

SPHERE MARKETING PLAN

Strategy: Increase referrals from your sphere with a system of strategic touches based on the KW Models.

EMAIL

Strategy: 2x/month

Resources:

1x: Monthly Neighborhood Nurture Smartplan

1x Scott Le Roy Marketing's Free Monthly Newsletter sent for you!

Notes:

SOCIAL

Strategy: 3-4x/a week

Resources:

Pre-made Social Posts in KW Command's Canva

Schedule Posts to your social media accounts

Notes: Apply the 10-5-1 strategy to boost your algorithm + convert more leads:

- 10 likes/5 comments/1 DM or post

CALL SYSTEM

Strategy: Create a System to Call your entire Sphere

Resources:

Quarterly Call Smartplan - creates your call system to call each contact 4x/yr

Use the KW Command app to get notified + call contacts directly to record activity

Notes:

BRANDING

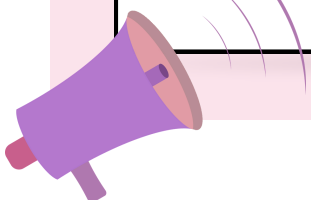
Strategy: Create a consistent brand across all social media, email + websites

Resources:

KW Command Canva section for free branding templates

Notes:

"You can have a great database, but if you don't communicate with it consistently and purposefully, it won't deliver the results you want."
— Millionaire Real Estate Agent, Gary Keller



Digital Marketing **MASTERY**

Here's a full assessment of your **current** branding, digital presence, follow up systems!



Brand

- ☐ Color Scheme & Font Library
- ☐ Logo
- ☐ Email Signature Banner
- ☐ Social Covers
- ☐ Buyer & Listing Presentations

Agent Name



NOTES

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Digital Presence

- ☐ Facebook Business Page
- ☐ Instagram Business
- ☐ LinkedIn
- ☐ Google Business Page
- ☐ Social Media Campaign

Sphere & Follow Up Systems

- ☐ Email Campaign
- ☐ Quarterly Sphere Call Plan
- ☐ Website Lead Management System
- ☐ Past Client Follow Up
- ☐ Birthday & Anniversary Reminders
- ☐ Paid Ad Follow Up

ESTIMATE

KEY

DONE

Needs Optimizing

Nothing yet!