

The real estate agent's

COMPLETE

Real Estate Marketing Plan and Blueprint

Key Sections of Your Real Estate Marketing Plan

- 1) Why a Marketing Plan Matters
- 2) Building Your Website and Branding
- 3) Social Media That Sells
- 4) Paid Ads & Boosted Posts
- 5) Cold Calling & Follow-Ups
- 6) Networking
- 7) Local Advertising
- 8) Direct vs Organic vs Paid Marketing
- 9) Your Marketing Budget
- 10) Partner With a Lender

Why a Marketing Plan Matters

Let's face it—real estate is crowded, standing out requires more than just hustle—it takes strategy.

A marketing plan helps you:

- Get seen by more homebuyers and sellers
- Stay top-of-mind in your community
- Build a business that lasts

And the good news? You don't need a degree in marketing—***you need a budget and a plan.***

Remember: You're not just selling houses—you're guiding people through one of the biggest decisions of their lives. That means ***your marketing needs to show up where they are:*** online, in their neighborhoods, and on their phones.



Building Your Digital Home Base: Website & Branding

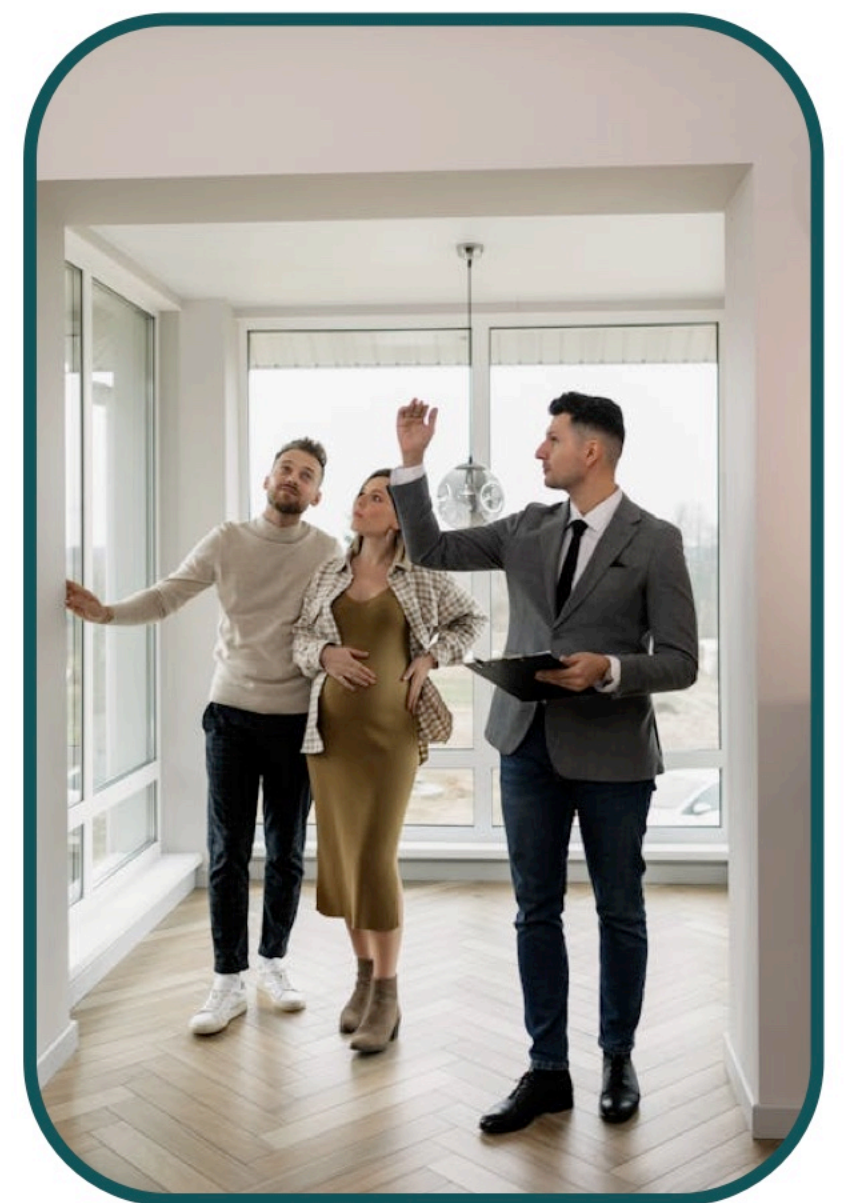
Why a website matters:

- **Not everyone uses social media, a website taps into Google's reach, which is four times bigger than the combined audience of every social platform out there.**
- **First impressions matter (and often, your site is the first impression and acts like a digital business card)**
- **It builds credibility and trust while providing information**

Your website is your HQ. It's the one place you full control to tell your story and showcase your expertise and capture a lead.

