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# (area\_name) Campaign Overview

Providing a comprehensive overview of the (area\_name) campaign ensures clarity and alignment among team members and stakeholders. It also facilitates effective planning and execution of the marketing campaign at hand. This section serves as an introduction to your campaign and should allow you to quickly grasp the essence of the campaign, its intended outcomes, target audience, and key performance indicators.

|  |  |
| --- | --- |
| Campaign Name | Get GeoSocial Community Marketing Plan for ZIP: \_\_\_\_ |
| Description | The (area\_name) GeoSocial Community marketing system launches weekly campaigns to elevate trust of our subscribing agent in the minds of homeowners when they demand the high value content our system curates and delivers on the agent’s behalf. (area\_name) campaigns will feature a variety of topics to appeal to a wide homeowner audience. |
| Objective | The main objective of the GeoSocial Marketing system is to increase (area\_name) listing market share by 33% over the prior year. |
| 90 Day Goals | 1. Increase (area\_name) owner engagement by 20% per month  2. Generate 10 new (area\_name) engagement conversations per month  3. Increase (area\_name) opt in mail list by 50% month over month |
| Target Audience | Campaigns will target all (area\_name) homeowners by neighborhood, with sub campaigns targeting niche sellers like empty nesters |
| Key Performance Indicators (KPIs) | 1. Total sales revenue during the campaign period  2. Conversion rate of leads generated  3. Social media engagement metrics (conversations) |

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# (area\_name) Campaign Strategy

This is your roadmap for executing campaigns effectively and efficiently. This section encompasses elements such as your value proposition, competitive analysis, messaging and positioning, marketing channels, and required tools. By clearly defining the strategic approach, this section ensures that all stakeholders are aligned and have a comprehensive understanding of how the campaign will be implemented. With a well-defined strategy in place, the team can optimize their efforts and maximize the campaign's impact, ultimately driving the desired outcomes and delivering a successful marketing campaign.

|  |  |
| --- | --- |
| Value Proposition | The (area\_name) GeoSocial Community Marketing System offers customers the opportunity to learn high-quality home owner knowledge they are able to take action on for home improvements, smart device decisions investing and insider real estate tips. Our diverse (area\_name) content stream via social, video, direct mail and involvement. Followed up with superior customer service, and promotional items to differentiate us from competitors, leading to our agent as the obvious choice for listings. |
| Competitive Analysis | The (area\_name)real estate climate is brisk and very competitive. The (area\_name) market we are targeting, has some of the very best agents anywhere, however free if any enjoy more than 5% of the transaction market share overall. The best agents advertise heavily, promote well and deliver great service to clients. They tend to be very consistent with marketing. It will be important to leverage theGenie.ai’s surgical targeting approach where we find pockets of opportunities with a data driven analysis solution.. |
| Messaging and Positioning | Our (area\_name) messaging needs to speak to the community, we need to connect with the (area\_name) community in more ways than just digital, social and mail. Local events once per quarter whereby (area\_name) owners can gather. Ice Cream socials, Mega Open house, Happy hours, owner workshops, community events, garage sales, being involved with local charities and schools. Events we make up that we can promote that are fun and get us to meet the neighbors face to face. Offering contests to drive opt-ins and making sure the (area\_name) events we do are memorable. The goal is to be recognized for bringing value to the community. |
| Prospecting Systems & Marketing Channels | To reach our target (area\_name) audience effectively, we will leverage an omni-channel set of patented and proprietary applications. Our system includes:  Pasley Owner Engagement Systems:  (compose intro and a few bullets)  Neighborhood Command – via GeoSocial Audiences  (compose intro and a few bullets)   * Meta * Direct Mail (optional) * Google * YouTube   Competition Command – via Zip Code  (compose intro and a few bullets)  Listing Command - Just In Time Engagement  (compose intro and a few bullets)  Additional Potential Engagement:  (compose intro and a few bullets)   * Pixel based Meta (Facebook/Instagram) Remarketing * Google Snippet remarketing with display ads * YouTube Remarketing and target   MyNeighborhood.RE dedicated destination  (compose intro and a few bullets)  Curated Facebook Business Page  (compose intro and a few bullets) |
| Engagement Approach | 1. Build an opt in Email list to nurture our growing (area\_name) audience, past and present customers with value, seeking referrals and direct business..  2. Paid social media advertising on platforms like Facebook and Instagram, targeting (area\_name) owners with geosocial audiences either at large or niche subsets of the owners.  .  3. Content marketing through YouTube, to promote blog posts and articles, highlighting the benefits of our (area\_name) knowledge and value, building trust and driving organic traffic to our website.  4. (area\_name) community partnerships with businesses, charities and our own event activities to build a loyal following and meet and greet current and future customers face to face to inspire referrals and wealth building through real estate.  5. SMS text message circle-prospecting of (area\_name) listings by our competitor, to stay top of mind and develop that wow factor with the (area\_name) community. Building an Sms Text messaging opt in to deliver key messaging like “market Monday and other timely activities.  6. US postal with personal letters Direct mailer updates and newsletters and post cards at least 1x per quarter to all in (area\_name), and monthly to those we have engaged with any previous channel.  7. Flier or door hanger service to deliver door to door invitations promoting (area\_name) events, announcement of listings, or Market Monday insider club invitations.  To execute this campaign effectively, we will utilize the following tools:  1. TheGenie Suite of services including The Marketing Hub, Paisley AI’s social marketing service, List Miner (area\_name) GeoSocial audience, (area\_name) Neighborhood Command farming system, Competition Command (area\_name) circle prospecting system, 1parkplace Nurture engine platform, for email marketing, lead generation, and customer segmentation.  2. Paisley Social media management for scheduling and tracking (area\_name) social media posts and advertisements.  3. Google Analytics for monitoring website traffic, conversions, and other important metrics for (area\_name) campaigns.  4. 1parkplace Nurture engine for organic (area\_name) content via blogging and social and customer generate content including videos to publish and promote engaging content.  5. Tracking pixels and conversion tracking tools to measure the effectiveness of our (area\_name) digital/social advertising efforts.  6. 1parkplace Nurture Engine CRM software to track and manage customer interactions and data we curate in (area\_name). |

