



1 PREMIERE LAND

Marketing Company

Marketing Plan 2023

BY: EMMANUEL OLIVAS

MARKETING DEPARTMENT



MIS Department



Emmanuel Olivas
MIS Senior Officer
Marketing Head



Daniel Mabutin
IT Staff
Multimedia

Marketing Department



Felmarich Dagohoy
Marketing Supervisor
Recruitment, Training & Development



Joselle Ramirez
Marketing Staff
Internet Marketing



Kenneth Legaspi
Marketing Staff
Traditional Marketing

Marketing Support

Marketing Support



Joel Aglugub
Driver / Admin Support
Traditional Marketing

PRODUCTIVE WORKFORCE



PRODUCTIVE WORKFORCE

- Separation of Marketing from Sales
- Limit marketing people from participating in sales activities unless necessary
 - Marketing people have their own marketing activities
 - Marketing people will provide necessary support in all sales activities
- Limit unproductive meetings
 - Reporting



GOAL



GOAL

- Multiply current Accredited Brokers
- Multiply current In-House Agents
- Multiply current Project Specialists
- Acquire talented Employees
- double the Sales



MARKET SHARE

The portion of a market we controlled



MARKET SHARE

Current Market Share

< 0.1%



Deploying effective advertising and services efficiently

Brand Promotion

Product Promotion

Services Promotion



MARKET SHARE

INCREASED IN MARKET SHARE

- Increase in Accredited Brokers
- Increase in In-House Agents
- Increase in Project Specialist
- Increase in acquiring talented Employee
- Increase in Sales
- Increase in Expense



TIMING IS EVERYTHING IN MARKETING CAMPAIGNS



SALES CUT-OFF



SALES CUT-OFF

Organization Sales Cut-Off	End of Oct
-----------------------------------	------------

International Tour Sales Cut-Off	November to October
---	---------------------

Domestic Tour Sales Cut-Off	November to April
------------------------------------	-------------------



ACTIVITIES

Traditional Marketing	Digital Marketing
Saturations	Email Marketing
Direct Mailing	Social Media Marketing
Manning	Video Content
Telemarketing	



ACTIVITIES

Traditional Marketing

- Posting tarpaulin in front of projects
- Small Stores Tarpaulin Posting
- Newspaper Advertisement
- Tarpaulin lamp post
- Text Messaging
- Direct mailing
- Manning
- Saturations
- Open House



