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1. **MARKET RESEARCH**
   1. **Background Analysis**

[PROVIDE BRIEF BACKGROUND TO BUSINESS. POINT OUT THE DIFFERENT CHALLENGES AND OPPORTUNITIES THE BUSINESS HAS FACED. THIS SECTION HELPS SET OUT THE CAPABILITIES OF YOUR BUSINESS AND THE DIFFERENT OPPORTUNITIES THAT EXIST IN YOUR MARKET THEREBY HELPING YOU MEET CUSTOMER NEEDS.]

* 1. **Goals**

[COMPANY NAME] seeks to achieve the following objectives:

● [NUMBER] of speaking engagements in [AREA OR CITY]

● Hire additional [NUMBER] agents

● Exceed [NUMBER] in [YEAR] revenue with increase of [NUMBER] percent per annum

● Get additional [NUMBER] leads this [YEAR]

● Become ranked top [NUMBER] Real Estate Company in [MAGAZINE NAME] magazine

● Accomplish [NUMBER] percent customer satisfaction

● Increase number of agents by [NUMBER] in [YEAR]

* 1. **Purpose**

[COMPANY NAME] AIMS TO HELP FIRST HOME BUYERS MAKING THE ACT OF BUYING THEIR FIRST HOME A TOTAL RELIEF WITH GREAT SERVICE.

1. **TARGET MARKET**
   1. **Market Description**

Our ideal market for [COMPANY NAME] is best described by:

* Individuals living in [CITY] city
* The individual’s interest to live in [LOCATION]
* Aged between [age range] years old
* Having a household income of at least [AMOUNT] annually
* Married couple with at least one child
* Interest in a beautiful home or town
* Knows they want the right home and not settling for anything less
  1. **Niche Market**

[INSERT DESCRIPTION OF NICHE MARKET HERE OR FOCUS MARKET WHERE [COMPANY NAME] AIMS TO BE PROFITABLE.]

1. **OPOSITIONING**
   1. **Essential Strategy**

[INSERT POSITIONING STRATEGY HERE. PROVIDE BRIEF DESCRIPTION ON HOW TO ACHIEVE SUCH STRATEGY. INCLUDE METRICS TO ASSESS IF STRATEGY IS WORKING OR NOT.]

* 1. **Main Branding Elements**

[COMPANY] prides itself in paying attention to what our clients want. We intend to focus on the following main elements that promote our branding and make a clear distinction of our company name above the competition.

* [CORE BRANDING ELEMENT 1] - [DESCRIPTION OF CORE ELEMENT IN RELEVANCE TO COMPANY BRANDING OBJECTIVE]
* [CORE BRANDING ELEMENT 2] - [DESCRIPTION OF CORE ELEMENT IN RELEVANCE TO COMPANY BRANDING OBJECTIVE]
* [CORE BRANDING ELEMENT 3] - [DESCRIPTION OF CORE ELEMENT IN RELEVANCE TO COMPANY BRANDING OBJECTIVE]

Tagline: [INSERT COMPANY TAGLINE IF THERE IS ANY]

1. **COMPETITIVE ANALYSIS**
   1. **Competitor Analysis**

[INSERT HERE LIST OF YOUR COMPETITORS AND DESCRIPTION OF EACH.]

[COMPETITOR NAME 1] - [DESCRIPTION OF PRODUCT OR SERVICE]

[COMPETITOR NAME 2] - [DESCRIPTION OF PRODUCT OR SERVICE]

* 1. **Product / Service**

[EMPHASIZE DIFFERENCE OF YOUR PRODUCT/SERVICE FROM COMPETITORS.]

[PRODUCT / SERVICE] - [MAIN ADVANTAGE OVER COMPETITORS]

* 1. **Pricing Strategy**

[INDICATE PRICE POINT YOUR COMPETITORS ARE SELLING AND WHICH SECTOR OF THE MARKET IS BEING TARGETED. KNOWING ALL THERE IS ABOUT YOUR COMPETITION HELPS YOU BETTER IN STANDING OUT FROM THE REST.]

