



# 10 STRATEGIES TO JUMP-START YOUR REAL ESTATE MARKETING CHECKLIST



## #1: Refresh Your Agent Bio or Resume

- Read current bio
- Make any necessary edits
- Upload new bio on the following:
  - Website
  - Real Estate Search Sites
  - Social Media Profiles
  - Print Collateral

## #2. Optimize Your Social Media Profiles

- Determine which accounts you want to be active on
- “Hide” accounts you don’t want to use anymore
- Update basic profile & contact info for each site
- Update photos & videos where applicable

I checked the following sites:

- Facebook
- Instagram
- LinkedIn
- YouTube
- Pinterest
- \_\_\_\_\_
- \_\_\_\_\_

## #3 Review Your Own Reviews

- Compile all your reviews
- Ask for more reviews
- Add reviews to your website
- Add recommendations to Realtor.com
- Create a reminder to ask for reviews (and on which platforms) for the new year

## #4. Search Yourself on the Search Sites

- Review Realtor.com
- Review Zillow.com
- Review \_\_\_\_\_ .com
- Review \_\_\_\_\_ .com

For each site:

- Make sure your photo is current and high-quality
- Include your updated bio
- Check your contact info
- Add a video!
- Verify that your past sales are displaying and all of your active listings look good
- Connect any teammates

### #5 Visit Your Website “For The First Time”

- Review your home page
- Update your about/profile
- Review individual website pages
- Update \_\_\_\_\_ page
- Update \_\_\_\_\_ page
- Update \_\_\_\_\_ page
- Update \_\_\_\_\_ page
- Update \_\_\_\_\_ page
- Complete any SEO audits or content optimization

### #6 Review Your Online Ad Strategy

- Review ROI of previous ads
- Check current ads for performance
- Edit ads or campaigns as needed
- Update the following ads or campaigns
  - \_\_\_\_\_
  - \_\_\_\_\_

### #7 Write Tomorrow’s Email, Today

- Review email campaign content
- Review templates/canned response emails
- Update the following emails or campaigns
  - \_\_\_\_\_ email
  - \_\_\_\_\_ email
  - \_\_\_\_\_ email
  - \_\_\_\_\_ email

### #8 Finalize Your Sphere of Influence Touch Plan

- Review previous year’s plan
- Write down what you want to do for this year
- Schedule your touchpoints or create a system of reminders

### #9. Refresh Print Marketing and Traditional Collateral

- Review & update business cards
- Review & update flyers
- Review & update presentations
- Update \_\_\_\_\_
- Update \_\_\_\_\_
- Update \_\_\_\_\_

### #10 Update your headshot or schedule a personal branding photoshoot

- Review headshot
- Schedule new headshot
- Take new headshot or lifestyle shot
- Replace headshot on the following:
  - Website
  - Social Media
  - Email Marketing
  - Print Collateral