

New Listing Marketing Matters

Coming Soon Marketing

- Facebook Live Video is Shot Leaving House
 - Sign Is Ordered
 - "Coming Soon" Rider is put on sign
 - Listing Added to Zillow Coming Soon
 - Determine Open House Date
 - Lockbox is added to property
 - Property Photos Ordered
 - Property Videos Ordered
 - [Property Laser Measurements Ordered](#)
 - Create & Send Textedly "Coming Soon" Message
 - Export Phone Numbers as Macintosh Comma Separated Values (.csv)
 - "Call/Text 443-837-5675 for more details."
 - [Property Brochures Ordered](#)
 - Get Phil's Write Up With Taglines
 - Create A [bit.ly](#) Campaign For Listing
 - Create [bit.ly](#) links for Youtube, Zillow, Textedly, Brochure and L&F Pages
 - Video is Added to Youtube (Just Listed Playlist)
 - Add Custom Thumbnail
 - Add Photo to Pages and Make The Size 6.5 X 3.65
 - Screenshot Photo
 - Add to iPhotos
 - Upload to Youtube From iPhoto
 - Add an End Screen to Video
- * **When Photos are complete but home is not Active for more than 48 hours***
- Create & Send "Exclusive First Look" MailChimp Email Blast to All Lists
 - Send to Masters Club
 - Create Facebook Ad w/ Video as Feature (\$20.00 Boost to Target Area)
 - If There Is No Video, Create a 4-5 Photo Slideshow As Facebook Post
 - Add "Learn More" Button Directed To The Zillow [bit.ly](#) Link
 - Post Facebook Post To Phil's Personal Page And Tag Home Owners & Team
 - Go to Phil's page, select videos and change the thumbnail
- Upon Completion of All Above Listed Tasks, List Property in MLS as "Coming Soon"

Active Marketing

- Send Videos to Zillow Customer Care to Add to Listing
- Create & Send "Just Listed" MailChimp Email Blast to All Lists
 - Send to Masters Club
- Create & Run "Just Listed" Facebook Ad (\$20.00 Boost to Target Area)
 - If There Is No Video, Create a 4-5 Photo Slideshow As Facebook Post
 - Add "Learn More" Button Directed To The Zillow [bit.ly](#) Link
 - Add Custom Thumbnail
- Share "Just Listed" Facebook Ad to Property Area Facebook Groups
- Post Facebook Post To Phil's Personal Page And Tag Home Owners & Team
 - Go to Phil's page, select videos and change the thumbnail
- Create & Send Textedly "Just Listed" Message
- Create & Activate ListHubPro Update to Client (No Leads)
- Post to Phil's Instagram Wall With Youtube [bit.ly](#) Link Attached
 - Make Sure Thumbnail Is Good
- Post to Phil's Instagram Story With Youtube [bit.ly](#) Link Attached
 - Add To Active Listings Highlights
- [Create & Activate Base Price Adwerx Post](#)
- [Create & Send "Just Listed" Cards to Neighborhood](#)

Open House Marketing

- Create & Send "Open House" Cards to Neighborhood
- Create & Run "Open House" Facebook Ad (Amount TBD)
- Share "Open House" Facebook Ad to Relevant Facebook Groups
- Create & Send "Open House" MailChimp Email Blast to All Lists
 - Thursday before the Open House
- Call Relevant Real Estate Offices and Forward them Open House MailChimp Email
- Create & Send Textedly "Open House" Message (Neighborhood Only)



Under Contract Marketing

- Add Under Contract Sign To Property
- Create, Post & Boosted "More Buyers" Facebook Video Ad
 - (We Had Multiple Offers/Buyers)
 - Boost to Neighborhood - Basic Phone Video
- Add Video to Community's Facebook Group

Closed Marketing

- Send "Just Sold" Cards To Neighborhood
- Shoot Real Client Review Video
 - Edit Video
 - Add Video to Youtube in "Real Client Review" Playlist
 - Send Video as MailChimp Email to CEO & Client List
 - Post on Facebook
 - Share to Personal Timeline and Tag Entire Team
 - Share to All Relevant Facebook Groups
- At Closing, Request Client to Post Review on Zillow & Facebook
- Create Quote Card Video from Review
 - Follow Video Marketing Protocol
- Create, Get Clearance from Seller & Send Seller Testimony Letter
 - Send to All Homes in Neighborhood
- Have Sign Removed
 - Remove Riders & Lockbox