Must-have features:

- **Mobile-friendly, fast-loading site**
- **SEO-optimized content (use keywords like "St. Louis realtor" or "first-time homebuyer checklist" etc.)**
- **Lead capture forms (contact, guides, home evaluations, free consultation, etc.)**
- **A blog or resource section—this boosts SEO and gives clients confidence that you know your stuff.**



Recommended platforms:

#1



WORDPRESS

The #1 choice for SEO and customization, giving realtors full control over design, content, and lead generation.

#2



SQUARESPACE

Easy-to-use platform with great templates and decent SEO features—perfect for a quick online presence.

#3



PLACESTER

Built specifically for real estate pros, with IDX integration, lead capture tools, and ready-made marketing features.

Social Media That Sells (Without Feeling Salesy)

Pick your platforms: Instagram and Facebook are obvious go-to's, but LinkedIn can be powerful too—especially for referrals and B2B networking. TikTok has a very open algorithm to take advantage of as well!

Optimize your profiles:

- ✓ Use a clear, friendly headshot
- ✓ Include contact info and service area
- ✓ Link to your website and featured resources

What to post:

- ✓ Listings and client wins (sales content)
- ✓ Neighborhood highlights, school district info, local business spotlights (community content)
- ✓ Behind-the-scenes, showing your process and personality
- ✓ Humorous and trendy content to appeal to new audiences like golfers, foodies, DIYers, pet owners, etc (growth content)



Hot tip: Home tour videos are great—but growth content builds trust and long-term engagement. People want to follow an entertaining account but also work with a trustworthy person, not just a sales funnel.

Use tools like **StoryChief**, **SocialPilot**, **Later**, or **Metricool** to batch and schedule content across all your platforms. This is called *omnichannel marketing*, meaning being everywhere!



Boost it: Paid Ads and Boosted Posts

We've seen it in action—social media ads deliver for realtors. Unlike traditional advertising, platforms like Facebook and Instagram let you **target specific locations and demographics**, making them especially effective for reaching homeowners and future buyers, all with trackable results.

Here's how to get started:

- Boosted post = a quick push for engagement (easy but limited targeting)
- Ad campaign = full control over targeting, creative, and conversion goals

Best targeting practices:

- Narrow by zip codes
- Target life events like “recently married” or “new job” or “new pet”
- Use Facebook Pixel to retarget website visitors

Effective campaign goals:

- Promote open houses
- Capture leads with free home evaluation tools
- Share downloadable buyer/seller guides

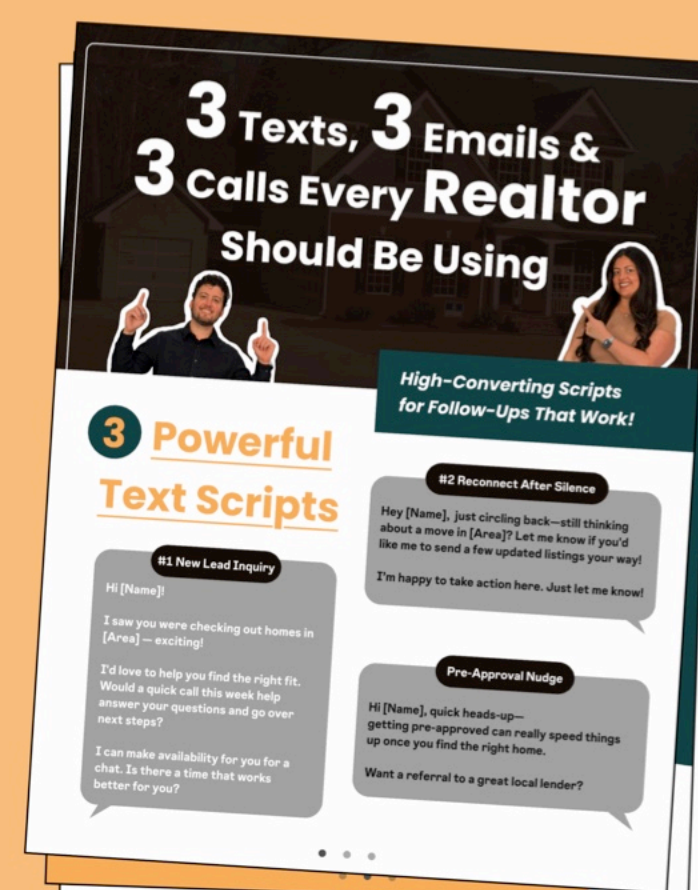
Back to Basics: Cold Calling & Follow-Ups

Use cold calling and circle prospecting to start new conversations. Then, follow up with the scripts in our **“3 Texts, 3 Emails & 3 Calls”** follow-up guide.

