

SEPTEMBER 2020 - DECEMBER 2020

4-MONTH BRAND MARKETING PLAN

THE STEPS TO BECOMING
THE DOMINANT AGENT
IN YOUR FARM

Want to kick start your marketing?

Here are some suggestions to make impactful brand impressions with your farm and sphere of influence through the end of the year.



MONTH ONE – SEPTEMBER

MAIL THIS:

Send this eye-catching and lighthearted **postcard** - which is the number one bestseller in the Hot Market Series - to your farm reminding them now is a unique and opportune time to sell while demand outweighs supply. Remember to use a postcard back with the Home Estimate map so you can measure the response!

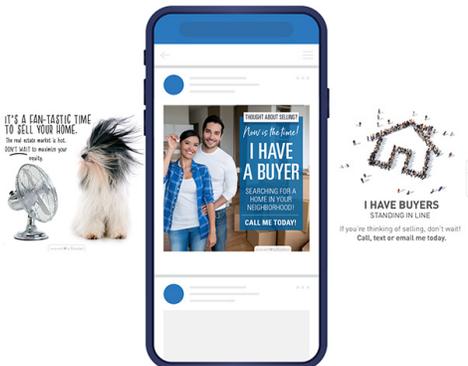


POST THIS:

Post the corresponding social media **image** to your social media sites to create consistency in your marketing while getting the hot market message out.

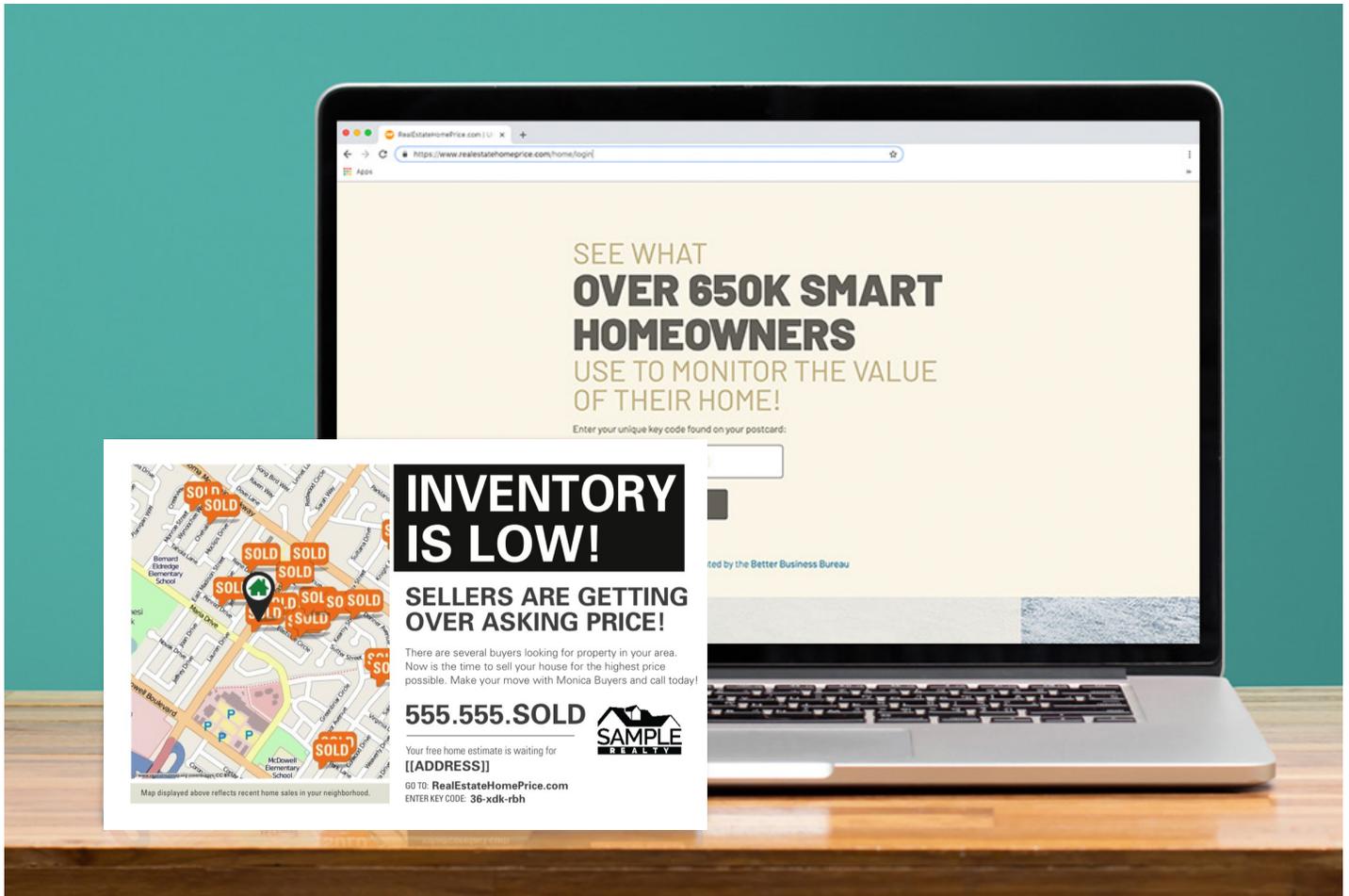
EMAIL THIS:

Email your sphere of influence. Use this cut and paste **copy**.



