

MAXIM Marketing Campaign Builder

Campaign Name:

ACTIVITY	CHECKLIST	RESPONSE [EXAMPLE]
<i>Set Goals or Objectives</i>	What are the campaign's objectives?	<p>Acquire ultra high-end listings in our local market.</p> <p>Increase the quantity of conversations we are having with owners of ultra high-end listings.</p>
	What units of measurement will you use to gauge progress on the objectives?	<p># of listings acquired</p> <p># of listing appointments</p> <p># of initial consultations</p> <p># of conversations initiated</p>
	What criteria are you using to determine if the campaign is a success?	<p># of listings acquired</p> <p># of conversations initiated</p>
	What do you want to learn from this campaign?	<p>What offer of value will get high-end owners' attention?</p> <p>What sequence of information will provoke a response?</p>
<i>Specify Audience</i>	Who is the target audience for the campaign? What criteria are you using to specify your audience for this campaign?	<p>Owners of Fort Myers homes worth over \$2M.</p> <p>Have owned the home for at least 4 years.</p>
	What assumptions are you making about the target audience?	<p>Owner is a High Net-worth Individual.</p> <p>Owner lives in the home.</p> <p>Interested in selling their home in the next 18 months.</p>

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<i>Design Value</i>	What value is being offered through this campaign?	Low-cost, flat listing fee. Sophisticated marketing. Detailed project management.
	Why will the target audience care about the value being offered?	Their homes have higher values, which equate to higher fees. We offer high-level service at a flat rate.
<i>Craft Message</i>	What is the message's hook or headline to get the audience's attention?	Personalized message with specific home value and savings a flat fee represented: "If you sold your home for \$3.5 M, you would save \$55,475 when you work with MAXIM."
	How is value being offered through the message?	Specific savings amount when hiring our firm to sell their home.
	Who and what tone should your message come from?	Sally Agent, Luxury Home Sales Expert. Personal yet still professional tone.
<i>Create Call to Action</i>	What is the call to action? Why should the target audience care about or pay attention to it?	Call or text Sally at 555-555-5555 to schedule a consultation to get an analysis of your home's market potential before you spend money on upgrades or enhancements.
	What kind of urgency is included in the message to encourage the call to action?	"Before you spend money on upgrades or enhancements" because they don't want to waste money on projects that won't ROI.

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<p><i>Determine Delivery</i></p>	<p>What message, media and mediums are being used?</p>	<p>Printed, personalized letter on letterhead.</p> <p>Printed copy of property marketing plan.</p> <p>Printed copy of expired listing near their home's listing history.</p> <p>Phone calls (if number available).</p>
	<p>What is the frequency of communication and when will it take place?</p>	<p>1 x per month for 6 months.</p>
	<p>What methods of delivery are being used to communicate your messages to the target audience?</p>	<p>Print and phone.</p>
	<p>How will the messages differ between mediums, frequencies, and methods of delivery?</p>	<p>Each printed piece will feature a different part of the total value proposition: savings with flat fee, advanced marketing, and preventing expired listing from happening (with emphasis on chasing price).</p>

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<i>Planning</i>	What needs to be created? Deadlines?	Printed, personalized letters on letterhead. Printed copies of property marketing plan. Printed copies of expired listings near their home's listing history. Phone script
	What needs to be designed? Deadlines?	Property marketing plan featuring a Google Streetview image of their home.
	What tech support do you need? Deadlines?	Possibly using a service like REDX for phone numbers.