

Class 2: Marketing to Your Sphere

Inner Sphere: Leads or clients **actively** searching for a home or deciding to list their home.

Outer Sphere: All remaining leads and contacts in your database that are not actively looking to buy or sell or haven't been to your website in the last 6 months. This should include past clients, friends, family, acquaintances, etc.

	Inner Sphere	Outer Sphere
Daily/Weekly	Recommended listings (buyers/sellers)	
Monthly	<ul style="list-style-type: none"> - Market Insider (Zip code) - Monthly Newsletter - Long term buyer/seller or Gorilla marketing (optional) 	<ul style="list-style-type: none"> - Monthly newsletter - Personalized email or Facebook message to 2 contacts/week
Quarterly		Quarterly market report email
Annually	Year-end market update	<ul style="list-style-type: none"> - Purchase anniversary announcement - Birthday campaign - Summer BBQ or Holiday gathering to top 20-50 contacts - Year-End Market Update
Bonus/Social	<ul style="list-style-type: none"> - "Inventory is Low" Email - Free Home Valuation for first 20 - Announcements: new restaurants, parades/community gatherings, etc. 	<p>Social Media (Facebook)</p> <ul style="list-style-type: none"> - Open house announcements - 1st time home buyer "thank you" - Sold home announcements <p>Bonus</p> <ul style="list-style-type: none"> - "Inventory is Low" Email - Free Home Valuation for first 20 - Announcements: new restaurants, parades/community gatherings, etc.



HOT Tip: Post your monthly and quarterly content on Facebook.