1. **MARKET STRATEGY**
   1. **Marketing Methods**

[LIST HERE THE MARKETING MATERIALS AND METHODS TO BE USED IN YOUR MARKETING PLAN SUCH AS THE FOLLOWING:]

* Monthly listing to market bulletin boards
* Newspaper advertisements
* Website content enhancements
* Direct mail marketing
* Posters and signage
* Marketing product guides, brochures, and manuals
  1. **Generation of Additional Leads**

Achieving sales is not only the goal for marketing but also generating new and prospect clients. This can be done similarly through the following

* Advertising in [CITY] city Real Estate Magazine to refine target market to niche market.
* Again, advertising in local newspapers help spread the word and reach the target niche market.
* Monthly newsletters given out to busy and crowded places such as malls and bus stops, etc.
* Online advertising also generates new leads as clients can be easily redirected to your site.
* Radio advertisements on your local station can additionally feature your company
* Customer referrals also form part of generation of leads for your company.
  1. **Rewards and Service Experience**

[PROVIDE HERE THE LIST OF REWARDS CORRESPONDING TO REFERRALS. ALSO PROVIDE LEVEL OF CUSTOMER SERVICE SATISFACTION THAT WOULD HELP DIFFERENTIATE THE COMPANY AMONG OTHER COMPETITORS.]

1. **BUDGET**

[INSERT HERE SCHEDULE MADE INDICATING SPECIFIC BUDGET ALLOCATION PER MONTH AND THE ITEM SPENDING PER MONTH ON MARKETING EFFORTS. DETERMINE KEY METRICS IN ASSESSING THE EFFECTIVITY OF EACH MARKETING ACTIVITY IN ORDER TO MAKE A RETURN OF INVESTMENT.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marketing Activity** | **Start Date** | **End Date** | **Budget** | **Manager** | **Activity Champion** |
| Radio Ads | [START DATE] | [END DATE] | [AMOUNT] | [NAME OF MANAGER] | [NAME OF ASSIGNED EMPLOYEE] |
| Newspaper Ads | [START DATE] | [END DATE] | [AMOUNT] | [NAME OF MANAGER] | [NAME OF ASSIGNED EMPLOYEE] |
| Google Ads | [START DATE] | [END DATE] | [AMOUNT] | [NAME OF MANAGER] | [NAME OF ASSIGNED EMPLOYEE] |
| Direct Mail | [START DATE] | [END DATE] | [AMOUNT] | [NAME OF MANAGER] | [NAME OF ASSIGNED EMPLOYEE] |
| [OTHER ACTIVITIES] | [START DATE] | [END DATE] | [AMOUNT] | [NAME OF MANAGER] | [NAME OF ASSIGNED EMPLOYEE] |

1. **METRICS**

[INSERT KEY METRICS FOR MEASURING SUCCESS OF MARKETING ACTIVITY HERE SUCH AS SALES FORECAST, MARKETING BUDGET, NUMBER OF CONVERTED LEADS, REFERRALS, SALES OR REVENUE NUMBERS]

|  |  |  |  |
| --- | --- | --- | --- |
| **Metric** | **Year 1** | **Year 2** | **Year 3** |
| Lead Conversions | [NUMBER] | [NUMBER]+ | [NUMBER]++ |
| Average Transaction Cost | [NUMBER] | [NUMBER]+ | [NUMBER]++ |
| Referrals | [NUMBER] | [NUMBER]+ | [NUMBER]++ |
| Blog mentions | [NUMBER] | [NUMBER]+ | [NUMBER]++ |
| Website Traffic numbers | [NUMBER] | [NUMBER]+ | [NUMBER]++ |
| [NAME OF METRIC] | [NUMBER] | [NUMBER]+ | [NUMBER]++ |