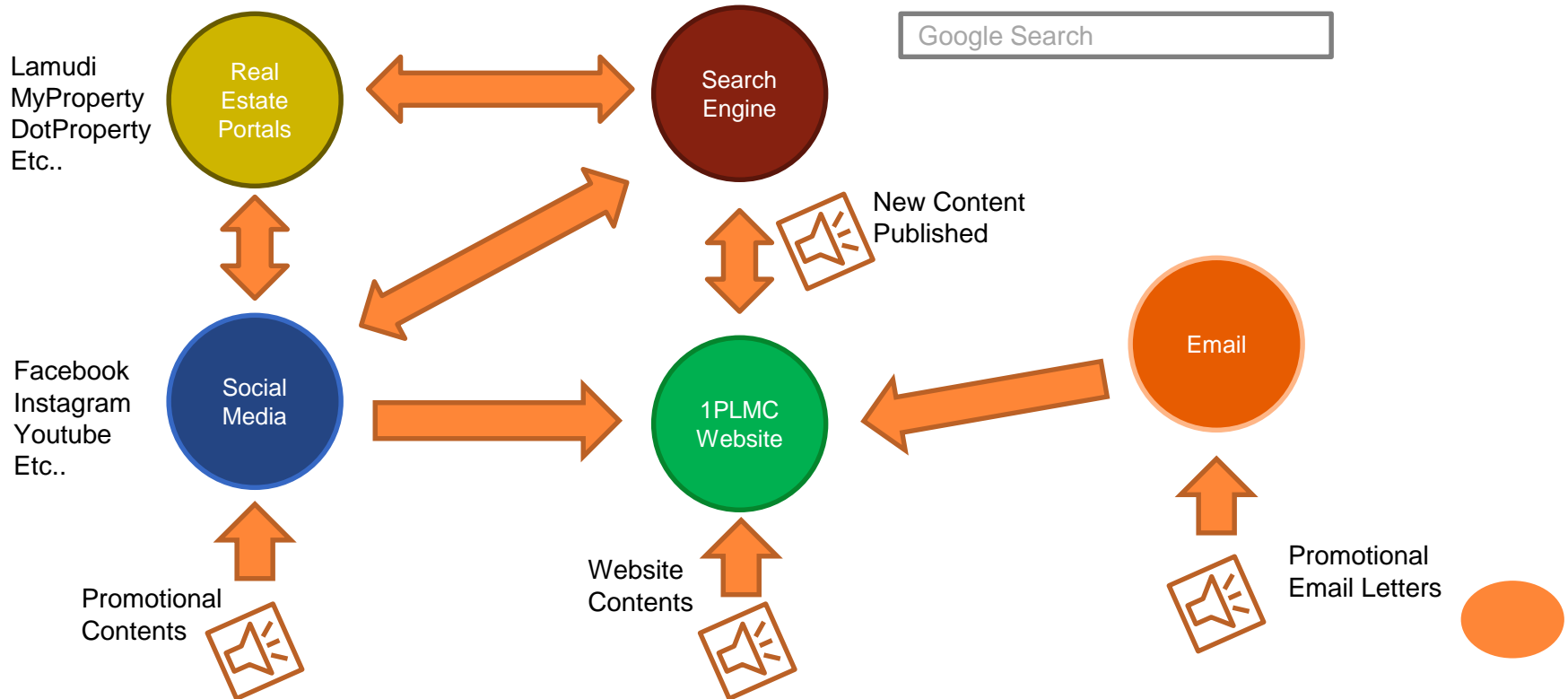
ACTIVITIES

Digital Marketing

- Search Engine Optimization
- Email Marketing
- Social Media Marketing



ESTABLISHING AUTHORITY



WEBSITE

DIGITAL MARKETING ACTIVITIES

- Write-up
- Video Promotion
- Banner & Images



EMAIL MARKETING

DIGITAL MARKETING ACTIVITIES

- Collate Email Addresses
- Create a sets of Email Campaign
- Compose Email Letters Per Campaign
- Set schedule to send email letters



SOCIAL MEDIA MARKETING

DIGITAL MARKETING ACTIVITIES

- Data Gathering
- Build Network
- Identify Target Audience
- Establish Authority to all Target Audience
- Information Dissemination
 - Info Graphics
 - Banners & Images
 - Video Content



PRODUCT MANAGEMENT



ATTRACTIVE, CLEAN AND NEAT

Product Management



MAINTENANCE SCHEDULES

PRODUCT MANAGEMENT

Monthly	Semi-Annual	Annually
<ul style="list-style-type: none">- Clubhouse, pools and courts maintenance	<ul style="list-style-type: none">- Grass cutting	<ul style="list-style-type: none">- Painting of gutters, gate and guard house- Flags replacement- Nipa Huts repair



MARKETING CALENDAR



PROMOTIONS CALENDAR

MARKETING CALENDAR

Legends



Buyer Incentive Promo



Brokers Incentive Promo



Recruitment Promotion



Company Promotion

NOV 2022	DEC 2022	JAN 2023	FEB 2023
<ul style="list-style-type: none">* 20% Discount on DP* Presidents Birth Month Promo* International Tour* Full Down Payment Sales Incentive Promo	<ul style="list-style-type: none">* 20% Discount on DP* Dec 16 - 24 Holidays Promo* Thanksgiving Party* Brokers Insurance Coverage Promo	<ul style="list-style-type: none">* 20% Discount on DP* Dec 7 - 16 New Year Promo* Brokers Insurance Coverage Promo	<ul style="list-style-type: none">* 20% Discount on DP* Recruitment Promotion* 150k Share Pool Promo
MAR 2023	APR 2023	MAY 2023	JUN 2023
<ul style="list-style-type: none">* 20% Discount on DP* Spin a Wheel Promo* 150k Share Pool Promo	<ul style="list-style-type: none">* 20% Discount on DP* Apr 9 - 18 Easter Sunday Promo* 150k Share Pool Promo	<ul style="list-style-type: none">* 20% Discount on DP* May 20 - General Assembly* Brokers Insurance Coverage Promo	<ul style="list-style-type: none">* 20% Discount on DP* Domestic Tour* Brokers Insurance Coverage Promo
JULY 2023	AUG 2023	SEP 2023	OCT 2023
<ul style="list-style-type: none">* 20% Discount on DP* Anniversary Giveaways Promo* Anniversary Sales Incentive Promo	<ul style="list-style-type: none">* 20% Discount on DP* Recruitment Promotion* 150k Share Pool Promo	<ul style="list-style-type: none">* 20% Discount on DP* 150k Share Pool Promo* Spin a Wheel Promo	<ul style="list-style-type: none">* 20% Discount on DP* 150k Share Pool Promo* Spin a Wheel Promo

BUDGET ALLOCATION



REPORTS



REPORTS

These reports help the Marketing Head to review the past activity results and make an adjustment as needed.

- Post-Activity report
- Post-Campaign report
- Sales Report after each campaign (New sales only)
- Monthly Sales Update Per Broker, In-house agents and Project Specialist
 - Domestic Tour (update starts in November and will end in April)
 - International Tour (update starts in May and will end on October



REPORTING AND PLANNING



REPORTING AND PLANNING

Biannual Reporting

May and November 1st week

Annual Planning

November 1st week



RECRUITMENT



RECRUITMENT

For In-House Agents

- Dagupan, Bayambang and Nueva Ecija
 - Barangay Tanod
 - Municipal Employee & Officials
 - Teachers
 - Polices
 - Traffic Police
- Other Locations including NCR
 - Taxi Driver's and operators



RECRUITMENT

For Project Specialist

- People who's in Stocks, Crypto and Forex
 - Social media groups
- Insurance Agents
- Real Estate Sales Persons (other developers)
- Hiring



