

# Marketing.

The key to a successful sale.

## PROPOSED MARKETING CAMPAIGN – MAX IMPACT PROGRAM

- WEEK 1**
- \* 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**
- \* Saturday Chronicle - Pictorial Advertisement Quarter Page
  - \* Open House
- WEEK 3**
- \* Follow up all buyer contacts
  - \* Feedback & Forward Planning
- WEEK 4**
- \* Relaunch Broadcast Email
  - \* Saturday Chronicle - Pictorial Advertisement
  - \* Open House
- WEEK 5**
- \* Follow up recent buyer contacts
  - \* Property & Market Review
- WEEK 6**
- \* Saturday Chronicle - Pictorial Advertisement Quarter Page
  - \* Open House
- WEEK 7**
- \* Follow up recent buyer contacts
- WEEK 8**
- \* Saturday Chronicle - Pictorial Advertisement
  - \* Open House
  - \* Forward Planning Strategy Meeting
- EXTRAS**
- \* Midweek Chronicle – Property Profile
  - \* Toowoomba Mail – Alternate Weeks
- OPTIONS**
- \* realestate.com.au feature property \$ 65
  - \* Large Photo Display Sign \$180
  - \* Professional Photography \$198

