

Marketing.

The key to a successful sale.

PROPOSED MARKETING CAMPAIGN – HIGH IMPACT 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 Quarter Page* Open House
WEEK 2	<ul style="list-style-type: none">* Saturday Chronicle - Pictorial Advertisement* Open House
WEEK 3	<ul style="list-style-type: none">* Follow up all buyer contacts* Feedback & Forward Planning
WEEK 4	<ul style="list-style-type: none">* Relaunch Broadcast Email* Saturday Chronicle - Pictorial Advertisement* Open House
WEEK 5	<ul style="list-style-type: none">* Follow up recent buyer contacts* Property & Market Review
WEEK 6	<ul style="list-style-type: none">* Saturday Chronicle - Pictorial Advertisement* Open House
WEEK 7	<ul style="list-style-type: none">* Follow up recent buyer contacts
WEEK 8	<ul style="list-style-type: none">* Saturday Chronicle - Pictorial Advertisement* Open House* 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 \$ 65* Large Photo Display Sign \$180* Professional Photography \$198

**You only pay
for what
you use !!!**