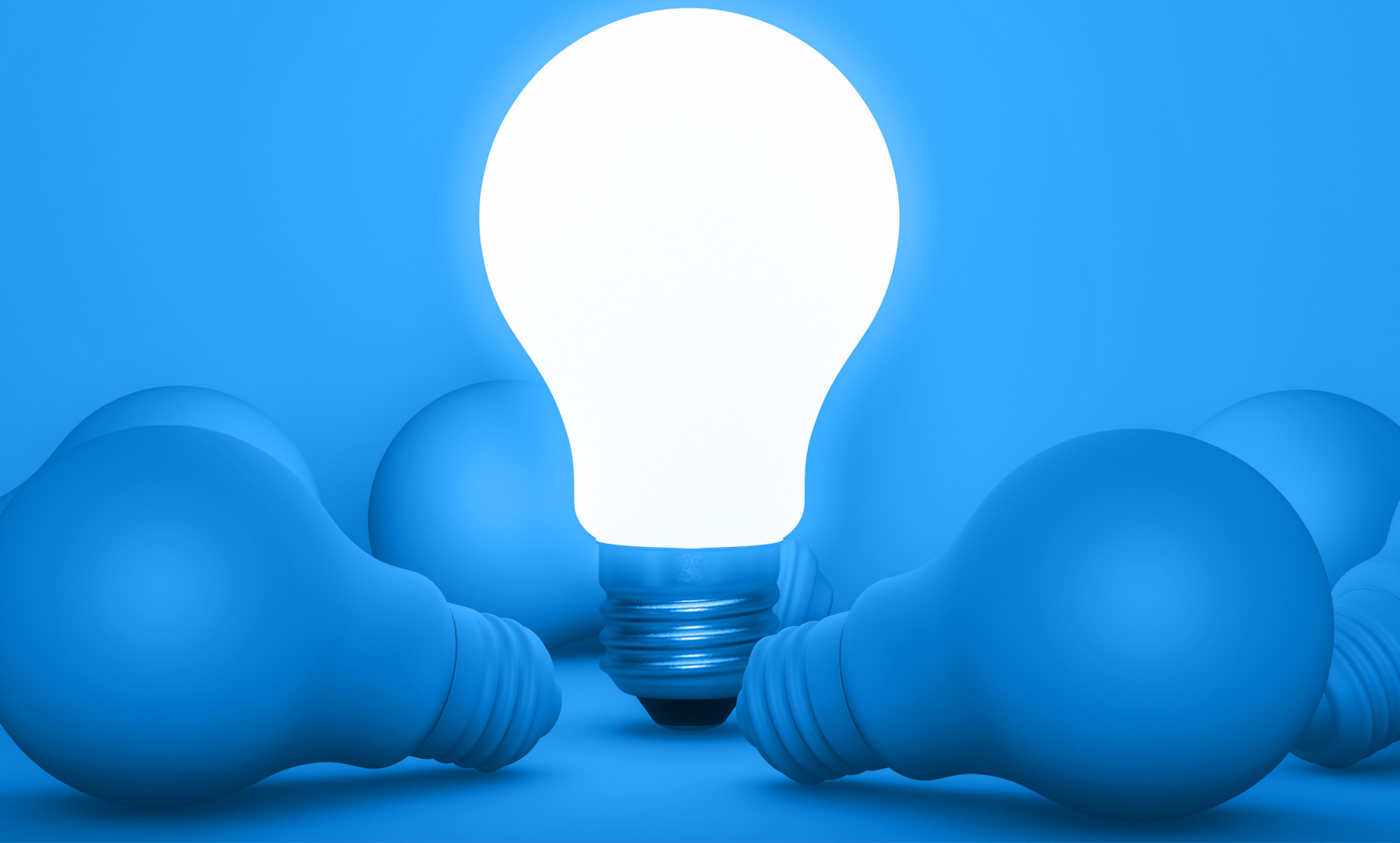


market leader

Get More Leads & Clients with Your

2021

**Real Estate
Marketing Plan**



Introduction

2020 has undoubtedly been one for the books. Despite widespread uncertainty across the country around the pandemic and upcoming election in November, the real estate industry today is one of the most secure markets to be active in, and we might very well be approaching the strongest real estate market since before the great recession.

