



# 2024 Real Estate Marketing Roadmap<sup>TM</sup>

A complete, step-by-step roadmap to generate more leads, clients, and referrals, so you can have your best year ever!

[COMMUNITYINFLUENCER.COM](https://communityinfluencer.com)

# Workbook

hi there!



LET'S TAKE YOUR REAL ESTATE BUSINESS AND LIFE TO THE NEXT LEVEL!

*Welcome to the Community Influencer<sup>®</sup> Family!*

My name is Aarin Chung, founder and CEO of Community Influencer<sup>®</sup>!

This training is designed to show you how to create viral marketing, so you can turn content into commission!

By the time you complete this PDF, you will have an airtight real estate marketing plan, that will allow you to grow your business and have your best year ever!

*Aarin Chung*

FOUNDER + CEO  
Community Influencer<sup>®</sup>

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Thank you in advance!

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# Your Real Estate Marketing Roadmap

## The 7-Figure Flywheel®

As you move through each stage of the flywheel, community members will become leads, leads will become clients, and clients will become referrals.



ENCOUNTER > ENGAGE > EMBRACE > ENDORSE

This is your real estate marketing plan. And on the next few pages, we'll show you exactly how to implement it all, so you can have your best year ever!

# *get it all done!* Create Your Time Blocking Schedule

Here's the ideal schedule for real estate agents. Use it as inspiration to create your own!

## **6am: Morning Routine**

- Workout
- Pray, Meditate, Focus
- Get Ready
- Breakfast

## **8am: Lead Generation**

- Prospecting
- Lead Generation
- Lead Followup
- Film Videos
- Social Posting
- Run Ads

## **11am: Administrative Tasks**

- Following up with vendors and lenders
- Creating CMA's
- Transaction Check-Ins
- Transaction Paperwork
- Recruiting
- Property Searches
- Email Replies
- Scheduling Photos
- Upload Listings

## **12pm: Lunch**

## **1pm: Appts + Networking**

- Meet With Clients
- Listing Presentations
- Property Showings
- Photo Shoots
- Networking Events
- Catch up with Friends
- Grab Drinks, Coffee, Lunch Dates

## **5pm: Daily Review**

- Tally conversations, leads, sales, and referrals for the day
- Write down the 3 most important tasks for the next day
- Delegate anything that does not need to be done by you
- Reflect on what went right
- Reflect on what you'd like to improve
- Reflect on what you're grateful for

## **6pm: Personal Time**

- Family Time
- TV
- **Take Real Estate Courses**
- Continuing Education
- Sleep

Wondering how to get it all done? Take our time blocking course to stay in focus and on track!

**ENROLL IN THE ACADEMY NOW!**

# *get it all done!* Create Your Time Blocking Schedule

Fill in the spaces below to build your own.

\_\_\_ : Morning Routine

\_\_\_ : Appts + Networking

\_\_\_ : Lead Generation

\_\_\_ : Daily Review

\_\_\_ : Administrative Tasks

\_\_\_ : Personal Time

\_\_\_ : Lunch

Wondering how to get it all done? Take our time blocking course to stay in focus and on track!

**ENROLL IN THE ACADEMY NOW!**



# Build A *Magnetic brand*

Successful marketing starts with a strong brand.

Let's build your brand together!

1

## Public Contact Info (To Ensure Consistency On All Platforms)

Primary Contact:

Phone:

Website:

Email:

Address:

Brokerage Name:

Brokerage DRE:

**Tip:** You'll get more leads if you choose a name that highlights your local community. Take our Branding Bootcamp for more info about choosing a brand name!

2

## Create Your Social Profiles

- ☐ Instagram:
- ☐ Facebook Page:
- ☐ TikTok:
- ☐ Google Business:
- ☐ Facebook Group:
- ☐ LinkedIn:
- ☐ Zillow:
- ☐ Realtor.com:
- ☐ Yelp:



# How To Name Your *real estate business*

Your brand positioning is what people call your brand. Below, we've included a few examples to use as inspiration when drafting your own brand name:

