

\$1,000 Marketing Plan

Stop trying to figure out where you should be spending your money to generate leads! Follow this Marketing Plan [organized by Property M.O.B.] and be on your way to generate hundreds of your own motivated seller leads.

Marketing Channel	Allocated Budget	Estimated Reach
Direct Mail	\$600.00	1,200 People
Bandit Signs	\$400.00	High Traffic Areas

Based on the results that the Members of Property M.O.B. are getting, these are currently the two best methods of lead generation. There are several channels of lead generation available and as your budget grows, it's recommended that you are implementing several marketing channels for best results.

Who Should I Send The Direct Mail To?

Selecting your mailing list is a critical part of the lead generation process. The best way to determine who the best leads are for a campaign is to test different criteria. If you're on a limited budget, then start out with a mailing list that you can obtain for free or very inexpensive. For some great recommendations on the **Top 3 Mailing Lists Every Real Estate Should Be Mailing to**, [register for our free training](#).

What's the Best Way to Handle Bandit Signs?

Local ordinances have varying rules about placing out bandit signs. Be sure you educate yourself on the laws in your county about putting out bandit signs. She cities have cracked down on a major not with bandit signs, while others are little more forgiving. There's a great article about a [Bandit Sign Scandal](#) on the Property M.O.B. Website that you can read when you have time. There's also a great article on [Creating a High Converting bandit Sign Campaign](#).

If your budget isn't generating enough leads for you, then implement these FREE Marketing Channels:

- Posting Craigslist Ads
- Door Knocking
- Cold Calling
- Post in Local Facebook Groups
- Social Media
- Sphere of Influence

Become a Member of Property M.O.B. and Get Instant Access to all of these Training Courses and MUCH MORE!

- Using Facebook Group to Generate Seller Leads
- Mailing List Management
- Direct Mail Follow Up Formula
- Hidden Treasures in Quit Claim Deeds
- Postcard Templates
- Facebook Marketing Basics
- Using Bird Dogs in your Business

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If you decide that Bandit signs aren't for you, then allocate your entire budget to a Direct Mail Campaign.