The real estate industry has traditionally been slow to adopt new technologies and, with today's **forced** digital landscape, ushered in by the pandemic, **agents today need to adapt or they'll be left in the dust**. If 2020 has taught us anything, it is to adapt and adopt the technology needed to carry you through unprecedented shifts in the environment.

To map out a successful year, you need to know how you're going to market yourself, your business, and your brand. The key to success in any marketing plan lies in your ability to document your goals, strategies and resources so you can measure, manage, and repeat your successes.

While some tried-and-true strategies will always remain a pillar in your marketing plan, there are new and modern strategies that will take your business to the next level.

Use this guide, worksheets and toolkit to outline your goals and strategies to create an actionable plan you can implement in 2021 to grow your business.

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2021 Marketing Musts

1. Understand new consumer expectations.

In an industry that's built almost exclusively on relationships, understanding changing consumer expectations is a crucial part of meeting changing consumer expectations. Consumers now set the bar for service based on their best experiences - ever.¹ In order to go above and beyond for clients in 2021, agents need to go above and beyond the best service experience that consumer has ever had, real estate-specific or not.

Today's consumer is more educated than ever. They can easily search and find the information they want online. Search engines and real estate portals are designed to answer any questions consumers have and provide the exact information they're looking for, but they lack personal touch, context, and expertise developed from years of experience - they can never take the place of the real estate agent.

Investing in the experience you offer your clients will not only set you apart, it will generate more business. Today's consumers want to feel connected to you and their experience with you. [Emotional connections](#) are key to client loyalty, referrals, and repeat business.

2. Provide social proof.

"We often imitate others' actions when making choices with limited information about what's best. It's almost a law of nature." - David Stipp at Fortune.com

Consumers today want proof before they offer their business up and they want proof from people who've actually used your real estate services.

Social proof varies from testimonials on your website and marketing materials to reviews on third party websites (think Zillow, Facebook, Google, etc.).

3. Get creative.

As attention spans wane, simply getting in front of leads is no longer enough. Creativity will set successful agents apart.

Getting creative doesn't need to break the bank or demand much from you. The trick is creativity, not conformity.² For example, when the real estate industry is focused on going virtual, incorporate a print campaign into your marketing mix. The key is to find creative ways to stand out and engage your audience that competitors might be overlooking.

¹ CMO.com, June 2019

² Forbes, 2021 Marketing Trends to Pay Attention To

4. Invest in tech.

The importance of technology in real estate can't be stressed enough. Today's ever-advancing digital world necessitates the use of technology to manage and maximize your relationships, transactions, and market your business as well as your listings.

Pro Tip:

Technology is only as good as its users. If you invest in technology, always be sure to go through training for your software solutions and become familiar with best practices when it comes to digital communications on the channels you use.

Marketing Automation

Marketing automation saves you the time and energy it would take to perform marketing tasks manually by automating the creation, scheduling, and sending of marketing campaigns.

Real estate marketing automation software streamlines lead generation and management, email marketing, the creation of single property websites, listing marketing, and social media marketing, so agents can focus on spending more time in front of their clients.

As consumer expectations rise, and attention spans become shorter, investing in automation guarantees that no lead goes untouched, and keeps you top-of-mind throughout their entire home buying and selling processes.

Ready to Elevate Your Marketing?

Get the power of an expert real estate marketing team behind you with next-level marketing automation.

[Learn More](#)

Video & Live

If we are living in the age of the internet, the global pandemic has officially ushered us into the era of online video. Prior to the spread of COVID-19, [95 percent of homebuyers](#) already used the internet during their home search. Today, video allows you to meet clients where they are, physically, in an instant. You can introduce yourself, share market updates, and walk clients through listings without ever having to leave the safety of one's own home.

