



2024 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

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®

Terms & Conditions

We take your investment into this program seriously, and we'd really appreciate if you take our investment in your success seriously, too!

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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!

- Orientation Day
- Office Hours
- 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 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 to learn more.

Until then, think big!



Think Bigger!

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Bonus Directory

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

- 2024 Real Estate Marketing Roadmap**
(Branding Bootcamp)
- Monthly Mastermind Call**
(Social Media Templates)
- Weekly Design + Editing Call**
(Social Media Templates)
- Weekly Tech Support Call**
(Social Media Templates)
- Thursday Lead Generation Call**
(Social Media Templates)
- Monthly Square Canva Templates**
(Social Media Templates)
- Monthly Stories Canva Templates**
(Social Media Templates)
- Monthly Reel Ideas**
(Social Media Templates)
- Monthly Reels Canva Templates**
(Social Media Templates)
- Monthly Pop By Ideas**
(Social Media Templates)
- Monthly Content Planner**
(Social Media Templates)
- Weekly YouTube Scripts**
(Social Media Templates)
- Agent Bio Template**
(Social Media Templates)
- Facebook Cover Templates**
(Social Media Templates)
- Instagram Highlight Templates**
(Social Media Templates)
- YouTube Cover Templates**
(Social Media Templates)
- YouTube Cover Thumbnails**
(Social Media Templates)
- Video Equipment List**
(Video Marketing Accelerator)
- Video Swipe File**
(Video Marketing Accelerator)
- Video Swipe File**
(Digital Prospecting Accelerator)
- Just Listed Ad Copy**
(Advertising Accelerator)
- Just Sold Ad Copy**
(Advertising Accelerator)
- Sphere Scripts**
(Sales Script Vault)
- "Hows The Market" Script**
(Sales Script Vault)
- Inbound Buyer Lead Script**
(Sales Script Vault)
- For Sale Sign Script**
(Sales Script Vault)
- Open House Script**
(Sales Script Vault)
- Under Contract Script**
(Sales Script Vault)
- Buyer Scripts**
(Sales Script Vault)
- Buyer Discovery Questions**
(Sales Script Vault)
- Inbound Seller Buyer Lead Script**
(Sales Script Vault)
- Seller Lead Script**
(Sales Script Vault)
- Referral Introduction Script**
(Sales Script Vault)
- Seller Discovery Questions**
(Sales Script Vault)
- FSBO Scripts**
(Sales Script Vault)
- FSBO Discovery Questions**
(Sales Script Vault)
- Expired Scripts**
(Sales Script Vault)
- Expire Discovery Questions**
(Sales Script Vault)
- Community Influencer Website Theme**
(Web Design Accelerator)
- Weekly Newsletter Template**
(Lead Nurture Accelerator)
- Headline Swipe File**
(Lead Nurture Accelerator)
- Referral Attempt Template**
(Lead Nurture Accelerator)
- Referral Closed Template**
(Lead Nurture Accelerator)
- Past Client Testimonial Formula**
(Lead Nurture Accelerator)
- Business Owner Feature Request**
(Lead Nurture Accelerator)
- Referral Request Template**
(Lead Nurture Accelerator)
- 52 Email Drip Templates**
(Lead Nurture Accelerator)
- CRM Workflows**
(Lead Nurture Accelerator)
- Brand Palette Finder**
(Branding Bootcamp)
- Brand Font Finder**
(Branding Bootcamp)
- Branding Workbook**
(Branding Bootcamp)
- Open House Scripts**
(Open House Accelerator)
- Listing Presentation Template**
(Client Experience Accelerator)
- Buyer's Presentation Template**
(Client Experience Accelerator)
- SEO Listing Description**
(Client Experience Accelerator)

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