

Marketing.

The key to a successful sale.

PROPOSED MARKETING CAMPAIGN – BUDGET PROGRAM

WEEK 1	<ul style="list-style-type: none"> * Gold Post Sign * Window Display * 'Just Listed' Letter Box Drop * Internet Advertisements * Sales Team Inspection * Broadcast Email To Database Clients * Colour Brochures * Saturday Chronicle - Pictorial Advertisement * Open House 	
WEEK 2	<ul style="list-style-type: none"> * Follow up all initial buyer contacts 	
WEEK 3	<ul style="list-style-type: none"> * Saturday Chronicle - Pictorial Advertisement * Open House 	
WEEK 4	<ul style="list-style-type: none"> * Relaunch Broadcast Email * Follow up recent buyer contacts * Feedback & Forward Planning 	
WEEK 5	<ul style="list-style-type: none"> * Saturday Chronicle - Pictorial Advertisement * Open House 	
WEEK 6	<ul style="list-style-type: none"> * Follow up recent buyer contacts * Property & Market Review 	
WEEK 7	<ul style="list-style-type: none"> * Saturday Chronicle - Pictorial Advertisement * Open House 	
WEEK 8	<ul style="list-style-type: none"> * Property & Market Review * Forward Planning Strategy Meeting 	
EXTRAS	<ul style="list-style-type: none"> * Midweek Chronicle – Property Profile * Toowoomba Mail – Alternate Weeks 	
OPTIONS	<ul style="list-style-type: none"> * realestate.com.au feature property * Large Photo Display Sign * Professional Photography 	<ul style="list-style-type: none"> \$ 65 \$180 \$198

