

# Real Estate Project Marketing Timeline

## A. Pre-Launch Phase (Q1-Q4)

### Q1: Foundation & Vision

- Market & competitor research
- Target audience definition
- Pricing strategy development

### Q2: Brand Building & Digital Setup

- Website design & development
- SEO strategy
- Social media account setup (Instagram, LinkedIn, Facebook)
- Content marketing plan and blogs

### Q3: Soft Launch & Interest Generation

- Expression of Interest (EOI) campaigns
- Influencer partnerships & referrals
- Launch of 3D walkthroughs & teaser visuals

### Q4: Marketing Intensification

- Full funnel advertising (Google, Meta, LinkedIn)
- Targeted email drip campaigns
- WhatsApp automation setup
- Final pre-launch event (virtual/in-person)

## B. Post-Launch Phase (Q1-Q4)

### Q1: Launch & Customer Acquisition

- Grand launch event (physical or virtual)
- Social media marketing spike
- Chatbot & on-site interactivity
- Launch of 3D brochure

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## **Q2: Lead Engagement**

- Virtual property tours + webinars
- Retargeting ads (custom audiences)
- FAQ bot enhancements

## **Q3: Relationships & Referrals**

- Collect & publish customer testimonials
- Launch referral program (trackable)
- Community building events

## **Q4: Optimization & Growth**

- Analyze performance metrics
- Lead conversion optimization
- Inventory clearance campaign
- Post-project documentation