

MARKETING 101: A CHECKLIST FOR BUILDERS

Every real estate project is unique, but the marketing process follows a fairly consistent process. We hope you find this checklist helpful in planning and budgeting.

PRE-MARKETING

Well before the first release, the brand articulation begins. What is this place you are trying to create? What are its unique features, and what kind of living experience will it offer? Finding the intersection of what the community offers and what the audience cares about will form the foundation of subsequent marketing efforts.

BRANDING

- Market Research
- Brand Pillars
- Brand Characteristics
- Brand Story
- Vocabulary
- Audience
 - Values
 - Aspirations
- Name
- Theme
- Tagline

LOGO DEVELOPMENT

- Logo Design
- Color Palette
- Style Guide

PLACEMAKING

The logo and graphic standards will be applied to elements that help lay claim to the place. Brand consistency will contribute to an impression that is strong and memorable.

- Signage Program
 - On-Site
 - Off-Site
- Public Relations
- Web Site
- Social Media
- Merchant Builder Marketing Materials (as needed)

PREVIEW MARKETING

Once you get your Pink Report and are able to take reservations and deposits, marketing can begin in earnest. This allows you to build anticipation for a successful Grand Opening.

- Awareness Advertising Campaign
 - Print
 - Digital
 - Signage
 - E-Blasts
- Develop Digital Assets
 - Floor plans
- Site plan
- Renderings
- Stock photography
- Sales environment/information center development
 - Displays
 - Digital kiosk

MARKETING

Models are done, you've received your White Report . . . let the sales begin!

- Flags
- Collateral
- Price List
- Photo Shoot
- Video Shoot
- Advertising Plan
 - Print
- Digital
- Broadcast
- Direct Mail
- E-Blasts
- Broker Program
- Analytics
- Promotions and events

MAINTENANCE MARKETING

In a large subdivision or master plan, it's important to keep the brand fresh. As a community becomes well known, consumers think they know all there is to know. It's a marketing task to prove them wrong and serve up new reasons to come visit.

- Web site Refresh
- Advertising Plan
 - Print
 - Digital
- Broadcast
- E-Blasts
- Promotions
- Analytics