



Annual Marketing Plan & Budget with EMS

Consistency in marketing is key to staying top-of-mind 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

Annual budget doesn't have to be the monthly budget x12. We recommend maybe budgeting if possible a little extra for any opportunities that might come up during the year.

MARKETING TACTICS

DIRECT MAIL - GENERAL SOLICITATION

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 \$9,320 (\$2,330/send) Design costs usually start at \$100 per 8.5x5.5 postcard.

DESCRIPTION	INFORMATION
# of Times Per Year	
# of Records per Send <i>(only include if you would like EMS to manage printing and mailing)</i>	
# of Versions Per Send <i>(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)</i>	
Do you need EMS to get the targeted list in your behalf? If so, please check column and provide criteria on next page	

PAID SOCIAL MEDIA ADS

STARTING COST PER MONTH	DESCRIPTION	CHECK ALL THAT APPLY
\$200	Facebook/Instagram	
\$375	Google Campaigns	
\$400	YouTube	
\$450	LinkedIn	

DESIGN ONLY

Design projects usually start at \$100 per project.

DESCRIPTION	CHECK IF INTERESTED	CHECK IF ALREADY COMMITTED AND PROVIDE DETAILS (EX - BOUGHT X AMOUNTS OF PRINT ADS)
General Marketing Collateral		
Local Initiatives (ex - Print Ads, Billboards, Community Events, etc)		

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



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MARKETING TACTICS

E-NEWSLETTERS

Price vary by number of sends and records. For reference cost for design & e-newsletter deployment 12 times a year to 1,000 records the cost starts at \$1,200
Design costs usually start at \$150 per newsletter send.

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)	
Do you need EMS to get the targeted list in your behalf? If so, please check column and provide criteria on next page	

LISTING PROMOTION

The standard listing promotion budget you want to account to use for most of your active listings. It won't be for a custom marketing campaign specific to the property.

Starting cost per listing (this might vary per channels for 3rd party sites and social media)	DESCRIPTION	CHECK ALL THAT APPLY
\$50	3rd party site advertisement	
\$175	Property Brochure (up to 4 Pages) Design	
\$100	Just Listed Postcard Design	
\$200	Social Media Advertisement	

GENERAL INFORMATION

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

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

3 Key Selling Points: Please provide the 3 key selling points about you/your office. If you could only tell a possible client 3 things about you or your office, what would they be?

Email this form to emsuc@unitedcountry.com and the team will contact you with next steps within 24 hours. Usually we can present a plan within 4 business days.