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# Timeline and Milestones

From pre-launch activities to the campaign launch and post-launch evaluations, this section provides a framework for effective campaign management and allows for timely adjustments and optimizations along the way. By adhering to the established timeline and achieving the defined milestones, your team can efficiently execute the marketing campaign and maximize its impact and success.

Assuming we receive a signed agreement by: Month dd, yyyy:

|  |  |
| --- | --- |
| Prelaunch Scheduled | [Customer schedules for first monday after Agreement Start Date] |
| Pre Launch begins\* | [Monday Start Date set by client Month, dd, yyyy] (no weekends) |
| Launch Date\* | [add 14 days from Agreement Start Date Month, dd, yyyy] (Monday) |
| Key Milestones and Deadlines | 1. [ Pre launch start Date Month, dd, yyyy]: begin the onboarding, integration, set up and planning of the first 30 / 90 day (area\_name) campaign strategy and obtain necessary approvals. Including 1 community event the custom will commit to delivering. Verify access to media channels and RSS feed to blog.  2. [pre-Launch complete est 14 days from star]): Sign off the personalization, of assets, campaigns, and messaging. Screen grabbing of all essential analytic interfaces to lock in the start..  3. [First Monday after Signoff date]: Launch first 7 day campaign - double check all systems and tracking snippets, message routing, tag triggering, alert signaling and response scheduling to ensure all systems and processes are functioning smoothly.  4. [first Friday after launch] Download insights, capture and save analytic screens, review early patterns during the business week. On Friday, when available, boost same post via page for the weekend to drive likes and engagement to community FB page. Launch campaign 2 on 1st Friday  5. [second Monday after launch] 2: Evaluate the initial performance of the previous 1st week of campaign insights, screen grab, download report data and analyze and make any necessary adjustments. Schedule next Campaign to start at 10:00 AM following Tuesday.  6. Every Friday: review insights - verify listing and open house in (area\_name) activity: Monitor campaign progress against key goals..  7. Every Monday: Screen grab insights, download data and analyze campaign results compared to previous week and measured against goals. Schedule campaigns to run with alternate start date every week for first 90 days.  8. [Month dd, yyyy (end of 4th week) Compile all week to week campaign report findings, prepare an update for leadership by following Monday distribution. Schedule 1st group review of findings. Repeat sequence for 3 consecutive months.  9. Quarterly leadership review - assess status and prep for Q2 |
| Pre-launch Activities | - Conduct a competitive analysis of the target areas to identify opportunities and refine the campaign strategy.  - Confirm week to week engagement topics and content, introduce content designed to validate sentiments and shape the content angles. Plan and confirm access to customer content channels. Confirm ability to syndicate campaign content to blog.  - Personalize all templates, approve branding and compliance of assets included within the various campaigns.  - Prepare Opt in QR Code and promotion and messaging for email signatures, direct mail, signs, banners and everywhere customer facing media exists, focusing on building opt in mail and text groups.  - Set up email nurture workflow for Market Monday campaigns.  Provide customer a template “drip email sequence” for them to incorporate as an Action Plan in their CRM to invite existing clients to the Market Monday audience. The key is to alert existing customers and prospects about the Market Monday value proposition.  - Verify customer has action plans ready and aligned with Genie engagement contacts based on intent. Low, medium and high.  - Coordinate with teams, VA’s and partners to align campaign schedule and expectations, via a designated collaboration channel. |
| Launch Activities | - Execute planned Social Advertising campaigns and publish campaigns in additional channels designated, to feed blog and email campaigns  - Prepare Market Monday topic list for client to contribute insights to via video clip or written message to personalize messaging and enhance audience engagement.  - Follow weekly cadence of scheduling, publishing and tracking week to week campaign activities.  - Review tracking activities to improve social and digital traffic, opt in conversions, and engagement metrics based on trends, feedback and results of the campaigns. |
| Post-launch Activities | - Analyze campaign performance against the set KPIs, including engagement reach,, conversion rates, conversation and ultimately transactions.  - Identify successful strategies and tactics to replicate in future campaigns.  - Conduct customer surveys or feedback collection to gather insights and improvements for future campaigns.  - Prepare a comprehensive QUARTERLY GeoSocial CAMPAIGN REPORT - to study and review with leadership to evaluate the overall success and impact of the GeoSocial marketing for (area\_name).. |

