# Real Estate Marketing Set Up Checklist

# Activity for Week 1

* List sales history and document next 12 month sales goals
* Detailed analysis of all your prospecting activities – on & off line
* Determine ratio of contacts per transaction blended with cost
* Evaluate all contacts from all sources
* Analyze page by page website content, landing pages and call to action
* Evaluate website search engine rankings and keyword placement
* Deep analysis of all direct marketing – mailers, newsletters and post cards
* Evaluate branding and advertising for call to action and consistency
* Analyze social networking activity: Facebook, Twitter, YouTube, etc.
* Compile report of findings and document sales goals for next 12 months