

Marketing Planning Guide For Real Estate Agents

Provided by



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About This Guide

We've created this guide to help you think through the big goals of marketing yourself as a real estate agent. We know you have a lot to do as an agent, so we've tried to include just enough to get you started. If you're interested in going deeper into marketing, keep an eye out for our future guides and content.

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Creating Your Marketing Plan

Reflect On Strategy

1

We've identified four important goals that you need to address when marketing yourself. Below each goal we've included key questions to help you think about what actions you need to take to accomplish that goal.

Make an Action Plan

2

To build your Action Plan, choose a few tasks that you can complete on a regular basis to work towards each Marketing Goal. Remember there's no magic number of tasks that will equal success. Be realistic. You'll benefit more from completing a few tasks consistently than overloading yourself with more than you can handle.

Track Your Progress

3

Finally, you need to decide how to track your progress to make sure your action plan is working. This could be something like the number of inquiries you have a month, your total Facebook followers, or clicks on your digital ads. Set a monthly goal and check in occasionally. If you aren't seeing improvement, don't be afraid to switch up your Action Plan!

