



Best Choice

R E A L T Y

OCTOBER | NOVEMBER | DECEMBER 2022

QUARTERLY MARKETING PLAN

Success doesn't just happen. **It is planned.**

There are many simple marketing resources at your fingertips. It can be very easy to create impactful brand impressions with your farm and sphere of influence throughout your year.

As a real estate professional, you want to grow your business, and marketing plays a large role in capturing the attention of potential clients.

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Develop a Niche Market Strategy

A niche marketing strategy considers the narrow category into which your business falls.

It focuses on a small group of buyers, instead of the broader market. A niche strategy helps you stand out from the competition, attract the people who can't resist buying, and boost profitability.

1. Know your competition.

Developing a niche marketing strategy is impossible without scoping out your competition. What makes customers choose your company over another. Whatever it is, find your specialty and craft a story around it.

2. Narrow down your niche market.

It's better to reach a small group of people who sing praises about your company, rather than a large group who thinks it's just okay. While this takes time and thought, it's worth the effort to find loyal customers who will gladly choose you over competitors.

3. Go where your buyers are.

You already know who your buyers are, but research helps you go deeper to find out where they shop, how they find products, and what influences their purchase decisions. Once you have that information, you'll get the most return for your marketing dollars.

4. Listen to the word on the street.

Everyone has problems that need solutions. If you listen to people's thoughts about a certain product or service, you can find opportunities to fill in the gaps.

5. Create a unique brand.

A well-defined brand will help you develop a niche marketing strategy that's authentic to you and attracts ideal customers.



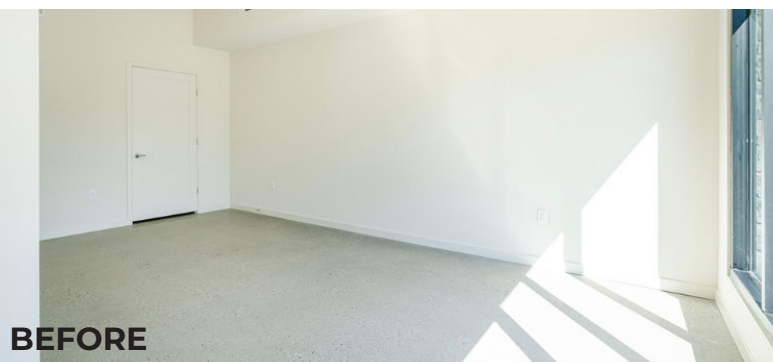
 [CLICK TO
READ MORE](#)

Try Utilizing Virtual Staging for Your Listings

Add furniture to real estate photography to show potential buyers just how versatile the space is.

CHECK OUT Box Brownie

 [CLICK HERE!](#)



BEFORE



AFTER

Deliver a Pop-By Gift to Your Sphere

Don't let your sphere forget about you!

Pop-bys are small gifts you give to your prospects and clients to remind them of who you are. These can be small inexpensive gifts that you give to former clients when you "pop by" their house. They're a great excuse for some face-to-face interaction and for generating referral business.

 [CLICK HERE! FOR MORE IDEAS](#)



Your positive action combined with positive thinking results in success. - Shiv Kherra

Send a Personalized Magazine

Your Very Own Professional Publication!

Connect with your past clients and prospects on a regular basis by sending them a free bimonthly subscription to your very own personally branded magazine!

CLICK HERE! 

MORE INFORMATION



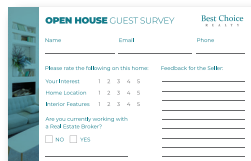
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Includes shipping

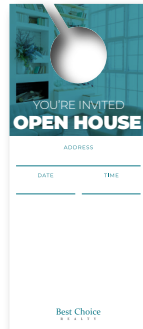


10
FRONT DOOR
SIGNS



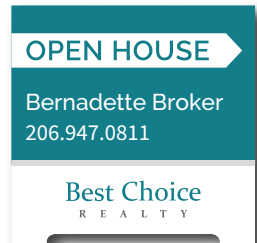
2
50 SHEET
GUEST SURVEY
PAD

50
DOOR
HANGERS



3
PERSONAL
A-BOARDS

12
PERSONAL
DIRECTIONALS



Create a Year in Review and Send Out Thank-You Notes

Sending a year-in-review and thank you note is a great way to thank your clients for their contributions to your successes over the year.

We suggest hand-writing your notes and offering a small freebie as a personal touch. Gifts such as branded pens, Christmas ornaments, and yearly calendars, are great because they are usually put in places where people will see them regularly.

You can also add a sentence in your thank you note to politely ask for referrals, reviews and testimonials. Use these reviews and testimonials on your website or in your spring marketing material.

Email: Lori@bestchoicerealtywa.com for custom designs.

