



Preparing for A Marketing Plan

As you begin to practice real estate, your primary goal within the first few months is to build awareness of your services around town. At the early stages, your focus may be solely on closing that first deal, but once your career gets going, you'll want to create a marketing plan. But even while learning the ropes, there are several questions you can ask yourself to prepare for that time when a marketing plan is needed:

- What's your target audience within your market? How much of that audience are you engaging with now?
- Do you have a [functional website](#)—even if it's just a free about.me site—separate from your brokerage's page?
- Do you have a professional [Facebook page](#) and/or [Twitter account](#)? Are you actively engaging your followers and fans?
- Have you thought about what [social media sites](#) would work best for the demographic you wish to attract? For example, if want to primarily sell to lawyers, LinkedIn may be a better option than Pinterest.
- Have you considered [developing your niche](#)? What specialized sector of your overall market appeals to you the most?