## The 6 Ways to Name Your Brand:

**Geographic Name:** Your Orange County

**Founder Name:** Keller Williams

**Descriptive Name:** RE/MAX

**Metaphoric Name:** Compass

**Made-Up Name:** eXp Realty

**Acronym Name:** C21

## Best Practices:

- ☐ Never use the word "Realtor®" because it belongs to NAR
- ☐ Only use the word "Realty" or "Real Estate" if you are a brokerage
- ☐ Check all social media platforms to ensure it's not already taken
- ☐ Check Hover to ensure that the domain is available
- ☐ Check the USPTO to ensure that the name isn't trademarked
- ☐ Check local laws to see if you need to complete a DBA to use the name

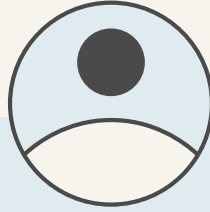
## Questions:

- Do I want a Founder Name?
- If not, what type of name do I want?
- Am I willing to file paperwork?
- Does this name stand out from the crowd?
- Is it easy to remember?
- Is it easy to write and say?
- Does the name translate well in local languages spoken by my community?
- What's the story behind the name?
- Do I feel confident when saying it aloud?
- Does it connect instantly with my community?

**Your Brand Name:**

# Build your *ideal avatar*

Complete the following information below to  
craft messaging for your ideal client.



**Your Avatar's Name:**

**Please describe your  
avatar below:**

**What does your avatar  
consider a job well done?**

# Build your *brand style guide*

Now, you'll start to design your brand identity.

We'll start off with an example, then walk you through the process!

## Community Influencer®:

To glorify God by helping local business owners increase their income, so they can increase their impact.

*mission statement*



*logo*

To democratize entrepreneurship by becoming the world's largest resource for local business owners.

*vision statement*

Get closer to the customer  
Everything you do sells or repels  
Simplicity, never complexity  
Identify the opportunity,  
overcome the obstacle  
Audit before you act  
Say what needs to be said,  
even when it's hard

Leverage collective genius,  
but reject groupthink  
There's always an option C  
Celebrate every win  
(and every failure)  
Rest is just as important as work  
Always do what's best for  
Community Influencer®

*brand values*

Attainable Education

*brand positioning*

Think Bigger!

*brand slogan*

# Build your *brand style guide*

Complete the following information below to design your brand identity.

**Your Brand Name:**

*mission statement*

*logo*

*vision statement*

*brand values*

*brand positioning*

*brand slogan*

# Build your *brand style guide*

Complete the following information below to design your brand identity.

## Brand Image:

Write the name and hex codes for each color below

#	#	#	#
Color 1	Color 2	Color 3	Color 4

## Brand Fonts:

Heading Font:

---

Subheading Font:

---

Body Copy Font:

---

# Build your *copy style guide*

We keep the following in mind whenever we write all of our marketing collateral...

## What Makes A Great Headline (or Subject Line)?

**Specific / Data-Driven** | Ex: Home Values are up 17%, What's Your Home Worth Now?

**Easy to understand** | Ex: 7 Simple Steps To Sell Your Home For More Money

**Captivating** | Ex: How To Avoid Buying A Property Lemon

**Brief** | Ex: Let's Tak

**Emotional** | Ex: You Are Not Alone)

**Shocking** | Ex: The \$75M Home Next Door

## What Makes A Great Call To Action (CTA)?

A call to action (CTA) usually comes at the end of your body copy and tells the reader exactly what to do next. Always end with a strong call to action.

### Examples:

"Text me"

"Message me"

"Join me"

"Search For Homes"

"Get Listing Alerts"

"Find Out What Your Home Is Worth"



*Copywriting is the process of using  
persuasive words to guide someone to "yes."*

# S.O.I.L. *script formula*

Use this formula every time you post on social media.

S

## **Stop:**

Stop the scroll and get their attention quickly.  
Why should they take the time to watch this video?

O

## **Over-Deliver:**

Deliver one item of value, educational piece, or an 'aha moment'

I

## **Introduce:**

Who are you and what makes you so special?

L

## **Lead Magnet:**

Tell them to start a conversation, so you can deliver a content upgrade



# 1. Encounter Stage: Drive Traffic

Now, let's strategize all of the ways that you're planning to drive traffic...