Going virtual with video allows you to cut through the noise on digital platforms, while showcasing your personality and engaging viewers with nonverbal cues that are often lost in digital communications. Today, in the midst of the COVID-19 pandemic, consumers can browse, tour and even purchase homes from the comfort of their own homes. And you can provide them the same level of service to facilitate their home buying or selling process, virtually.

Check out this great Facebook Live post by EXP agent, Pamela Brown, showcasing Lawton Stables in Sea Pines, SC. In addition to showcasing the best elements of the community, she takes viewers on a live tour of open listings:



Pro Tip:

Facebook prioritizes video streams that are uploaded and hosted directly on the platform, so you'll likely see a big boost in reach and engagement if you utilize the feature.

Define Your Value Proposition

To effectively sell your services to prospective clients, you'll need to come up with a unique value proposition (or "UVP"), a statement that informs prospective clients about what sets you apart from other agents in your market. Think of it as an elevator pitch, but in writing.

These qualities are what will keep you from being a dime-a-dozen agent, and remind former clients why they should refer you to their friends and family. Craft a compelling UVP and you've solved one of the biggest marketing concerns of any business.

Key Characteristics of Unique Value Propositions

Be clear and concise

Be clear and concise. Most UVPs are only a sentence or two in length, and the best avoid using any vague or unnecessary words to communicate why you're a talented agent who is worth working with. A paragraph-long UVP is acceptable if all of it is compelling and every word serves to make it more effectively communicate the value you provide.

Use numbers whenever possible

Numbers provide specifics that will help your UVP resonate more with consumers and make you more memorable. While "I always sell my clients' homes quickly and above asking price" fundamentally means the same thing as "I'm known to sell my clients' homes for \$25,000 above asking price and in less than 60 days," the latter is much more compelling and memorable.

Avoid confusing industry terminology

Ensure every word found in your UVP will make sense to anyone, including those who have never bought or sold a home. Terms like "HUD" and "escrow" make sense to you, but not every consumer will be familiar with them.

Example Unique Value Proposition:

"I have helped more clients sell their Seattle homes in the last five years than any other agent. My client's homes sell in an average of just 20 days, 25 percent faster than the average for my area."

Set SMART Goals

Every personal and business goal you create should be SMART: specific, measurable, attainable, relevant, and time-bound. The importance of SMART goals is commonly taught in business classes because they give businesses a structured way to create powerful goals and increase the odds of actually achieving them.

Components of SMART Goals

Every SMART goal must have the following characteristics:

Specific. Be as specific as possible when establishing your goals, both in terms of identifying the objective and quantifiable goal (e.g., “increase my gross commission income by 25 percent next year”).

Measurable. Incorporating quantifiable metrics, like leads generated or deals closed, into your goals will help you determine if you successfully accomplished them, and to what degree. The goal “Generate a lot of leads in 2021” is not very measurable, but the goal “Generate at least 100 leads a month throughout 2021” makes it easy to measure if you successfully accomplished it.

Attainable. Failing to hit goals is demoralizing, so it’s important to set goals that are reachable so as to not undermine your confidence. The key is to strike a balance between attainable and challenging, so that by pushing yourself and working hard you are ultimately able to hit your goals.

Relevant. The best business goals are closely related to the core function and profitability of the businesses they are made for. Goals for agents should relate to important things like deals closed, leads generated, and new clients found.

Time-Bound. Establishing a deadline by which you must accomplish a goal (e.g., “by the end of 2021” or “by the end of the second quarter”) creates a sense of urgency that will help you reach it more quickly.

Here’s an example of a SMART goal related to lead generation:

“I will increase the average number of leads I generate every month by 20 percent by the end of 2021.”