RECRUITMENT

- Newly Graduate not included?
 - Millennials and GenZers wants
 - Opportunities for growth
 - Stable income for their first 3 or 5 years
- Job Fairs?
 - They seek employment not entrepreneurship
 - Real Estate Broker or Sales Person is considered as entrepreneurship
 - Taking financial risks in hope of profit



MODULE CONTENT FOR NEW RECRUITS

RECRUITMENT

- Who is 1 Premiere Land Marketing Co.
- Real Estate Career in 1PLMC (Incentive Programs)
- How much the income
- How to earn
- Referral Program
- Real Estate Career Legality
- The Project (includes the developer)
- Price Computation
- Documentation



RETENTION PROGRAM

Recruitment



RETENTION PROGRAM

RECRUITMENT

○ In-House Agents

- Increase in commission from 4% to 5%
- Commission in every sales stays at 4%
- For every sale of recruit, recruiters will have an override of 0.5% commission, Override up to 2 levels.
- Includes Incentive Program



RETENTION PROGRAM

RECRUITMENT

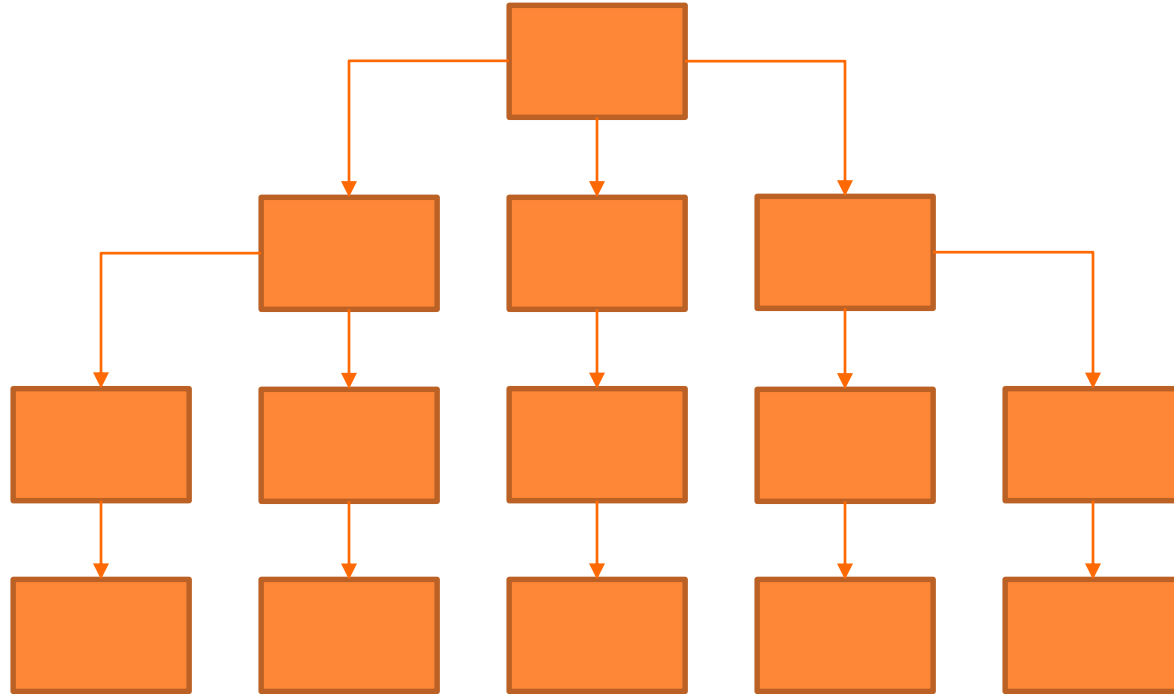
○ Project Specialist

- Increase in commission from 3% to 4%
- Commission in every sales stays at 3%
- For every sale of recruit, recruiters will have an override of 0.5% commission, Override up to 2 levels.
- Includes Incentive Program



LEVELING

RETENTION PROGRAM



REFERRAL PROGRAM

Recruitment



REFERRAL PROGRAM

RECRUITMENT

- 2% fee from Net TCP of every sale
 - Coordinators will assist the buyers



REFERRAL PROGRAM

RECRUITMENT

- Prospect Clients
 - OFW
 - Government Officials
 - Private Employees
 - Business Man/Woman
 - Small Stores around the project
 - Taxi Drivers and Operators
 - Professionals
 - Previous Buyers



TRAINING & DEVELOPMENT



TRAININGS & SEMINARS

TRAINING & DEVELOPMENT

- Academy once/twice a month - Friday 10 – 12noon
- For new recruits every Wednesday 10am and Friday 1pm
- Realty Companies can schedule their dates and topics to discuss.
 - Minimum of 10 attendees
 - Less than 25 Attendees Zoom Only
 - More than 30 Attendees look for venue



TRAININGS & SEMINARS

TRAINING & DEVELOPMENT

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		IORES 10am		Academy 10 – 12noon IORES 1pm	