## ☐ Video Marketing

- ☐ YouTube Videos
- ☐ YouTube Shorts
- ☐ Instagram Reels
- ☐ TikTok Videos
- ☐ Facebook Page Reels

## ☐ Social Media Marketing

- ☐ Instagram Stories
- ☐ Facebook Stories

## ☐ SEO Marketing

- ☐ Blogging
- ☐ IDX Home Search
- ☐ Lead Capture

## ☐ Online Group Marketing

- ☐ Owned Facebook Group
- ☐ Joined Facebook Groups

## ☐ Open House Marketing

## ☐ Online Advertising

## ☐ Referrals

## ☐ Print Marketing

## ☐ Signage

## ☐ Other

## ☐ Event Marketing

- ☐ Family Gatherings
- ☐ Outings with Friends
- ☐ Community Events
- ☐ Kid Activities
- ☐ School
- ☐ Neighbors
- ☐ Church
- ☐ Social Activities
- ☐ Fitness Activities
- ☐ Meals, Drinks, Coffee
- ☐ Hobbies
- ☐ Holiday Parties
- ☐ Pool Parties
- ☐ Birthday Parties
- ☐ Past Jobs
- ☐ Volunteering
- ☐ Random Encounters
- ☐ Networking Events
- ☐ Local Sponsorships
- ☐ Booths At Events

## ☐ Directories

- ☐ Yelp
- ☐ Google My Business
- ☐ Zillow
- ☐ Realtor.com
- ☐ Broker Directories

# Social Media *posting plan*

Use this formula every time you post on social media.

## MONDAY

### *Local Biz*

Feature a local business,  
restaurant, or shop

## TUESDAY

### *Real Estate*

Post market updates,  
news, or tips

## WEDNESDAY

### *Community*

Highlight an Aspect of  
Your Community

## THURSDAY

### *Sneak Peek*

Post A Sneak Peek Behind  
Your Brand (or Life)

## FRIDAY

### *Events*

Post A List of Fun, Local  
Events

## WEEKEND

### *Sell*

Promote An Open House,  
Listing, or Testimonial

# Content Marketing *posting schedule*

Here are the places to post on social media daily:

	MON	TUE	WED	THU	FRI	SAT	SUN
INSTAGRAM REELS	✓	✓	✓	✓	✓	✓	✓
INSTAGRAM STORIES	✓	✓	✓	✓	✓	✓	✓
FACEBOOK REELS	✓	✓	✓	✓	✓	✓	✓
FACEBOOK STORIES	✓	✓	✓	✓	✓	✓	✓
TIKTOK	✓	✓	✓	✓	✓	✓	✓
YOUTUBE SHORTS	✓	✓	✓	✓	✓	✓	✓
DATA REVIEW	✓						
YOUTUBE (HORIZONTAL VIDEO)		✓					
LOCAL FACEBOOK GROUPS			✓				
WEEKLY NEWSLETTER				✓			
REFRESH ADS					✓		
BLOG	✓	✓	✓	✓	✓		

## 2. Engage Stage: Engage With Leads

Next, strategize all of the ways that you're planning to engage with leads...

### Individual Follow-Up Methods:

- ☐ **Social Selling**
  - ☐ Text Messages
  - ☐ Direct Messages
  - ☐ Live Chat
  - ☐ Social Media Comments
  - ☐ Facebook Group Comments
- ☐ **Handwritten Cards**
- ☐ **Individual Emails**
- ☐ **Phone Calls**
- ☐ **Private Visits**
- ☐ **Other**

### Scaled Follow-Up Methods:

- ☐ **Email Newsletters**
  - ☐ Events Newsletter
  - ☐ Educational Newsletter
- ☐ **Social Media Posts**
- ☐ **Blog Posts**
- ☐ **Video Posts**
- ☐ **Public Events**
- ☐ **Retargeting**
- ☐ **Direct**

### Additional Follow-Up Methods:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

Follow-Up Schedule	Immediately	New Leads, Website Visitors
	Weekly	Clients
	Monthly	Leads
	Quarterly	Sphere, Past Clients, Referral Partners, Vendors
	Annually	Birthdays, House-iversaries

# 3. Embrace Stage: Create An Experience

Next, strategize all of the ways that you're planning to create an amazing client experience...

