**6 Point Prospecting / Marketing Plan - Template**

To achieve a consistent flow of listing opportunities in line with your income statement you need to identify your key marketing goals and

activities that generate income - use the template below to create your marketing plan

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **MAIL CARDS & DISTRIBUTION (NO.)** | **JUST LISTED & SOLD (EVERY LISTING)** | **PRINT / ONLINE MARKETING (OTHER)** | **EXPIRED LISTINGS** | **PROSPECTING LETTERS – (MICRO CAMPAIGNS)** | **LOCAL SPONSORSHIP** | **SUBURB REPORT** |
| **Q1** | **JAN** | **X15000 DL’S** (CHANGING PLACES DROP) | **AS PER LISTINGS/SALES** | **X1000 AGENT PROFILE BROCHURES** | **X20 LETTERS** |  | **LOCAL SCHOOL NEWSLETTER** |  |
| **FEB** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 SOLD IS COMING** |  |  |
| **MAR** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 PRICE DRIVE** |  | **X500 REPORTS** |
| **Q2** | **APR** | **X2000 DL’S** | **AS PER LISTINGS/SALES** | **X500 SELLING PLAN DOCUMENTS** | **X20 LETTERS** | **X2000 2ND CHANCE PRICE DRIVE** |  |  |
| **MAY** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 FREE SUBURB REPORT** |  |  |
| **JUN** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 2ND CHANCE SUBURB RPT.** | **JUNIOR AFL CLUB** | **X1000 REPORTS** |
| **Q3** | **JUL** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 PRICE DRIVE** |  |  |
| **AUG** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 2ND CHANCE PRICE DRIVE** |  |  |
| **SEP** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** |  |  | **X1500 REPORTS** |
| **Q4** | **OCT** | **X2000 DL’S** | **AS PER LISTINGS/SALES** | **AGENT PROFILE VIDEO** | **X20 LETTERS** | **X2000 FREE SUBURB REPORT** |  |  |
| **NOV** | **X2000 DL’S** | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** | **X2000 2ND CHANCE SUBURB RPT.** |  |  |
| **DEC** | **X2000 DL’S** (XMAS CALENDARS) | **AS PER LISTINGS/SALES** |  | **X20 LETTERS** |  |  | **X2000 REPORTS** |
| **RESULTS** | | **37,000 DL’S / SOCIAL PROOF / BRANDING** | **SOCIAL PROOF / BRANDING** | **SOCIAL PROOF / BRANDING** | **240 EXP. LISTING LETTERS + POST** | **22,000 PROSPECTING LETTERS / CONSISTENCY** | **SOCIAL PROOF / BRANDING** |  |
| **INVESTMENT** | | **$XX.XX** | **VENDOR PAID** | **$XX.XX** | **$XX.XX** | **$XX.XX** | **$XX.XX** | **$XX.XX** |

**Activities & Key Performance Indicators**

After creating your marketing plan, use this document to keep track of your results. This will allow you to monitor your

return on investment and identify areas of improvement within your business.

|  |  |
| --- | --- |
| **ANNUAL MARKETING INVESTMENT** | |
| MARKETING INVESTMENT | **$XX.XX** |
| MISC. MARKETING EXPENSES | **$XX.XX** |

|  |  |
| --- | --- |
| **KPI’S – WEEKLY** | |
| PHONE CALLS / DOOR KNOCKS | 100 |
| LISTING APPOINTMENTS | 3-4 |
| BUYER APPOINTMENTS | 2-3 |
| LETTER DROPS | 500 |
| DL DROPS (DISTRIBUTED) | 500 |
| PEOPLE ADDED TO DATABASE | 30 |

|  |  |
| --- | --- |
| **ANTICIPATED RESULTS FROM MARKETING ACTIVITIES** | |
| DL’S | 10 LISTINGS |
| JUST LISTED / SOLD | 6 LISTINGS |
| PRINT / ONLINE (OTHER) | - |
| EXPIRED LISTINGS | 10 LISTINGS |
| PROSPECTING LETTERS | 10 LISTINGS |
| LOCAL SPONSORSHIP | 6 LISTINGS |
| OTHER | - |
| **TOTAL** | **42 LISTINGS** |
| **COST PER LISTING** | **$250 - $550 (avg.)** |

|  |  |
| --- | --- |
| **KPI’S – MONTHLY** | |
| LISTINGS | 5-6 |
| SALES | 4-5 |

|  |  |
| --- | --- |
| **OTHER ACTIVITIES THAT ANTICIPATE LISTINGS** | |
| PERSONAL CENTRE OF INFLUENCE | 4 LISTINGS |
| BUYER CONVERSION | 16 LISTINGS |
| PROSPECTING CALLS | 5 LISTINGS |
| REFERRALS | - |
| **TOTAL** | **25 LISTINGS** |

|  |  |
| --- | --- |
| **GROSS COMMISSION BREAKDOWN (ANNUALLY)** | |
| **GROSS COM** | $440,000 |
| **EXCLUDING GST.** | $400,000 |
| **CONTRACTOR INCOME (70%)** | $280,000 |