



Creating a marketing plan can feel overwhelming, but it doesn't have to be long and complex. By focusing on the most crucial aspects, you can build an effective one-page marketing plan that returns results. These key elements are:

OBJECTIVES:

To make your marketing plan actionable, focus on your top three objectives only. Which goals will make the most significant impact to your business in the next 12-months?

AUDIENCE:

To be successful, forget the masses. You need to focus on those specific groups of people who will derive the most value from your business and so be most likely to purchase it at your selling price.

CORE MESSAGES

These are your 3 or 4 most important messages that you always want to communicate. Every piece of marketing communication should include a version of these messages. If it doesn't, you have strayed off course.

CHANNELS

Where will you find your audience e.g. online, social, reading magazines etc? More importantly, which of these do they use to gather information about your product type and make decisions about buying? For example, lots of people use Facebook, but they don't always make buying decisions based on what they read there.

MEASUREMENT

To know whether you have been successful in your marketing efforts you need to measure your results. What you measure will depend on your objectives and activities. You need to identify these before you begin so you can focus on achieving the results you want.

BUDGET

You need marketing budget for most activities. Be sure to record how much money you have available for your marketing activities for the year to keep costs in check and ROI positive.



OBJECTIVES:

Top three marketing objectives

- 1)
- 2)
- 3)

AUDIENCE:

The specific groups you want to market to

CORE MESSAGES

Your 3 or 4 most important messages

CHANNELS

Where you find your audience e.g online, social

MEASUREMENT

How do you know you met the objectives

- 1)
- 2)
- 3)

BUDGET

How much have to spend on marketing



OBJECTIVES:

Top three marketing objectives

- 1) Awareness: Increase web traffic by 50% by December 2020
- 2) Consideration: Build email marketing list to 1000 people by December 2020
- 3) Preference: Generate 20 net new marketing qualified leads (MQL) each month by October 2020

AUDIENCE:

The specific groups you want to market to

Audience 1: Independent real estate businesses with up to 50 employees that are based within 25 mile radius of X town and don't have a dedicated marketing team.

Audience 2: Independent construction companies with up to 50 employees who market their own developed properties for sale that are based within 25 mile radius of X town and don't have a dedicated marketing team.

CORE MESSAGES

Your 3 or 4 most important messages

- 1: No skills: Collectively, we have 50 years of marketing experience within the real estate sector so we provide you with extensive, relevant marketing skills.
- 2: No resource: Cost-effective marketing solution where clients have direct input but are hands-off
- 3: No time: One-stop shop for all your marketing needs so you don't have to worry about multiple agencies

CHANNELS

Where you find your audience e.g online, social

Pay Per Click advertising - local to 30 miles from X town
 Own weekly newsletter
 Display advertising - Rightmove, Zoopla, Onthemarket
 Networking & sponsorship - Local trade commission

MEASUREMENT

How do you know you met the objectives

- 1) Daily web visit of 750 by December 2020
- 2) 1,000 subscribers by December 2020
- 3) 20 net new MQL by October 2020

BUDGET

How much you have to spend on marketing

PPC - £7,500
 Email - £1,200
 Digital - £10,000
 Trade - £2,500