

NFRG Campaign

Strategy

Driving Engagement, Sales,
and Brand Awareness





Introduction

About Us

Navy Fellas Realty Group helps homebuyers, sellers, and investors navigate real estate with military-grade discipline, unmatched responsiveness, and a proven track record of delivering smooth closings and confident experiences in a market crowded with part-timers.

Our Vision

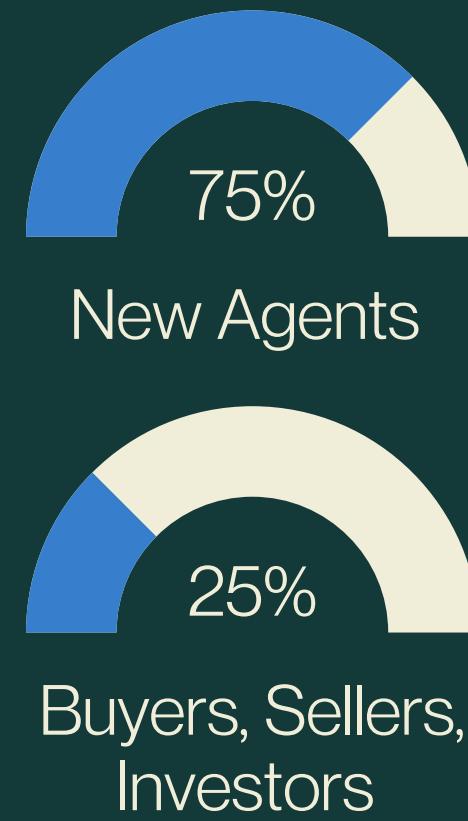
To grow a team of 30+ productive, high-performing agents, expand into multiple branches, and shift the founders' focus toward attracting, training, and empowering agents to become top producers.

Our Mission

We are on a mission to bring military-grade discipline, unmatched responsiveness, and proven expertise to every real estate transaction, empowering clients to move forward with confidence and ease.

Target Audience

Demographics



New Agents

Primary Clients:

- Licensed real estate agents with 2+ years of full-time experience
- Seeking a supportive, growth-driven brokerage
- Agents from other brokers in need of coaching

Buyers, Sellers, Investors

Secondary Clients:

- Age 30–50
- Stable income, mid-to-upper-middle class
- Ready and able to purchase or sell property
- Primarily in the Houston area, but open to national/international buyers

Branding Campaign Goals

01 Establish/Build Brand Reputation

02 Increase Media Views/Link Taps

03 People who identify with the brand are being attracted.

Campaign First
4 Months



Content Pillar

Coaching Classes

Focused in office training sessions to sharpen skills, boost confidence, and build momentum in every area of real estate.

01

Agent Education

Step-by-step guidance and proven systems designed to help agents become consistent top producers.

02

Bad Ass Listing

Highlighting expansive, badass properties while telling the story of how we secured the deal, putting both the home and our team in the spotlight.

03

Invite to webinar

An open-door session to learn, connect, and level up with Navy Fellas' coaching, culture, and growth playbook.

04



Execution Plan

LeadMagnet

invite prospects to a free live coaching webinar your lead magnet Monthly Recorded Workshop

Canva

01

email and text nurture sequence

Immediately follow with a one week email and text nurture sequence that thanks them, shares quick wins and team stories, and counts down to your main event

02

Upsell one-on-one coaching

We want to make it as smooth as possible of a transition for all agents regardless of where they are in their real estate journey. If you're not ready to leave your brokerage, THAT'S OKAY. YOU CAN STILL GET NAVY GRADE COACHING.

03

Boot Camp Event

During and right after the Bootcamp, give clear calls to action, personal follow-ups, and onboarding steps

Canva

04

Campaign Concept

start by sharpening your brand message so agents instantly know who you are, what you offer, and why you stand out, sharing consistent visuals, short success reels, and local meet-ups to build awareness and trust. Next, invite prospects to a free live coaching webinar your lead magnet, where registration captures their email and phone. Immediately follow with a one-week email and text nurture sequence that thanks them, shares quick wins and team stories, and counts down to your main event: The Real Estate Bootcamp, a multi-day intensive packed with training, live deal breakdowns, and team culture highlights. During and right after the Bootcamp, give clear calls to action, personal follow-ups, and onboarding steps so excited attendees quickly become new agents on your team.