# Budget and Resources

The Budget and Resources section provides an overview of the financial allocation and necessary resources. It outlines the total budget available, estimated budget allocation across different areas, and the specific resources needed to implement the campaign effectively.

|  |  |
| --- | --- |
| Total mo Budget | $1,250 1pp + Social/Digital Advertising est $1000 mo. |
| Estimated Budget Allocation | 1. Campaign management: $250 each campaign x 4 $1000 mo.  2. Market Monday production & management: $~~500~~ mo. (inc. 12 mo)  3. Paid Advertising (social media, display ads): $1,000 client pays direct  3. Content Syndication management (blog posts, videos): $~~250~~ mo.  4. TheGenie Suite SAAS Platform\*\*: $~~1500~~ reduced to $250  5. Competition Command: $~~850~~ mo.  6. ListMiner Audience Optimization up to 10,000 owners: $~~5000~~ yr.:  6. Email Marketing and Automation: $~~500~~ mo. (included the first 12mo~~)~~  7. Printing, postage, flier delivery, miscellaneous Expenses: $TBD |
| Required Resources | 1. Marketing Team: The service includes the support of a dedicated marketing team consisting of project managers, content creators, designers, email marketers, social media specialists, and analytics experts that are responsible and accountable for the following:  2. Design and Creative Resources: Creative team will personalize existing promotional assets with customer branding.  NOTE:  Custom assets are an option, and requires a SCOPE and QUOTE approval prior to consideration. .  3. Digital Advertising Platforms: Access to platforms such as Facebook Ads Manager and Google analytics, YouTube to create and manage paid advertising campaigns.  4. Email & Text Marketing and Automation: The system includes email and text nurturing and Opt In marketing of Market Monday, and managing the Market Monday Opt In audience. Customer is responsible for contact engagement workflows beyond Market Monday as they are delivered to client via Zapier or deep integration with CRM..  5. TheGenie.ao platform for Social Media Management, scheduling and monitoring social media insights and ad campaigns. |
| Contingency Plans | Monitor campaign performance and allocate more budget to the channels and tactics that yield the best results, while reducing budget from less effective avenues.  Assess resource allocation throughout the campaign and make adjustments as needed to ensure optimal utilization of resources.  Continuously monitor and optimize marketing channels and reallocate resources to the channels that are generating the highest ROI. |

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# \*\*Paisley, Neighborhood Command, Listing Command, List Miner, TheGenie.ai

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# Campaign Creative and Assets

This section focuses on the visual and messaging elements of the marketing campaign. It encompasses various aspects, including design elements, branding guidelines, tone of voice, and creative direction. This section outlines how the campaign will be visually presented and the overall messaging approach. By providing clear guidelines and direction, it ensures consistency and cohesiveness across all campaign materials.

