



SCHOOL OF REAL ESTATE
MARKETING PLAN

WHO IS MY AUDIENCE:

WHAT IS MY MESSAGE:

My Strengths – MY UVP

1. _____

2. _____

3. _____

GOALS (Specific & Measureable)

1. _____

2. _____

3. _____

HOW WILL I REACH THEM:

ONLINE TOOLS:

OFF LINE TOOLS:

Monthly Budget/Annual Budget

Monthly/Annual Cost:

Monthly Goal Measurement:

Yearly Goal Measurement:

Monthly Focus & Activity

JANUARY

JULY

FEBRUARY

AUGUST

MARCH

SEPTEMBER

APRIL

OCTOBER

MAY

NOVEMBER

JUNE

DECEMBER