Why it works:

- Personal follow-ups build trust
- Most people don't follow up—so you stand out by doing so
- You don't need to be clever—just consistent

DOWNLOAD NOW!



Networking: People Do Business With People



Get offline and into the community. Real estate is local—and your marketing should be too.

Where to network:

- ✓ Chamber of Commerce events
- ✓ Local business mixers
- ✓ Community Facebook groups
- ✓ School events or volunteer opportunities

Make friends and lead with value. Ask questions, give referrals, show up regularly. No one likes the agent who only shows up to pitch themselves.

Don't Sleep on Local Ads

There's still power in print! Try:

- ✓ Grocery store bulletin boards
- ✓ Local print, lifestyle magazines or newsletters
- ✓ Sponsoring youth sports teams or community events
- ✓ Branded yard signs, car magnets, or door hangers



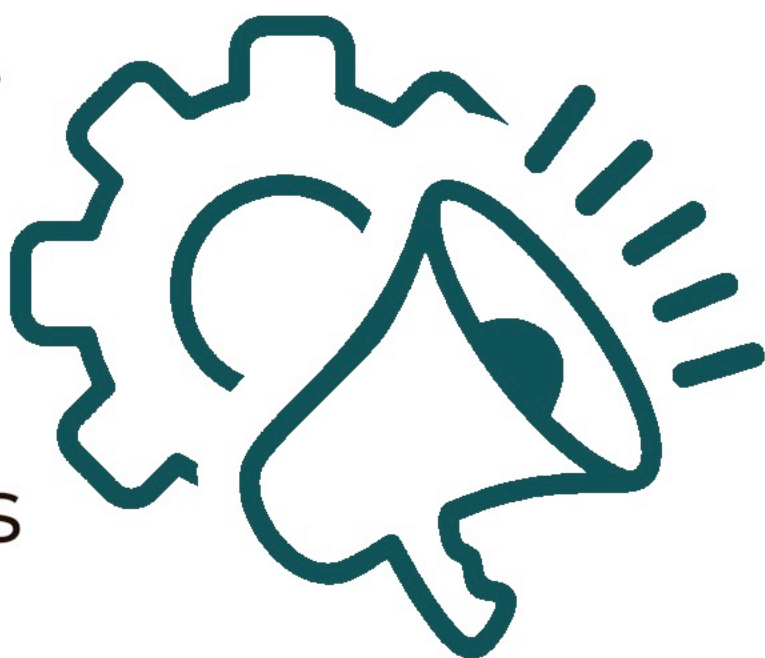
Be consistent with your logo, colors, and messaging so your name is always recognizable. Show up for your community!

Understanding Direct Marketing, Organic Marketing & Paid Advertising

It's all marketing—but not all marketing is the same.

Direct Marketing:

- Includes mailers, emails, and texts
- Targets people directly with a clear call-to-action
- Best for: follow-ups, client updates, invites to events



Organic Marketing:

- Includes SEO blogs, social media posts, and videos
- Builds long-term brand awareness and trust
- Best for: building reputation and community visibility



Paid Advertising:

- Includes Facebook ads, Google PPC, Zillow ads, and sponsored Neighborhood App posts
- Best for: lead generation and boosting reach fast

Find your mix. At Brown, we've seen every kind of agent succeed. Some love cold calls. Others crush it on Instagram. The key is knowing what suits you—then leaning into it with consistency.

Set Your Marketing Budget

Marketing without a budget is like driving without a map—you might move, but you won't know where you're headed.

Suggested Monthly Budget	Direct Marketing	Organic Marketing	Paid Advertising
New Agent (\$250)	\$50	\$100	\$100
Mid-Level (\$1000)	\$200	\$400	\$400
Top Producer (\$2000+)	\$500	\$500	\$1000

Partner With the Right Lender (Like Brown!)

A great lender isn't just someone who gets the job done—they help you win more jobs.

Here's what a strong lending partner brings:

- Co-branded buyer guides or postcards
- Joint open house marketing or events
- Educational content for first-time buyers

At Brown, we love supporting realtors. From free marketing resources to behind-the-scenes support—we're here to help you close with confidence and keep growing.



Final thoughts: You work hard for your clients—now work with a lender who works just as hard for you. At Brown, we don't just do loans—we help realtors grow their business with confidence, resources, and full-circle support. Connect with us today!



Partner with a Lender That Helps You Close!

Trusted by real estate agents who want smoother closings and faster pre approvals.

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