

TOM FERRY'S
**MARKETING
PLAN**



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After years of witnessing agents struggle to make their marketing efforts consistent and track their results we have developed an easy solution to implement that will allow you to get the ROI you expect.

By using this plan you can make your marketing more consistent and increase your revenues. With the help of their coaches our clients have been using this system and seen dramatic increases in business generated from marketing.

Our Marketing Plan forces you to write out and calendar your campaigns and gives you a way to measure the results. This plan is SIMPLE in nature and has proven to work for individual agents and teams providing stranger returns and their investments.

Here's how to use it:

1. Make a list of all the groups you want to market to: past clients, sphere of influence, first time home buyers, geographic farm, expireds, distressed, Zillow leads, etc.
2. Brainstorm a list of ways that you can distribute your marketing to each one of these groups: physical newsletters, e-newsletters, email blasts, postcards, Yikes, telephone calls, personal notes, Facebook, etc.
3. Understand your budget and how long you can maintain a campaign before seeing results. For example, when marketing to a geographic farm you'll need to budget for at least six months of marketing before you start seeing consistent positive responses.
4. Take all of your ideas and evenly distribute them across the months so that you have a diversified lead generation marketing plan.
5. At the end each month add in your results, tweak the content for increased ROI on the next campaign, and put the money in the bank!

If you have questions or would like to brainstorm marketing campaigns designed for your specific strengths as a Realtor that match your market conditions then I invite you to call my office to speak with one of my coaches at 888.866.3377.

Good luck!

Your Strategy Matters & Passion Rules,

A handwritten signature in black ink that reads "Tom Ferry". The signature is stylized and fluid, with the first name "Tom" and last name "Ferry" clearly legible.

Tom Ferry

MARKETING PLAN SAMPLE



MONTH	RECIPIENTS	THEME/PIECE	FORMAT	PROCESS DATE	BY WHEN	COST	# OF PIECES	DESIRED RESULTS	ACTUAL OUTCOME
Jan	Database	Happy New Year	E	Dec 17	Dec 31	0	800	Connecting	72 opens
	SOI/PC	Thank You Letter	M	Dec 17	15th	\$175	233	10 referrals	6 referrals
	PC	HUD Letter	M	7th	3rd Friday	\$250	233	5 referrals	8 referrals
	Farm 1&2	Market Update	PC/M	Dec 17	1st Friday	\$650	1200	1L	0
	OH	Invites/Misc	M/D2D	As Needed	2X Month	\$75	50	1L or 1B	1L
	Lead Gen	ML/Craigslist	I	As Needed	5X-wk, 3X-day	0	0	3B	1B
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$300	25	3B	0
	Floor	Upcalls			7-9X month	0	0	1L or 1B	1B
Feb	SOI/PC	Happy Valentine (Feb 14)	E	4th	12th	0	800	Connecting	38 opens
	SOI/PC	Just Sold	M	4th	2nd Friday	\$650	1200	1B	0
	SOI/PC	General	NL	4th	3rd Friday	\$175	233	1L or 1B	1L
	OH	Invites/Misc	M/D2D	As Needed	2X Month	\$125	100	1L or 1B	2L
	Lead Gen	ML/Craigslist	I	As Needed	5X-wk, 3X-day	0	0	3B	0
	Farm 1&2	Free Market Analysis	PC/M	Jan 21	1st Friday	\$650	1200	1L or 1B	1L
	Floor	Upcalls			7-9X month	0	0	1L or 1B	1B
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$300	25	3B	2B
Mar	SOI/PC	Happy St. Patrick's Day (Mar 17)	E	4th	14th	0	850		
	SOI/PC	Easter (Mar 31)	E	18th	28th	0	233		
	SOI/PC	Daylight Savings (Mar 10)	E	4th	7th	0	850		
	Farm (1)	Neighborhood Activity	PC/M	Feb 18	1st Friday	\$350	500		
	FTHB	Home Buying Process	Class	As Needed	Saturdays	\$75	25		
	OH	Invites/Misc	M/D2D	As Needed	2X Month	\$125	100		
	Lead Gen	ML/Craigslist	I	As Needed	5X-wk, 3X-day	0	0		
	Floor	Upcalls			7-9X Month	0	0		

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