



Annual Marketing Plan & Budget with EMS

Consistency in marketing is key to staying top-of-mind and generating leads in a competitive real estate market. Our Month-to-Month Marketing Partnerships provide you with a customized plan and strategy that fits your business goals and annual budget.

FIXED MONTHLY BUDGET

ANNUAL BUDGET

The annual budget doesn't have to be the monthly budget multiplied by 12. We recommend allocating a discretionary budget to be used for any opportunities that may arise during the year.

MARKETING TACTICS

DIRECT MAIL

Price vary by number of sends and records. For reference cost for design, printing, & mailing 4 times a year to 2,500 records a 8.5x5.5 postcard the cost starts at \$9,984 (\$2,496/send)

DESCRIPTION	INFORMATION
# of Sends Per Year	
# of Records per Send or if you're only looking for design say design	
# of Versions Per Send (if you're only sending to the same list then answer should be one, if you're planning to target different lists and would like to version creative please specify # of lists)	
Please specify the criteria/details of the targeted list you are looking for?	

E-NEWSLETTERS

For this we recommend you have your own database. If you don't please make a note below. Price vary by number of sends and records. A monthly e-newsletter starts at \$175/month

DESCRIPTION	INFORMATION
# of Sends Per Month	
# of Records Per Send	
# of Versions Per Send (if you're only sending to the same list then answer should be one, if you're planning to target different lists and would like to version creative please specify # of lists)	

GENERAL INFORMATION

Target Audience(s): Who are you trying to reach? Buyers, Sellers, Both? Property owners in general? Any niche target sellers/buyers?

PAID SOCIAL MEDIA ADS

STARTING COST PER MONTH	DESCRIPTION	CHECK ALL THAT APPLY
\$250	Facebook / Instagram - Lead and Engagement Ads	
\$425	Google Ads - Traffic & Lead	
\$450	Retargeting Ads - Adroll	

Property Types: Please let us know the main property types (SPG) you focus on

3 Key Selling Points: If you could only tell a possible client 3 things about you or your office, what would they be?

Additional Marketing: Include any additional marketing ideas you're interested in or any initiatives you're already planning for and would like EMS to collaborate with you. (examples: print ads, collateral design material, billboard design, social media content design).

Email this form to emsuc@unitedcountry.com, and the team will contact you with the next steps within 24 hours. Usually, we can present a plan within 3-4 business days. Visit EnhancedMarketing.net/monthlymkt for more details & services on this program.