



2023 Real Estate Marketing RoadmapTM

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[®] Family!

My name is Aarin Chung, founder and CEO of Community Influencer[®]!

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[®]

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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: Appointments and 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!

[START THE TIME BLOCKING COURSE!](#)

get it all done!
Create Your Time Blocking Schedule

Fill in the spaces below to build your own.

___ : Morning Routine

___ : Appointments
and 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!

START THE TIME BLOCKING COURSE!

Build A *Magnetic Brand*

Successful marketing starts with a strong brand.

Let's build your brand together!

1

Ensure Contact Consistency:

Primary Contact:

Phone:

Website:

Email:

Address:

Brokerage Name:

Brokerage DRE:

2

Create Your Social Profiles

Instagram:

Facebook Page:

TikTok:

Google Business:

Facebook Group:

LinkedIn:

Zillow:

Realtor.com:

Yelp:

Build *your team*

insert photo

Name:

Title:

Phone:

Email:

Address:

DRE:

insert photo

Name:

Title:

Phone:

Email:

Address:

DRE:

insert photo

Name:

Title:

Phone:

Email:

Address:

DRE:

insert photo

Name:

Title:

Phone:

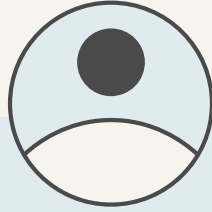
Email:

Address:

DRE:

Build your *ideal avatar*

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



Your Avatar Name:

You Avatar's Description:

**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®'s:

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

mission statement

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

brand values

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®

Attainable Education

brand positioning

Think Bigger!

brand slogan

Build your *brand style guide*

Complete the following information below to design your brand identity.

Brand Mission:

01

Brand Vision:

02

Brand Values:

03

Brand Positioning:

04

Build your *brand style guide*

Complete the following information below to design your brand identity.

Brand Name:

05

Brand Slogan:

06

Brand Logo:

07

Brand Image:

(i.e. Perception, Interaction, Emotion, Remembrance):

08

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

09

Brand Fonts:

Heading Font:

Subheading Font:

Body Copy Font:

10

Build your *copy style guide*

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

Copywriting is the process of using persuasive words to guide someone to “yes.”



Formal Identity: How you present to the world

- Conversational
- Simple
- Intentional
- Persuasive (most important)

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“

Your *script formula*

Complete the following information below to design your brand identity.

Stop:

Stop the scroll and get their attention quickly.

Why should they take the time to watch this video?

Over-Deliver:

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

Introduce:

Who are you and what makes you so special?

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

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 schedule*

MON	TUE	WED	THU	FRI	SAT	SUN
Feature	Real Estate	Community	Sneak Peek	Events	Promo	Promo
Feature a Local Business	Post a Real Estate Update	Highlight an Aspect of Your Community	Post A Sneak Peek Behind Your Brand	Post A List of Fun, Local Events	Promote An Open House, Listing, or Testimonial	Promote An Open House, Listing, or Testimonial

	MON	TUE	WED	THU	FRI	SAT	SUN
INSTAGRAM REELS	✓	✓		✓			
INSTAGRAM STORIES	✓	✓	✓	✓	✓	✓	✓
FACEBOOK REELS	✓	✓	✓	✓	✓		
FACEBOOK STORIES	✓	✓	✓	✓	✓	✓	✓
YOUTUBE		✓					
FACEBOOK GROUPS			✓				
TIKTOK	✓	✓	✓	✓	✓		
ADS		✓					
NEWSLETTER		✓		✓			

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 Marketing Plan

Buyer Experience Elements:

- Presentation
- Exploration
- Negotiation
- Transaction
- Celebration
- Evaluation
- Communication

Seller Experience Elements:

- Presentation
- Promotion
- Negotiation
- Transaction
- Compensation
- Evaluation
- Communication

Listing Marketing Plan

Home Staging | Photography | Videography | Drone Footage | Strategic Pricing
Online Marketing | Event Marketing | Direct Mail Campaign | Listing Syndication | Yard Sign

How We Provide An *amazing experience* For Our Buyers

Presentation:

Exploration:

Negotiation:

Transaction:

Celebration

Evaluation:

Communication:

How We Provide An *amazing experience* For Our Sellers

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*

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

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

What platforms should I focus on next 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?

continue learning

Course Directory

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

- Orientation Day
- Office Hours
- 7-Figure Flywheel® Framework
- Time Blocking Accelerator
- Digital Prospecting Accelerator
- Social Media Marketing Accelerator
- Video Marketing Accelerator (coming soon)
- Advertising Accelerator (coming soon)
- Social Selling Accelerator (coming soon)
- Web Design Accelerator
- SEO Marketing Accelerator
- IDX Home Search Accelerator
- Lead Capture Accelerator
- Lead Nurture Accelerator
- Open House Marketing Accelerator
- Referral Marketing Accelerator (coming soon)
- Millionaire Mindset Accelerator Bonus
- Branding Bootcamp Bonus
- Client Experience Templates (coming soon)

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continue learning

Bonus Directory

Visit the Bonus Directory in our learning portal to access all of these bonuses!

1. Brand Palette Finder
(Branding Bootcamp)
2. Brand Font Finder
(Branding Bootcamp)
3. High-Converting Video Flow
(Video Marketing Accelerator)
4. Weekly Video Script Templates
(Video Marketing Accelerator)
5. Facebook Cover Templates
(Social Media Marketing Accelerator)
6. Social Media Templates
(Social Media Marketing Accelerator)
7. Just Listed Ad Template
(Real Estate Ads Accelerator)
8. Just Sold Ad Template
(Real Estate Ads Accelerator)
9. Conversation Starter Lyrics
(Social Selling Accelerator)
10. Sales Script Templates
(Social Selling Accelerator)
11. Open House Request Template
(Open House Accelerator)
12. Open House Ad Template
(Open House Accelerator)
13. Magnetic Agent Bio
(Web Design Accelerator)
14. Market Report Thumbnails
(IDX Home Search Accelerator)
15. Headline Swipe File
(Lead Nurture Accelerator)
16. Referral Request Template
(Lead Nurture Accelerator)
17. Referral Attempt Template
(Lead Nurture Accelerator)
18. Referral Closed Template
(Lead Nurture Accelerator)
19. Past Client Testimonial Formula
(Lead Nurture Accelerator)
20. Business Owner Feature Request
(Lead Nurture Accelerator)
21. Weekly Events Newsletter Templates
(Lead Nurture Accelerator)
22. Weekly Real Estate Newsletters
(Lead Nurture Accelerator)
23. Buyer's Presentation Template
(Client Experience Templates)
24. Listing Presentation Template
(Client Experience Templates)
25. SEO Listing Description
(Client Experience Templates)

[LOGIN TO YOUR LEARNING PORTAL](#)

gain 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 to learn more.

Until then, think big!



Think Bigger!

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