

SAMPLE LIST OF TOOLS TO EXECUTE PLAN

List of marketing tools Angela Audrieux, a REALTOR®
will need to execute her plan

As a real estate agent, Angela Audrieux will require a variety of marketing tools to promote her services and properties to potential clients. Here are some tools that she may consider:

1. Website: A professional website will allow Angela to showcase her properties, share her biography, and provide contact information for interested parties. The website can also provide a platform for sharing blogs, newsletters, and other marketing materials.
2. Social Media: Social media platforms such as Facebook, Instagram, and LinkedIn can be great tools for sharing Angela's listings, testimonials, and other marketing materials.
3. Direct Mail: Angela can create targeted direct mail campaigns that will allow her to reach potential clients in a specific geographic area.
4. Email Marketing: Email marketing can be a powerful tool for promoting new listings, open houses, and other events. Angela can use email to keep in touch with current clients and to nurture relationships with potential clients.

5. **Print Advertising:** Angela can place print ads in local newspapers, magazines, and other publications to promote her services and listings.
6. **Video Marketing:** Angela can create property tours, virtual open houses, and other video marketing materials to give potential clients an immersive experience.
7. **Referral Program:** Angela can create a referral program to encourage her clients to recommend her services to friends and family.
8. **Networking:** Networking with other professionals in the real estate industry, such as mortgage brokers and home inspectors, can help Angela build relationships and gain new clients.
9. **Open Houses:** Holding open houses can be a great way for Angela to showcase her listings and meet potential clients.
10. **Signage:** Finally, Angela can place signage on properties to advertise her services and promote her brand.