

Real Estate Marketing Plan: One-Page Template

Fill it in once a quarter. Two channels done consistently beat five channels done sporadically.

1 • The goal one number, this quarter

- Quarterly outcome (listings, leads, or appointments):

2 • Target client three sentences

- Who is most likely to hire you this quarter, where, and why:

3 • Channels & budget pick 2-3, drop the rest

- Channel 1 / weekly action / monthly budget:

- Channel 2 / weekly action / monthly budget:

- Channel 3 / weekly action / monthly budget:

4 • 30-day calendar every slot gets a date + owner

- Week 1 content (posts, emails, videos, ads):

- Week 2 content (posts, emails, videos, ads):

- Week 3 content (posts, emails, videos, ads):

- Week 4 content (posts, emails, videos, ads):

5 • Monthly review last Friday of each month

- Leads generated per channel
- Appointments booked
- Cost per lead per channel
- Decision: keep, fix, or drop each channel

Rules from the full guide: one goal only; if everything is a priority nothing is. Two channels minimum 90 days before judging. At least one video slot per week. Review monthly, change quarterly.