

ROBERTSON COACHING INTERNATIONAL



THE NEXT GENERATION IN COACHING

To find out if coaching is right for you, or to schedule your complimentary coaching strategy session, visit us at
TRAVISROBERTSON.COM OR CALL TOLL FREE **(800) 262-2819**

SAMPLE MARKETING PLANS



NATHAN DART

Dart Homes | Montgomery County, MD
301.977.2800
Nathan@DartHomes.com
DartHomes.com
2013 GCI: \$1.2M+
Projected 2014 GCI: \$1.5M+



CAMILLE EARHART

Seal The Deal Team
Lake of the Ozarks, MO | 301.977.2800
Camille@SealTheDealTeam.com
YourLakeTeam.com
2013 GCI: \$297k
Projected 2014 GCI: \$450k+



JASON MILLER

RE/MAX Home Sale Services
Plymouth, MI | 734.459.7646
jason@rmhss.com
viewmichiganhomes.com
2013 GCI: \$550k
Projected 2014 GCI: \$815k+

DIRECT MAIL MARKETING ACTIVITIES

- 13 Postcard Mailings to Farm/yr
- 8 2-Sided Newsletters to SOI/yr
- 4 4-Sided Newsletters to SOI/yr
- 3 Invitations to Special Events
- 1 Notepad Mailing to Farm/yr

WEB LEAD MARKETING CALENDAR

Week 1 After Contact:
2 Calls Per Day For First 5
Business Days (Or Until Contact
Is Made)
3-5 Emails Per Week (Or Until
Contact Is Made)
1-3 Text Messages (Or Until
Contact Is Made)

Week 2 After Contact
(If No Contact Is Made):
2 Calls Per Day For First 5
Business Days (Or Until Contact
Is Made)
3-5 Emails Per Week (Or Until
Contact Is Made)
1-3 Text Messages (Or Until
Contact Is Made)

Week 3 After Contact

(If No Contact Is Made):
1 Call Attempted
1 Email Sent

Week 4 After Contact

(If No Contact Is Made):
1 Call Attempted
1 Email Sent

Week 5+ After Contact

(If No Contact Is Made):
1 Call Attempt Every 3-4 Weeks
1 Email Sent Every 2 Weeks
(Not Including Automatic
Property Alerts)

If a person contacts Nathan
back at any point during
this time, they are pulled
out of this program and
put into the appropriate
program for their situation
or request.

ONLINE AND OFFLINE MARKETING CALENDAR

- 52 Weekly Hot Buys Emails (SOI)
- 4 Quarterly Market Report Mailer (Farm)
- 4 Quarterly Market Report Email (SOI)
- 4 Calendar Of Events Postcard For Q2 (Farm And SOI)
- 1 Pub Crawl Weekend Details Mailer (SOI And Farm)
- 1 Inventory Is Low Letter (Farm And SOI)
- 1 Inventory Is Low Email (SOI)
- 1 Email Short Service Directory To Prepare Home For Summer (SOI)
- 1 Golf Course List (Farm And SOI - Mid Month)
- 1 Lake OSS Race Event Schedule Postcard (Farm And SOI)
- 1 Water Safety And Dock Code Update Email (SOI)
- 1 Email Invite For Past Client Boat Party (Past Clients)
- 1 Client Boat Party On July 12th

- 1 Highlights From Client Party With Pictures Mailer (SOI)
- 1 Shootout Events Postcard (Farm)
- 1 Shootout Events Schedule Email (SOI)
- 1 Mailed Invitation To Symposium (SOI)
- 1 Emailed Invitation To Symposium And Walk On The Rocks (SOI)
- 1 Wine Pairing Postcard (SOI)
- 1 Benefits Of Listing Your Home In The Winter Mailer (Farm)
- 1 Holiday Recipe Email (SOI)
- 1 Service Provider Directory Mailer (SOI)
- 1 Email Year End Market Update And Survey For Next Year's Client Party (SOI)

ADDITIONAL TOUCHES:

- Anniversary Cards
- Holiday Cards
- Invitations To Client Parties (Number Of Touches Varies Based On RSVP Rates)

FOLLOW UP FOR PAST CLIENTS:

- 12 Newsletters per year (Morris Marketing)
- 12 Email correspondences per year
- Facebook 3-4 contacts per year at a minimum. With Clients that are truly social we interact more regularly.

A-list past clients receive quarterly calls

Introduction (referral) acknowledgement gifts (regardless if it works out)

NEW BUYER BUSINESS:

Google, Yahoo and Bing Pay-per-Click (yielding approx. 1 lead per \$9 spent)

Every lead receives a customized IDX search

All leads are called, emailed and texted multiple times during the first week (video is being integrated this quarter)

Each lead is placed into a follow up campaign forever!

BNI (Networking Group)

Realtor.com, Trulia and Zillow provide a small portion of our leads. We do not pay for leads from them, we do however maximize the available FREE stuff.

NEW SELLER BUSINESS:

Smart Zip is used for farming both Online and Direct Mail

Door Knocking in our farm area (our team members live in many of our farming areas)

Expired Mailings

BNI (Networking Groups)

20% of our buyers have a home to sell