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| --- | --- |
| Design Elements | The design elements for the Summer Sale Spectacular campaign will reflect the vibrant and energetic spirit of the summer season. Key design elements will include bright colors, bold typography, and visually appealing imagery that showcases the featured products and the excitement of the sale. Additionally, attention-grabbing graphics, banners, and promotional visuals will be created to capture the attention of the target audience and create a cohesive visual identity throughout the campaign. |
| Branding Guidelines | The branding guidelines for the Summer Sale Spectacular campaign will adhere to the existing brand identity, ensuring consistency and recognition among customers. The brand's logo, color palette, and typography will be incorporated into all campaign materials. Adherence to the brand's tone, personality, and core values will maintain brand integrity and strengthen brand loyalty during the campaign. |
| Tone of Voice | The tone of voice for the Summer Sale Spectacular will be lively, upbeat, and customer-oriented. The messaging will be crafted to generate excitement and urgency, urging customers to take advantage of the exclusive discounts and promotions. The tone will be friendly, approachable, and focused on highlighting the benefits and value of the products, evoking a sense of fun and summer vibes. |
| Creative Direction | The creative direction for the Summer Sale Spectacular campaign is to focus on creating a sense of anticipation, urgency, and desire among the target audience. The key product offerings and exclusive deals will be showcased through engaging visuals, compelling storytelling, and persuasive copywriting. The creative direction will aim to evoke emotions, inspire action, and drive customers to make a purchase during the limited-time sale. |

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# Promotion and Distribution

From crafting compelling marketing campaigns to leveraging various distribution channels, this section will equip you with the knowledge and tools needed to maximize your reach and drive results.

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| --- | --- |
| Promotional Strategies | 1. Email Marketing: Implement targeted email campaigns to reach existing customers and leads, showcasing the Summer Sale Spectacular and enticing them with exclusive offers and discounts.  2. Social Media Advertising: Utilize paid social media advertisements on platforms like Facebook and Instagram to reach a broader audience, targeting users based on demographics, interests, and behavioral characteristics.  3. Content Marketing: Develop engaging blog posts, articles, and videos that highlight the featured products and promote the sale. Optimize content for search engines to attract organic traffic and share it across social media platforms.  4. Display Advertising: Utilize display advertising on relevant websites and online publications to increase brand visibility and drive traffic to the designated landing pages.  5. Partnership Collaborations: Collaborate with complementary brands and influencers in the lifestyle and fashion industry to expand the reach of the campaign and leverage their audiences.  6. Customer Referral Program: Establish a customer referral program to incentivize existing customers to refer their friends and family to the Summer Sale Spectacular, providing exclusive benefits for both the referrer and the referred. |
| Content Distribution Plan | 1. Blog and Website: Publish engaging and informative blog posts and articles on the brand's website, optimizing them for search engines and promoting them via social media channels.  2. Social Media Platforms: Share compelling content, visuals, and promotional updates about the Summer Sale Spectacular on various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.  3. Email Newsletters: Incorporate campaign-related content and updates into regular email newsletters sent to subscribers, ensuring they are well-informed about the upcoming sale and exclusive offers.  4. Partner Channels: Leverage partnerships with complementary brands and influencers to distribute campaign-related content through their channels, reaching their engaged audiences. |
| Influencer Marketing Strategy | 1. Identify and Research: Identify influencers within the lifestyle, fashion, and related niches who align with the target audience and brand values. Research their audience engagement, authenticity, and reach.  2. Establish Partnerships: Reach out to selected influencers and propose collaboration opportunities, such as sponsored posts, product reviews, giveaways, or special discount codes for their followers.  3. Content Creation: Provide influencers with campaign-related assets, product samples, or access to the sale previews for them to create authentic and engaging content |

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# Metrics and Analytics

By leveraging the power of metrics and analytics, you can unlock a deeper understanding of your campaign's impact, identify areas for improvement, and align your marketing efforts for greater success.

