

1. Seller Leads
2. Buyer Leads
3. SOI Leads
4. Farm

Facebook Marketing Plan

1. SELLER LEADS

- Move Up Buyer, Growing Family
- Seller Home Value Campaign

BUDGET AD SPEND

\$150 / month
\$150 / month

2. BUYER LEADS

- New Construction, New Home Buyer

BUDGET AD SPEND

\$150 / month

3. SOI LEADS

- 2 x's a Month to SOI List
- Just Sold Post/ BRAWD Awareness
- Top Mind Content

BUDGET AD SPEND

\$75 / month

4. FARMING

- Just Sold/Just Listed
- Market Updates
- BRAWD Awareness

BUDGET AD SPEND

\$75 / month