Strategies:

- Attending one webinar or downloading and reading one guide about lead generation best practices every month throughout the year.
- Researching which real estate website provider has the best websites for generating leads, and then purchasing and implementing a new website from that provider by the end of the first quarter.
- Creating a new referral reward program, and then alerting past clients about that program, by the end of the second quarter.

Marketing Audit

Often the most overlooked, and most important, element of a marketing plan is discovery. By auditing your current marketing assets and taking inventory of your channels, networks, and contacts, you're able to properly assess areas of strength and opportunity (which we'll get to next).

Identify the channels you've already got in place. Do you have a website? What social media platforms do you have profiles on, and how big are your networks? In the worksheet below, take stock of the marketing materials and assets you have to promote your brand, services, and listings, which you can then use to identify areas for improvement.

CHANNEL	ONLINE	OFFLINE	PERSONAL OR BUSINESS	AUDIENCE/# OF CONTACTS	CHANNEL BENEFITS	NOTES
Website (Example)	✓		Business	XX contacts get listings updates and drive traffic back to IDX website.	3	Need to update photos
Website						
CRM						
Email						
Direct Mail						
Facebook						
LinkedIn						
Twitter						
Blog						
Newsletter						

SWOT Analysis

SWOT stands for:

Strengths, Weaknesses, Opportunities and Threats

A SWOT analysis is not a business plan. It is, instead, a foundational document that can help you develop your business plan in a more intelligent way. Identify your business strengths, weaknesses, opportunities, and threats so you're able to make - and achieve - your SMART goals.

Example SWOT Analysis:

STRENGTHS	WEAKNESSES
<p>Live in a desirable community with high median home price</p> <p>Well-respected and a fixture in the community</p> <p>Connections with a good lender</p> <p>Expert on condominium association rules</p> <p>Fluent in Mandarin Chinese</p>	<p>Substantial economic uncertainty in local area</p> <p>Lousy computer skills and understanding of real estate technology</p> <p>Limited savings</p> <p>Limited budget for marketing</p> <p>Poor Spanish skills, but there are many Spanish-speaking people in my market</p>
OPPORTUNITIES	THREATS
<p>Local area is gentrifying</p> <p>Local community magazine is offering me a deal on advertising</p> <p>New factory opening in the area, attracting many jobs</p>	<p>Interest rates are on the rise</p> <p>Overpriced stock market could implode</p> <p>Major storms in the area have been known to impact housing demand</p> <p>Cash flow problems could possibly force me out of the business if I go more than a couple of months without closing a deal</p>

Your SWOT Analysis Worksheet:

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Marketing Channels & Strategies

Marketing Strategies

SEO Strategy: Identify which keywords you will focus on in your content, on your website, and improve on in search rankings and the changes you'll make to your website to boost your keyword and search rankings. [Uber Suggest](#) is a great tool for identifying your target keywords. Be sure to link both internally and externally throughout your website and articles. Link to your own relevant content and provide outbound links to quality articles that expand on your own ideas and points.

Social Media Strategy: Define how you will use social media to attract and engage potential clients, as well as keep in touch with past clients. Always remember to keep your professional profiles public so they're discoverable by the networks of people you are connected to!

Pro Tip:

Try to adhere to the 80/20 rule on social media channels. 80 percent of your content and posts should offer your network (read: audience) value, insights, or entertainment, and 20 percent should promote your business. This ratio will keep your audience engaged and interested in your posts so when you do share promotional content, they're more receptive.

Conversion Strategy: Remember the SWOT analysis we did earlier? Was there anything that you've done in the past that worked particularly well for generating leads, or could be improved upon to increase your conversion rates? Perhaps your conversion strategy will include utilizing testimonials on your website to solidify your reputation in the business (reputation is the **most important** thing clients look for in real estate professionals³).

