



BizBroker+

8-Week Listing Marketing Plan

At Biz Broker+, we don't just list your business—we market it like it's our own. This 8-Week Plan includes over 100 targeted actions designed to attract serious buyers. From video walkthroughs and social media campaigns to newsletters, buyer follow-ups, and high-impact outreach—we handle every detail. Trying to do this on your own? Nearly impossible. That's why we exist. To take the marketing off your shoulders—so you can run your business while we work on selling it. This plan is what we do. And we do it every week. Let's get your business sold.

Pre-Launch Preparation



Send First Look to all buyers who are looking for businesses before we go LIVE



Create CIM using CIM Genie



Create a Loom Video Walkthrough of the CIM



Create video walkthrough of the business to add as an Additional Request



Set Up or Submit Request for New Listing Plan in the Legacy Platform



Set up 21 day follow up plan for all Inquiries

Before we officially launch your business listing, we complete these critical preparation steps to ensure maximum visibility and buyer interest from day one.

Week 1: Marketing Set Up

- 1** Add listing to BizBrokerPlus.com
- 2** Upload listing to BizBuySell, BizQuest, DealStream, internal listing site
- 3** Post teaser ads to Facebook Marketplace, Craigslist, LinkedIn, and Instagram
- 4** Design strong teaser thumbnails and benefit-driven ad headlines
- 5** Set up Follow Up Marketing Campaign in our Legacy Platform CRM
- 6** Record and edit business walkthrough video for NDA Follow Up

During the first week, we focus on establishing your business listing across all major platforms and creating compelling marketing materials that will attract qualified buyers.

Week 2: Organic + Targeted Exposure



Post in 5 Local Facebook Groups



Post in 5 Business Facebook Groups



Follow Up with all potential Buyers



Send Newsletter to all Potential Buyers in my entire Database



Biz Broker+ Company Email to all newsletter Subscribers to drive traffic



Post teaser in 10+ Facebook Groups (local, investor, niche)



Share listing on LinkedIn with industry tags



Post teaser to Instagram and Facebook Stories

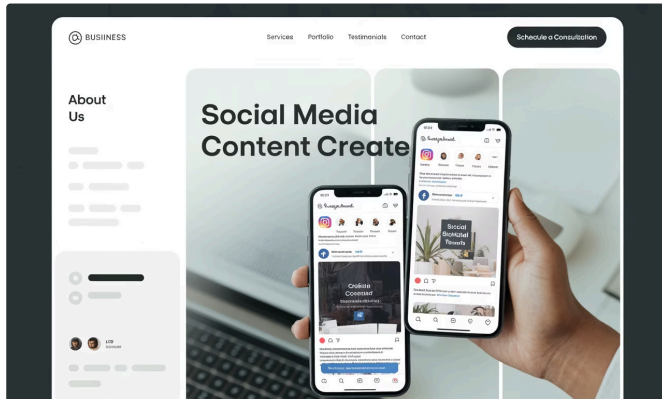


Send teaser email to buyer list with CIM + Loom video



Create Talking Head Video about New Business Listing

Week 3: Repurpose & Refresh



In week three, we focus on maximizing the reach of your listing by repurposing content across multiple channels and refreshing our approach:

- Reach out to your first 10 synergy companies via LinkedIn, cold email, or warm intro
- Post in 5 Local Facebook Groups
- Post in 5 Business Facebook Groups
- Follow Up with all potential Buyers
- Send Newsletter to all Potential Buyers in my entire Database
- Biz Broker+ Company Email to all newsletter Subscribers to drive traffic
- Update listing headlines with buyer-focused benefits
- Create LinkedIn Carousel or Slide Deck with listing highlights
- Repurpose teaser video into shorter clips (Reels, TikToks, voiceover)
- Repost teaser content with updated visuals and headlines
- Create short-form video: '3 Reasons This Business is Worth a Look'

Week 4: Synergy Deep Dive



Reach out to 10 more synergy companies



Post in 5 Local Facebook Groups



Post in 5 Business Facebook Groups



Follow Up with all potential Buyers



Send Newsletter to all Potential Buyers in my entire Database



Biz Broker+ Company Email to all newsletter Subscribers to drive traffic

During week four, we expand our focus to include:

- Post in relevant Reddit threads or business forums (if applicable)
- Social post: 'Know a business this would pair well with?'
- Highlight synergy buyer profile in marketing
- Create video: 'Why This Would Be a Strategic Acquisition'
- Build a new synergy list from LinkedIn or industry directories

Weeks 5-6: Retargeting and Content Reengagement

Week 5: Retargeting

- Reach out to 10 more synergy companies
- Post in 5 Local Facebook Groups
- Post in 5 Business Facebook Groups
- Follow Up with all potential Buyers
- Send Newsletter to all Potential Buyers in my entire Database
- Biz Broker+ Company Email to all newsletter Subscribers to drive traffic
- Email blast Past Inquirers with FAQ or buyer objection handling
- Post YouTube Shorts version of teaser

Week 6: Content Reengagement

- Reach out to 10 more synergy companies
- Post in 5 Local Facebook Groups
- Post in 5 Business Facebook Groups
- Follow Up with all potential Buyers
- Send Newsletter to all Potential Buyers in my entire Database
- Biz Broker+ Company Email to all newsletter Subscribers to drive traffic
- Create authority video: 'Top 5 Reasons This Business Will Sell Soon'
- Post seller quote or milestone as graphic

Week 7: Scarcity + Activation



Refresh teaser thumbnails and ad copy



Social post: 'Still Available. Serious Interest Only!'



Add urgency messaging to all ads and listings



Reach out to 10 more synergy companies



Post in 5 Local Facebook Groups



Post in 5 Business Facebook Groups



Follow Up with all potential Buyers



Send Newsletter to all Potential Buyers in my entire Database



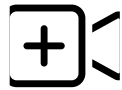
Biz Broker+ Company Email to all newsletter Subscribers to drive traffic

In week seven, we create a sense of urgency and activate all potential buyers who have shown interest but haven't yet taken action.

Week 8: Final Push Before Contract



Countdown post: 'Offer Review Deadline Approaching'



Create video: 'Why This Listing is Getting Attention'



Repost teaser to Facebook Groups with urgency CTA



Re-email warm leads: 'Still Interested?'



Update synergy leads with current interest or activity



Reach out to 10 more synergy companies

Additional final week activities include:

- Post in 5 Local Facebook Groups
- Post in 5 Business Facebook Groups
- Follow Up with all potential Buyers
- Send Newsletter to all Potential Buyers in my entire Database
- Biz Broker+ Company Email to all newsletter Subscribers to drive traffic
- Recap post: 'Everything You Need to Know in 60 Seconds'
- Final round of paid ad boosts and retargeting
- Create FOMO-style video: 'Going... Going...'
- Final call email to all buyers and synergy leads
- Repost teaser with last-call language in social groups
- Reach out to final 10 synergy companies