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| --- | --- |
| Tools for Tracking Performance | (Replace with what we’re doing – the info below is sample content. If you like any of it, please use it, but tailor to Genine, Paisley and our systems)  1. KPI Tracking via TheGenie.ai Dashboard and mobile app… for email marketing, lead generation, and customer segmentation.  2. Social media management platforms for scheduling and tracking social media posts and advertisements.  3. Google Analytics for monitoring website traffic, conversions, and other important metrics. |
| Metrics to Monitor Throughout Campaign | (Replace with what we’re doing – the info below is sample content. If you like any of it, please use it, but tailor to Genine, Paisley and our systems)  1. Conversion Rate: Measure the percentage of visitors who complete a desired action, such as making a purchase or filling out a form.  2. Click-through Rate (CTR): Evaluate the rate at which recipients click on a specific link or call-to-action, indicating their engagement level.  3. Bounce Rate: Monitor the percentage of visitors who leave your website after viewing only one page, which can indicate issues with website usability or targeting.  4. Customer Acquisition Cost (CAC): Measure the average cost required to acquire a new customer, including marketing expenses and sales efforts.  5. Return on Investment (ROI): Assess the financial return generated from your marketing efforts, comparing the revenue gained to the costs incurred. |
| Reporting Frequency and Format | (Replace with what we’re doing – the info below is sample content. If you like any of it, please use it, but tailor to Genine, Paisley and our systems)  Customers can access a live dashboard any time… (eventual mobile app too)  Reports will be run and analyzed monthly and distributed through email. A breakdown will be available in a Google Slides presentation, and raw data will be available in a Google Sheets file. |

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# Team Roles and Responsibilities

By clearly defining team roles and responsibilities, everyone can contribute their expertise and work cohesively to achieve the campaign's goals and objectives, ensuring a successful and impactful execution.

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| --- | --- |
| Roles of Team Members to be Involved | (Replace with what we’re doing – the info below is sample content. If you like any of it, please use it, but tailor to Genine, Paisley and our systems)  1. Project Manager: Responsible for overall project coordination, setting goals, timelines, and ensuring smooth execution of the campaign.  2. Marketing Strategist: Develops the campaign strategy, identifies target audience, and defines key messaging and positioning.  3. Content Creator: Creates engaging content across various channels, such as blog posts, social media updates, and email campaigns.  4. Graphic Designer: Designs visual assets, including banners, infographics, and social media graphics, ensuring brand consistency.  5. Data Analyst: Collects and analyzes data, providing insights on campaign performance, audience behavior, and actionable recommendations.  6. Social Media Manager: Manages social media accounts, creates and schedules engaging posts, and monitors interactions and engagement.  7. Email Marketer: Designs and executes email campaigns, manages subscriber lists, and measures overall email marketing performance. |
| Task Assignment and Responsibilities | (Replace with what we’re doing – the info below is sample content. If you like any of it, please use it, but tailor to Genine, Paisley and our systems)  - The Project Manager is responsible for assigning tasks and ensuring deadlines are met, keeping the team on track.  - The Marketing Strategist takes the lead in developing the campaign's strategic direction and messaging, working closely with the Content Creator and Graphic Designer to align the creative assets with the strategy.  - The Content Creator collaborates with the Marketing Strategist to produce engaging content that resonates with the target audience.  - The Graphic Designer creates visually appealing assets based on the campaign's branding guidelines, ensuring consistent and eye-catching visuals.  - The Data Analyst tracks and analyzes campaign data, providing insights that help guide decision-making and optimize campaign performance.  - The Social Media Manager is responsible for executing the campaign's social media strategy, including creating and scheduling posts, engaging with the audience, and monitoring metrics.  - The Email Marketer designs and sends out compelling email campaigns, manages subscriber lists, and tracks email performance to increase conversions. |

We want this document to become a formal template for our GeoSocial Listing Attraction Operation that presents the scope, goals and deliverables and outlines our internal and our partner’s accountability.   
  
What’s missing on this document is the description of lead types, the customer accountability including commitment to follow up and commitment to marketing spend and keeping account current. We want to tie this into the agreement, which a separate doc so the approach becomes systematic, measurable and scalable.   
  
Feel free to adjust, refine and add so we end up with a solid go to market plan with each agent partner. This is the business where we share in the listing success and it is in everybody’s best interest to stay accountable and strive for excellence with every move. This is in essence the “LISTING ATTRACTION CHESS GAME” we want to win EVERY POSSIBLE LISTING. ‘Hence Check Mate Listing Attraction’

Want this doc to bring confidence to our Listing Agent partner that we are organized, on top of our game, transparent, efficient, unique, first class, amazing and irresistible – just like their cell phone, want them to feel they can not live without this.   
  
Ok Cursor partner – let’s make this a great doc. This, plus the Pasiley Suites and the GeoSocial docs should get us started and look forward to your discovery on this.   
  
A key is to dial in the graphics on the cover – I want to have the report look exatcly like I show with you swapping out the data in [brackets] with the correct variable data – on cover and throughout the document.   
  
Let me know your feedback