MAIL THIS:

Put the Home Estimate **map card** front and center while letting homeowners know that inventory is still low, and prices are edging up. You'll get an email when anyone logs on to check their home's estimate. See follow up tips below.



POST THIS:

Use these **images** for your social media posts.

EMAIL THIS:

Email your sphere of influence.

Use this cut and paste **copy**.

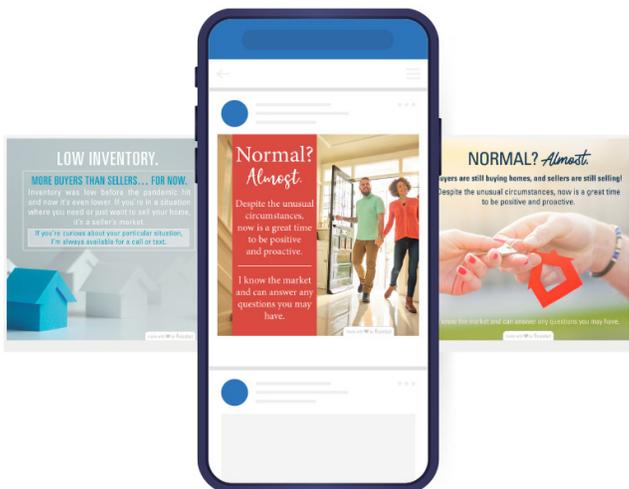
MAIL THIS:

Stay top of mind by sending a seasonal **Thanksgiving card** to your farm and sphere of influence. This little reminder will build goodwill and create a positive brand impression. Remember to use a postcard back with the Home Estimate map so you can measure the response!



POST THIS:

Use these **restart images** on your social media.



SEND THIS:

Email your sphere of influence with this **newsletter copy** or order the **direct mail version**.



SURPRISE THEM WITH THIS:

Impress your farm or sphere with a holiday pop by. You can drop them yourself or this **company** will mail them out for you. You'll be sure to get noticed!



STAND OUT WITH THIS:

While everyone is sending a holiday card, you can stand out by sending a **Happy New Year card!**



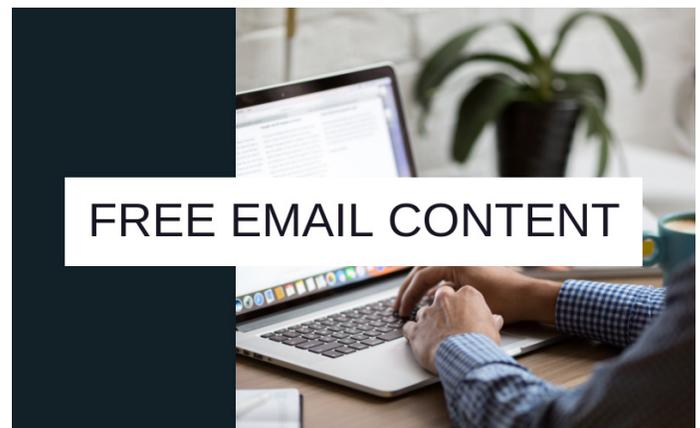
MAIL THIS:

Create an end of the year wrap-up of your city's real estate market using this **market stats postcard**. Remember to use a postcard back with the Home Estimate map so you can measure the response!



EMAIL THIS:

Use these **quarterly emails** (or at whatever pace you'd like) to connect with your sphere of influence.



4-MONTH BRAND MARKETING PLAN

MONTH FOUR – DECEMBER



SET UP YOUR MARKETING FOR 2021 WITH THIS:

Consider setting up a **12-month automated program** for 2021 so you have a consistent marketing impression all year long. This would ensure that you stay top-of-mind with your past clients and farm. **Schedule a free consultation** with a Corefact Elite specialist today to learn more about this personalized marketing program.

BONUS TIPS!

BE MEMORABLE:

Use these personalized **pop-up birthday cards** to keep around for past clients. They're unique and certainly stand out leaving a lasting effect.



FOLLOW UP:

Use one of these **methods** to follow up with any homeowner that checks their home estimate.



COMMUNICATE:

Tap into **housing market data** recovery and other stats you can site in your communication to your sphere or farm.



STAY UPDATED:

Keeping Current Matters **blog** is a great place to get the latest information on the market including charts and graphs you can cut and paste into social media or email messages.



GOING THE EXTRA MILE:

Send out handwritten cards during life events: birthdays, anniversaries, etc.
Prove you're the agent who cares.