Referral Strategy: Imagine if every one of your clients referred someone to you every year; the success would be compounding! Develop a referral strategy so you're always top-of-mind when someone is looking for real estate services. Determine when you'll ask your clients for referrals, partner with local vendors to refer business to each other, or if you'll offer clients incentives to send you referrals (perhaps you'll set up a VIP program and give your clients opportunities to earn points that will give them a chance to earn a discount off your commission in their next real estate transaction).

³NAR Home Buyer and Seller Generational Trends Report, 2020.

Advertising Strategy

Define which paid advertising channels you'll use to promote your website and business and your budget for each channel. Sometimes it's easiest to decide what you can afford on a monthly basis at first, and as you identify what performs best, you can map out your annual budget.

Remember: your marketing expenses are tax deductible, so keep track of all costs in order to maximize your return at the end of the year!

Channel	Example	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual Total
Google AdWords	\$200													
Facebook	\$200													
Local Paper	\$50													
Monthly Total	\$450													








Nothing beats a personalized look at your business.

Give us a call at (800) 979-3077 and a Market Leader expert will walk you through the ins and outs of implementing your marketing plan to get your strategy up and running. [Learn more >](#)

Marketing Channel Cheat Sheet

Marketing is about delivering the right messages, to the right audience, in the right place, at the right time.

CHANNEL:	AUDIENCE:	tone:	WHAT THEY WANT:
 Facebook	Leads, clients, past clients. Connected through real degrees of separation.	Friendly, conversational	News, insights, entertainment, inspiration
 Instagram	Community: leads, past and current clients, along with people in your neighborhood.	Friendly, conversational, with room to show your personality.	Community information, real estate, and quality visuals (think educate, entertain, inspire!)
 LinkedIn	Professionals, professional acquaintances.	Professional, informative	High-quality news, professional insights
 Twitter	Public. Interests include: breaking news, insights, entertainment, inspiration, engagement.	Conversational, casual	Mass networking, shareable content, engagement and conversations
 Email	Opted-in audience.	Professional, friendly	Specific messaging and insights related to real estate, their market, and personalized message

Need more leads for your business?

With Market Leader, you can get a guaranteed number of exclusive leads in your desired areas every month. Lead inventory is limited, so check availability today!

[Learn More](#)

Goals, Strategies, and Tactics

If it can't be measured, it can't be managed. If it can't be managed, it can't be improved or repeated. Document your SMART goals, strategies to reach each goal, and the tactics that will get you there.

This is how you'll hit your targets and optimize future performance!

Sample Plan:			
SMART GOALS	STRATEGIES	TACTICS	TAKEAWAYS & NEXT STEPS
What will be accomplished and when?	How will you reach your goal?	What will change and when?	Did some tactics perform better than others? Use this information to steer your next steps!
Example: Increase annual gross commission income by 25% in 2021 by closing XX more deals each quarter.	Diversify lead sources to increase conversion rates	<p>Supplement lead generation efforts with an outside service if I'm not hitting leads goals within 90 days</p> <p>Promote blog content on social channels to reach new audiences, drive more traffic to website and generate more leads</p> <p>Share client testimonials on website to highlight services and reputation, promote on social channels to drive traffic back to website.</p>	<p>Promoting blog content on Facebook drove XX referrals to website. Will spend additional \$50/month to boost top performing posts.</p> <p>Advertising in local paper generated no leads, cut advertising and reallocate to better performing channel.</p>

Your Plan:

SMART GOALS	STRATEGIES	TACTICS	TAKEAWAYS & NEXT STEPS
What will be accomplished and when?	How will you reach your goal?	What will change and when?	Did some tactics perform better than others? Use this information to steer your next steps!

Your Digital Marketing Toolkit

Canva

Canva makes original design simple. You can create designs for web or print: Facebook covers, flyers, blog graphics, invitations, and more.

Cost: Canva offers a free version, but a full access account is only \$12 per month.



Feedly is an easy-to-use news and article aggregator that allows you to stay on top of industry news by creating your own customized feed, that you can then share with your networks on various channels.

