

# Marketing Campaign Checklist

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## Campaign Goals & Strategy

Defining objectives, target audience, and overall approach.

**Define Overall Campaign Goal (e.g., Increase leads, Sell X properties)**

Write something...

**Target Number of Leads Generated**

Enter a number...



### Target Conversion Rate (e.g., Leads to Appointments)

Enter a number...

### Primary Campaign Focus (Choose one)

- New Listings
- Buyer Representation
- Seller Representation
- Investment Properties

### Campaign Start Date

Enter date...

### Campaign End Date

Enter date...

### Brief Description of Campaign Theme/Narrative

Write something...

### Budget Allocation for Paid Advertising (in USD)

Enter a number...

## Target Audience Research & Segmentation

Understanding your ideal client and tailoring messaging accordingly.

**Describe your Ideal Client Persona (e.g., demographics, lifestyle, goals, pain points)**

Write something...

**Estimated Age Range of Target Clients (Lower Bound)**

Enter a number...

**Estimated Age Range of Target Clients (Upper Bound)**

Enter a number...

**Primary Geographic Focus (e.g., city, region, state)**

- City
- Region
- State
- National

**What are the client's primary motivations for buying property?**

- Investment
- Relocation
- Upsizing
- Downsizing
- First-Time Homebuyer
- Vacation Home

**What are the client's biggest concerns or challenges regarding real estate?**

Write something...

**Client's Preferred Communication Channel?**

- Email
- Phone
- Social Media
- Text Message

**Estimated Average Household Income of Target Audience**

Enter a number...

# Branding & Messaging

Ensuring consistent brand representation and compelling messaging.

## Brand Voice Guidelines

Write something...

## Key Messaging Points (Value Proposition)

Write something...

## Primary Brand Colors

Color 1

Color 2

Color 3

## Font Size (Headline)

Enter a number...

## Logo Files (Various Formats)

 Upload File

## Target Keywords (Brand Focused)

- Luxury Real Estate
- Investment Property
- First-Time Home Buyer
- Coastal Living
- Modern Design

## Brand Story (Brief Summary)

Write something...

# Website & Landing Pages

Optimizing online presence and conversion paths.

## Target Landing Page Conversion Rate (%)

Enter a number...

### Landing Page URL Status

- Active
- Testing
- Inactive

### Landing Page Headline Copy

Write something...

### Landing Page Call to Action (CTA) Copy

Write something...

### Landing Page Image(s) - Optimized for Speed

 Upload File

### Landing Page Form Fields (e.g., Name, Email, Phone)

- First Name
- Last Name
- Email
- Phone Number
- Address
- City
- State
- Zip Code
- Preferred Communication Method

### Mobile Responsiveness Testing Passed?

- Yes
- No

### Page Load Speed (seconds)

Enter a number...

## Content Creation & Distribution

Developing valuable content and sharing it across relevant channels.

### Blog Post/Article Topic & Outline

Write something...

## Property Photos/Videos - Initial Selection

 Upload File

## Content Formats to Create (Select all that apply)

- Blog Posts
- Videos
- Infographics
- Social Media Graphics
- Email Newsletter
- Virtual Tours
- Case Studies

## Keyword Research - Primary Keyword

Write something...

## Content Brief for Copywriter/Videographer (if applicable)

Write something...

## Content Creation Deadline

Enter date...

### Number of Social Media Posts per Week

Enter a number...

### Content Distribution Platform Priority (e.g. Facebook, LinkedIn, Instagram)

- Facebook
- Instagram
- LinkedIn
- YouTube
- TikTok
- Pinterest

## Social Media Marketing

Leveraging social platforms to reach and engage potential clients.

### Which Social Media Platforms will be utilized?

- Facebook
- Instagram
- LinkedIn
- TikTok
- YouTube
- Twitter (X)

### Daily Post Frequency (per platform)

Enter a number...

### Social Media Content Pillars (brief description of themes)

Write something...

### Example Social Media Graphics/Templates

 Upload File

### Primary Social Media Manager

- Internal Employee
- Freelancer
- Agency

### Hashtag Research Keywords (Initial List)

Write something...

### Planned Social Media Campaign Start Date

Enter date...

### Social Media Content Calendar (Initial Outline - include dates, platform, post type)

Write something...

## Email Marketing

Nurturing leads and driving action through targeted email campaigns.

### Email Campaign Name

Write something...

### Email Sequence Stage

- Welcome
- Property Showcase
- Mortgage Pre-Approval
- Follow-Up

### Email Subject Line

Write something...

### Email Body Copy

Write something...

### Featured Image (Optional)

 Upload File

### Number of Recipients (Estimate)

Enter a number...

### Scheduled Send Date

Enter date...

### Scheduled Send Time

### Call to Action Buttons

- View Property Details
- Schedule a Showing
- Contact Agent
- Download Brochure

## Paid Advertising (PPC)

Managing paid ad campaigns on platforms like Google Ads and social media.

### Daily PPC Budget

### Campaign Goal (Lead Generation, Brand Awareness, Website Traffic)

- Lead Generation
- Brand Awareness
- Website Traffic

**Targeted Keywords (comma separated)**

### **Bidding Strategy (Manual CPC, Automated Bidding)**

- Manual CPC
- Automated Bidding

### **Ad Copy Variations (at least 3)**

Write something...

### **Number of Landing Page Variations (A/B Testing)**

Enter a number...

### **Ad Platform (Google Ads, Facebook Ads, LinkedIn Ads)**

- Google Ads
- Facebook Ads
- LinkedIn Ads

### **Campaign Start Date**

Enter date...

# Public Relations & Outreach

Building relationships with media and influencers.

## Target Media Outlets (Initial List)

- Local Newspapers
- Real Estate Magazines
- Local TV/Radio Stations
- Online Real Estate Blogs
- Industry-Specific Publications

## Press Release Draft - Initial Version

Write something...

## Key Message Focus (For Pitch)

- New Development
- Market Trends/Analysis
- Community Impact
- Expert Advice/Tips
- Client Success Stories

### **Influencer Categories (To Research)**

- Local Lifestyle Bloggers
- Home Staging Experts
- Mortgage Brokers
- Interior Designers
- Local Community Leaders

### **Personalized Pitch Notes (For Each Contact)**

Write something...

### **Scheduled Pitch Date**

Enter date...

### **Number of Media Contacts Pursued (Initial)**

Enter a number...

### **Notes on Follow-up Communication (After Initial Pitch)**

Write something...

# Measurement & Analysis

Tracking campaign performance and making data-driven adjustments.

## Website Traffic Increase (%)

## Lead Generation Volume

## Conversion Rate (Leads to Clients)

## Cost Per Lead (CPL)

## Return on Ad Spend (ROAS)

### Primary Metrics for Success

- Website Traffic
- Lead Generation
- Conversion Rate
- ROAS

### Date of Last Campaign Performance Review

Enter date...

### Summary of Key Findings from Performance Review

Write something...

### Campaign Performance Report (PDF)

 Upload File