

# 60-Day Marketing Checklist

## 📌 Phase 1: Pre-Listing (Days 1-15)

📌 **Goal:** Build anticipation & generate early buzz before the home hits the market.

### ✅ Key Tasks

- Professional photos, video, drone shots, & virtual tour ordered
- 🎥 Create Reels/Shorts/TikToks for “Coming Soon” teaser
- ✉️ Send Pre-Launch Emails to Sphere & Neighbors
- 📞 Call VIP buyer leads & agents
- Reverse Prospecting: Pull past buyer inquiries from your brokerage’s listings
- Upload a Google My Business Post for Local SEO

### ✅ Key Tasks

- Pre-Schedule Listing Content (Knock it all out in one day!)
- 🎯 Write & Schedule FB/IG Posts
- 📊 Run a teaser ad targeting local buyers
- Neighborhood Facebook Group Engagement Post
- Pre-schedule Listing Ads & Retargeting Campaigns
- Host a Private Seller Q&A Live Stream (Educate + Build Trust)

## 📌 Phase 2: Listing Launch & Preview Tours (Days 16-30)

📌 **Goal:** Maximize exposure & create demand during the first 2 weeks.

### ✅ Key Tasks

- Launch Listing Across Multiple Channels Using AI (ChatGPT Strategy)
- 🎥 IG Reel/TikTok: Quick walkthrough with CTA
- ✉️ Email/Text Blast to Database & Buyer Leads
- Host Agent-Only Preview Tour
- Run Retargeting Ads for Buyers Who Engaged With Your Posts
- DM Everyone Who Engages with Your Content

### ✅ Key Tasks

- Social Media Blitz:
- 🏠 Facebook Carousel Post: Best photos + “Schedule a Tour” CTA
- Offer Free Content Recording Sessions for Agents
- MLS Reverse Prospecting
- Leverage Google & YouTube (Create a Listing Video & Blog Post)

### 📌 Phase 3: Ongoing Marketing & Buyer Re-Engagement (Days 31-50)

📌 **Goal:** Keep the listing top-of-mind & capture new buyer interest.

#### ✅ Key Tasks

- Repost Listing with a New Hook Every Few Days
- 🏠 FB Post: “Biggest Buyer Questions Answered”
- Re-engage Buyer Leads Who Inquired but Haven’t Acted Yet
- Launch a “Price Improvement” Post if Needed
- Continue Retargeting Ads & Increase Budget If Engagement is High
- Go Live on Instagram/Facebook With a Virtual Walkthrough

#### ✅ Key Tasks

- 🎥 IG/FB Reel: “Behind the Scenes” tour
- 📺 TikTok Story: “Who would live here?” Poll
- Schedule Mid-Cycle Open House or Broker Tour
- YouTube Video: ‘Why This Home Hasn’t Sold Yet’
- Email Past Clients & Ask for Referrals

### 📌 Phase 4: Closing Strategies & Relaunch If Needed (Days 51-60)

📌 **Goal:** Final push to get the home under contract.

✅ Key Tasks	✅ Key Tasks
Use the “SNAC” Relaunch Method:	
<input type="checkbox"/> S – Sphere of Influence: Re-email database	<input type="checkbox"/> Email & Text Blast: ‘Last Chance to See This Home!’
<input type="checkbox"/> N – Neighbors: Door-knock/mail invites for last-chance open house	<input type="checkbox"/> Reposition the Home for a Fresh Relaunch
<input type="checkbox"/> A – Agents: Re-email agents who have shown homes in the same area	<input type="checkbox"/> Final Open House + Live Stream on IG/FB
<input type="checkbox"/> C – Consumers: Run a “New Price” ad campaign	<input type="checkbox"/> If Under Contract: Post a Success Story & Capture Future Seller Leads!
<input type="checkbox"/> Make Personal Calls to Agents Who Showed Interest	<input type="checkbox"/> Google Review Request from Seller
<input type="checkbox"/> Post a “Just Sold” Ad + Lead Capture for New Seller Leads	<input type="checkbox"/> Follow Up With All Buyers Who Missed Out