Some great sources to follow:

Real Trends, Inman News, NAR, Zillow Porchlight, RISmedia

Cost: free.

pixabay

Pixabay is a marketplace that offers royalty-free stock photos and videos that you can use freely, in any of your marketing communications. These can be used for blog articles, social media campaigns, and anywhere else you might need some visuals to supplement your efforts.

Cost: free.

Google Trends

Google Trends allows you to look into specific search terms and see how popular they have been over time. You can see search volumes for “real estate agents in south florida” in any language, during any given date range. Use Google Trends to identify keywords and trends to go after in your marketing plan this year.

Cost: free.

bitly

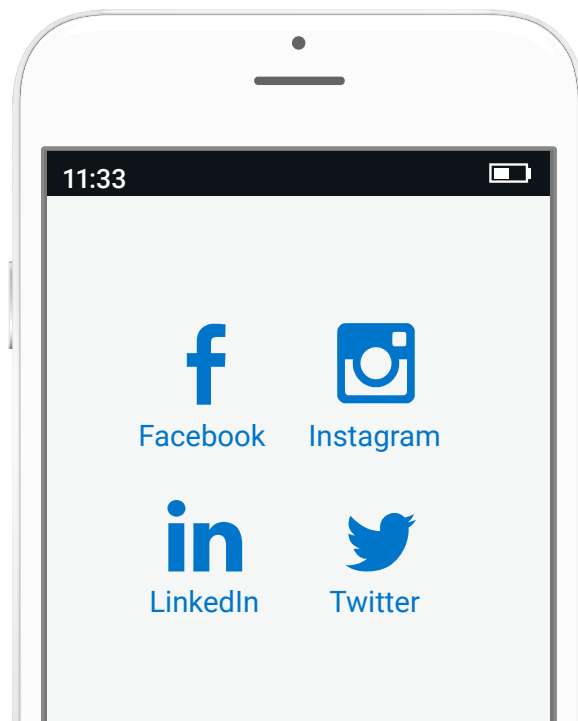
Bitly is a URL shortener and link management platform that allows you to customize links, while tracking how many clicks they get and where they come from. This is helpful in tracking the ROI of time spent posting links on various channels.

Cost: free.



A social media management tool that allows you to schedule and post updates to Twitter, Hootsuite is most useful for social listening and engaging with current and prospective audiences through the customized dashboards: you can follow and monitor hashtags, new followers (great for engaging your new connections!), and keep a close eye on your mentions.

Cost: free to manage first three profiles, \$19 for their Professional account which covers 10 profiles, post analytics, and unlimited scheduling.



Your existing marketing platforms are often the best resources for analytics.

Facebook and Instagram

If you have a business page, Facebook has an [Insights](#) section, so you can track, measure, and manage your page's traffic and content across both platforms. Easily identify top-performing content to optimize engagement and how you interact with your network. Facebook allows you to schedule posts for business pages, but not personal.

LinkedIn

LinkedIn offers insights for posts shared, whether you are using a business page or your personal page. Unless you run an enterprise-level brokerage, it's recommended that you use an individual page to grow your network and share insights. It's easier to manage and connect on an individual level on LinkedIn, while positioning yourself as an expert within the industry.

Twitter

Twitter offers [free page analytics](#), trending topics and hashtags, and the ability to share insights that goes well beyond your network of followers.

About Market Leader

A leader in real estate technology since 1999, Market Leader proudly serves over 250,000 agents and teams across the United States and Canada. You can build and manage your business, lead-to-close, with our products:

Market Leader Professional

One intuitive system for agents and teams to generate and convert leads. It includes an end-to-end customer relationship management system, customizable IDX website, and a fully-integrated marketing design center.

[Learn More](#)

Leads Product

We wrote the book on generating leads. Get a guaranteed number of buyer and seller leads – not just impressions – delivered directly to your CRM. These leads are **exclusive** – not shared with other agents. Lead inventory is limited, so check availability today.

[Learn More](#)