three reasons: they know you, like you, and trust you.** Think about what

your clients have said about you in the past, or try asking them what they liked about the services you've provided. This will give you priceless insight into what's important to them.

Example: BreakthroughBroker.com co-founder Eric Sachs worked in law enforcement for several years before moving on to a career in real estate. His USP: *"After 12 years of experience as a police officer, I possess unique negotiation skills that I will use to get my clients the best possible price."*

In the space below, take a few minutes to work on your message. This is how you want to be seen and how you want to position yourself in a noisy marketplace. Think about why the person you are marketing to would use you instead of the hundreds of agents in your area.

This is not the time to play it safe. Think of something that will separate you from the pack. **Be different. Be remarkable.** This will be your **Unique Selling Proposition**.

Consider the following questions as you develop your Unique Selling Proposition:

- 1. What makes you unique or different from your competition?
- 2. What skills do you possess that your competition does not have?
- 3. Is your proposition relevant to buyers *and* sellers?
- 4. Does your proposition move potential leads to act?

Write your Unique Selling Proposition in the space below.

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If it ain't broke ...

Reviewing past successes and failures is crucial as you develop your Marketing Action Plan. In this section you'll examine which techniques worked for you in the past and which ones were ineffective. Then you'll be able to focus your time and effort on marketing that will produce the best results.

Step 1: What worked?

Pull up your closed transactions from the last year and see where each client came from. Look for trends. Are the clients coming from the same sources? Do you notice a pattern? (If you're new to the business, meet with your mentor as progress through this section.) *Use the space below make a list of how you obtained those clients.*

Keep Doing

Step 2: What didn't work?

Knowing which marketing techniques to avoid is just as important as knowing which ones work best. *Make a list of the marketing activities that you received little or no return on in the past year.*

Avoid



Dollars and (common) sense.

It's an old cliché: You have to spend money to make money. What financial resources will you allocate to marketing and lead generation? This step is simple, but your budget isn't a reality until you put it in writing. Planning your budget ahead of time will keep you from overspending and it will allow you get the most out of your money. You can create a detailed budget by downloading the budget spreadsheet that accompanies this workbook, or you can use the spaces below to create a simpler estimate.

How much start-up cash do you have available for marketing?

Will you allocate a percentage or a flat dollar amount from each commission toward marketing?

Use the space below to list any other details about your budget.

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(PART FOUR: THE PLAN)

Pick your strategy.

In this final and most important step, you'll map out your Marketing Action Plan for the next year. You'll choose which activities you'll engage in on a daily, monthly, quarterly, and yearly basis. In general, marketing as it applies to real estate agents can be broken down into two categories: **Referral Marketing** and **Universal Marketing**.

Referral Marketing: This is business directed to you from someone you know. It may be family, friends, past clients, or other contacts who feel comfortable referring business to you.

Universal Marketing: This is business that is directed to you from a marketing effort that reaches the general public. It's possible that these prospective clients have heard of your brand, but you do not have a relationship with them

Lists of marketing activities from both categories follow. Read the descriptions, consider your message, experience, and budget, and then choose the activities you'll use to generate leads over the next year. Use the worksheets in the back of the guide to make a specific plan for when you'll engage in each activity.

Referral Marketing Techniques

Structured Networking: Includes networking groups, leads groups, or other organized networking opportunities.

Business Alliance: Partnering with other businesses to be their preferred agent.

Agent Referrals: Seeking referrals from agents outside your area.

Social Media: Sites like LinkedIn and Facebook can be a great free outlets for getting referrals.

Friends and Family: This is the center of your sphere and a consistent referral source.

Past Clients: These people are often forgotten, but they can be an excellent source of business.

Company Directed: Your office may have business opportunities that you can tap into based on relationships it has developed.

Universal Marketing Techniques

Yard Signs: These can be sign calls during floor duty or from your own listings. What will you do to maximize the exposure on your signs?

Public Events: This could be booths at community events, charity, or anything else you can dream up.

Open Houses: Some agents have made their entire career on open houses, but it's not for everyone. If you do open houses, how will you promote them?

Direct Mail: Endless possibilities exist, and leads can be generated, but watch your ROI on mailings.

Farming: Build a presence in a specific neighborhood and over time become the go-to agent. This can be a long road, but for the agents who do it correctly, the rewards can be big.

Renters: Renters can be a targeted demographic of people ready to buy a home. You can broadcast messages to renters highlighting the benefits of home ownership.

Special Offers: Publicize a special offer to entice the general public to use you.

Public Education: Sponsor or provide classes to the general public. This could target first-time home buyers, investors, or sellers in trouble needing to short sale.

Craigslist: Market your services and your listings on one of the web's largest marketplaces.

Mass Media: Marketing outlets such as TV, radio, print, online, and so on.

For Sale By Owner: Contact sellers who haven't picked an agent. Can you convince them it should be you?

Social Media Ads: Paid advertising on sites like LinkedIn and Facebook.

Your Personal Web Site: Developing and promoting your site to get leads through the web.

Expireds and Withdrawns: Approach sellers who have recently pulled their listing from the market. Do you have what it takes to after these potential clients?

Branding: Billboards, bus benches, and just about any other paid public advertising venue.



(CONCLUSION)

Go make it happen.

With a properly researched and scheduled Marketing Action Plan in place, you have the tools necessary to keep bringing in new leads throughout the next year. Follow your plan, continue to evaluate the success of each activity, and make adjustments as necessary. You're on your way to your most successful year yet!

Marketing Action Plan

(daily/quarterly/annual)

daily

Q1

Q2

Q3

Q4

annual

Marketing Action Plan

(month-by-month)

january

february

march

april

may

june

july

august

september

october

november

december