☐ Buyers Experience

☐ Seller Experience

☐ Past Client Follow-Up

☐ Listing Presentation

☐ Listing Marketing Plan

☐ Housewarming Gifts

☐ Client Check-Ins

☐ Christmas Cards

☐ Housi-versaries

☐ Pop By Gifts

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Looking for more Client Experience ideas? Take our 7-Figure Flywheel® Course!

**ENROLL IN THE ACADEMY NOW!**

# How We Provide An *amazing experience* For Our Buyers

Visit the 7-Figure Flywheel® Course!

**Presentation:**

**Exploration:**

**Negotiation:**

**Transaction:**

**Celebration**

**Evaluation:**

**Communication:**

# How We Provide An *amazing experience* For Our Sellers

Visit the 7-Figure Flywheel® Course!

**Presentation:**

**Exploration:**

**Negotiation:**

**Transaction:**

**Celebration**

**Evaluation:**

**Communication:**



# 4. Endorse Stage: Amplify Referrals

And finally, let's strategize all of the ways that you're planning to amplify your referrals...

## ☐ Referral Partners

- ☐ Repeat Business
- ☐ Client Referrals
- ☐ Agent Referrals
- ☐ Spousal Referrals
- ☐ Lender Referrals
- ☐ Local Business Referrals
- ☐ Lawyer Referrals
- ☐ Corporation Referrals
- ☐ Home Builder Referrals
- ☐ Landlord Referrals
- ☐ Military Referrals
- ☐ Government Referrals

## ☐ Online Directories

- ☐ Yelp
- ☐ Google My Business
- ☐ Facebook
- ☐ Zillow
- ☐ Realtor.com

## ☐ Testimonials

- ☐ Past Clients

**Write your notes here...**

# Build *your list*

Keep track of your follower count every month!

	CRM Contacts	Instagram Followers	Facebook Followers	TikTok Followers	YouTube Subscribers	FB Group Members
JAN						
FEB						
MAR						
APR						
MAY						
JUN						
JULY						
AUG						
SEP						
OCT						
NOV						
DEC						

## Total Follower Count

	CRM Contacts	Instagram Followers	Facebook Followers	TikTok Followers	YouTube Subscribers	FB Group Members
START OF THE YEAR						
END OF THE YEAR						

# Build *your business*

Track your business growth month over month below.

	Conversations	Leads	Clients	Referrals	Reviews	Sales
JAN						
FEB						
MAR						
APR						
MAY						
JUN						
JUL						
AUG						
SEP						
OCT						
NOV						
DEC						

What are my goals for next year?

# Course Directory

If you're a member of our Community Influencer® Academy,  
check off each course below as you complete them!

- ☐ Start Here
- ☐ Coaching Calls
- ☐ Social Media Templates
- ☐ Video Marketing Accelerator
- ☐ Digital Prospecting Accelerator
- ☐ Advertising Accelerator
- ☐ Sales Scripts Vault
- ☐ Web Design Accelerator
- ☐ SEO Marketing Accelerator
- ☐ IDX Home Search Accelerator
- ☐ Lead Capture Accelerator
- ☐ Lead Nurture Accelerator
- ☐ Branding Bootcamp
- ☐ Open House Marketing Accelerator
- ☐ Client Experience Templates
- ☐ Time Blocking Accelerator
- ☐ Millionaire Mindset Accelerator
- ☐ 7-Figure Flywheel Framework®
- ☐ Everywhere Agent™ Workshop

Not a member of The Academy yet? Go to [CommunityInfluencerAcademy.com](https://CommunityInfluencerAcademy.com) to enroll!

**LOGIN TO YOUR LEARNING PORTAL!**

# Infinite Momentum



Through the lens of a simple flywheel framework, you now have a real estate marketing model that will allow you to attract an infinite number of leads, clients, and referrals to scale your real estate business to 7-figures and beyond...

And you can do it all by simply being yourself, having more fun, and making a difference.

You now know how to:  
**Build a magnetic brand**  
**Attract leads to your list**  
**Convert leads into clients**  
**Transform clients into fans**  
**Turn fans into referrals**

Now, that you have an exact roadmap to accelerate your business, go out and create momentum!

And if you want our help and if you aren't already a member, go to [CommunityInfluencerAcademy.com](https://CommunityInfluencerAcademy.com) to learn more.

Until then, think big!



*Think Bigger!*

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