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MARKETING ACTION PLAN



INTRODUCTION

Welcome!

Thank you for downloading the **Marketing Action Plan** by BreakthroughBroker.com! Before you get started, we thought we'd give a brief overview of what's to come.

With the explosive popularity of social media outlets, marketing has never been more vital to your success nor has it ever been as overwhelming. Consumers are flooded with ads on a daily basis, and separating yourself from your competitors has become more difficult.

So how do you make yourself stand out from the herd? This guide will help you define your brand and pinpoint your key messages and value proposition to help lead your marketing efforts. It will also help you budget your efforts and determine which marketing sources work and which should be tossed.

Marketing your brand can be huge undertaking, but it does not have to be crushing. Take your time working through this plan, and you're sure to have a successful year!

Now let's get started!

PART ONE:

GOALS

The first step in any successful marketing plan is to set goals. How will you be able to shape your plan if you don't know what you're working towards? Goals help you measure your marketing efforts and make sure you stay on the right track.

Step 1: Short-Term Goals and Actions

Action begets action, so let's begin by setting some short-term goals. Consider a marketing medium you want to master. What would you like to improve on? What's a new idea you'd like to implement for the first time? Ask yourself, what activities can I do today, this week, and this month to immediately move towards my long-term goals? When thinking about your goals, keep them measurable and easy to track. Write down at least 3 short-term goals below:

Short-term Goals:

1. _____

2. _____

3. _____

EXAMPLES

- Post on Facebook daily and increase engagement by 3%.
- Gain at least 30 new followers per week.
- Implement a daily time blocking strategy where I will contact 10 people from my Sphere of Influence (SOI) each week.
- Find an accountability partner to meeting with weekly to review marketing tasks completed.
- Register for marketing-related education on topics such as Facebook, email campaigns, print marketing systems, and more.
- Subscribe to a technology or system related to marketing.

(These examples are great for short-term goals because they are quickly attainable and measurable).

Step 2: Long-Term Goals and Actions

Long-term goals will generally have a financial or transactional value associated with them. While they are “long-term,” they must be reviewed consistently to determine if you are moving in the right direction. Remember to associate with each goal with a marketing objective. These should also be very specific to increase your marketing plans’ effectiveness and tangibility.

Long-term Goals:

1. _____

2. _____

3. _____

EXAMPLES

- Build a strong marketing presence to help increase listing leads from farm areas by 25% by this time next year.
- Transition into selling luxury properties through new networking and marketing channels.
- Within 12 months, consistently generate 15 new buyer leads per month.
- Increase SOI network by 20 to 40 new high-quality contacts by attending an additional 2-4 networking and social events.





PART TWO:

KNOWING YOUR BRAND MESSAGE

Challenge: Imagine you are standing at a podium, pitching to a room of qualified buyers and sellers. In 30 seconds or less, you have to define your brand. What makes you unique? What would compel them to choose you over other talented and experienced agents? Can you communicate your brand with passion and clarity?

Use the exercise below to develop your brand message.

Step 1

Review the descriptive words below and circle the ones that align with your brand. Cross the ones out that don't.

Bold
Sincere
Honest
Exclusive
Fearless
Brave
Trustworthy
Respectful
Caring
Luxurious
Chic
Elegant
Authentic
Genuine
Direct
Outspoken
Straightforward
Legitimate
Devoted

Credible
Rational
Persistent
Dutiful
Service
Advocate
Authority
Capable
Compelling
Persuasive
Competent
Professional
Accomplished
Qualified
Talented
Skilled
Responsible
Keen
Composure

Efficient
Reliable
Selective
Considerate
Superior
Thoughtful
Devoted
Principled
Dedication
Loyal
Accurate
Dependable
Likeable
Charming
Fun
Outgoing
Magnetic
Passionate
Secure

“Your premium brand had better be delivering something special, or it’s not going to get the business.”

Warren Buffet

Draw from the words on the previous page and use the questions below as inspiration to craft your brand message.

What my clients appreciate about me the most:

My promise to my clients:

What makes me different from other agents:

The most important thing I do for my clients:

Step 2: My Brand Message

There are no rules for writing your brand message and it doesn't necessarily have to appear on your marketing materials. However, this message is a guidepost for your business and should be a central part of your "Business DNA." Every time you meet a new prospective customer, this message should be engrained in their experience.

EXAMPLE

I provide my clients with a highly-personalized, hassle-free home buying or selling experience. This exceptional client service is made possible by an exclusive process I've developed over my 15 years of experience as a real estate professional. This process and my sincere devotion to client advocacy ensures my clients have the best possible transaction.

My brand message:

PART THREE:

REVIEWING PAST EFFORTS

Get ready to put in some important work during this critical step. Reviewing past successes and failures is crucial as you develop your Marketing Action Plan. If your CRM has this information, great! If not, you'll want to go back and look at each transaction and note the sources.

Step 1: What Worked?

Are new clients coming to you from the same sources? Do you notice a pattern? (If you're new to the business, meet with your mentor as you walk through this section.)

NOTE: Check out the tracking spreadsheet we've create to help you organize your past business sources. It can be found on the webpage where you downloaded this plan.

Property Address	Sale Price	Date	Marketing Source	Marketing Budget	Notes
123 Sample Street, Denver CO	\$500,000	3/4/17	FB Ad Campaign	\$500.00	

Use this tracking spreadsheet to identify the marketing sources that worked best for you in the last sales year.

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. You can also use the spreadsheet in the previous step for this assignment.

Marketing activities that did not work:



PART FOUR:

PLANNING YOUR BUDGET

Step 1: Start-up Cash

It's an old but true cliché: You have to spend money to make money. What financial resources will you allocate to marketing and lead generation this year? 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 will allow you to make the most of your money.

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

Step 2: Create a Detailed Budget

You can create a detailed budget by downloading the budget spreadsheet that accompanies this workbook or you can use the spreadsheet on the following page to manually fill in your budget.

“The man who stops advertising to save money is like the man who stops the clock to save time.”

Thomas Jefferson

After completing your budgeting plan, compare your startup cash amount in the previous step with the overall total in your spreadsheet. Ideally, the totals should be similar. If not, take a look at your budget and make sure you are not allocating resources to channels that did not work in the past.

JANUARY

WEEK 1

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WEEK 2

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WEEK 3

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

NOTES

FEBRUARY

WEEK 1	Mon.	_____
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MONTHLY BUDGET

MONTHLY GOALS

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MARCH

WEEK 1	Mon.	_____
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MONTHLY BUDGET

MONTHLY GOALS

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APRIL

WEEK 1	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 2	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 3	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 4	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____

MONTHLY BUDGET

MONTHLY GOALS

NOTES

MAY

WEEK 1

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WEEK 2

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WEEK 3

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

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JUNE

WEEK 1

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WEEK 3

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

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JULY

WEEK 1

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WEEK 2

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

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AUGUST

WEEK 1	Mon.	_____
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MONTHLY BUDGET

MONTHLY GOALS

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SEPTEMBER

WEEK 1

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WEEK 2

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WEEK 3

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

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OCTOBER

WEEK 1

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WEEK 2

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WEEK 3

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WEEK 4

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MONTHLY BUDGET

MONTHLY GOALS

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NOVEMBER

WEEK 1	Mon.	_____
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MONTHLY BUDGET

MONTHLY GOALS

NOTES

DECEMBER

WEEK 1	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 2	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 3	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
WEEK 4	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____

MONTHLY BUDGET

MONTHLY GOALS

NOTES
