

Project Brief: Introducing AI for Real Estate Agents

Sample Marketing Agency

Sample Marketing Agency helps make digital marketing easy for small businesses. Whether you're a one-person band or have a small but mighty team, we're here to help you realize your business goals. Its founder owns three parrots, Bloo, Sky, and Tiki. The intelligence, curiosity, and happy-go-lucky attitude of the birds struck them. Each one is unique, with a different personality and way of doing things. Observing them reinforced the idea that every individual and business has its unique way of doing things and, in turn, needs a tailor-made marketing strategy.

Project Purpose/KPIs

Launch Sample Marketing Agency as a tailored Marketing Agency to facilitate customer success in the real estate sector.

Key Performance Indicators (KPIs):

1. Increase Company Awareness:

- Boost LinkedIn likes by 75%.
- Enhance Facebook likes by 100%.

2. Blog Posts via WordPress:

- Maintain an average of 10 clicks per blog post.
- Achieve two contact form completions per blog post.

3. Increase Website Traffic:

- Attract an average of 25 website entrances.
- Secure an average of 5 click-throughs to other pages/blog posts.

4. Contact Form Completions:

- Target 5 generic contact form submissions.

5. Webinar Form Completions:

- Aim for 10-15 form completions.

6. Newsletter Signups:

- Strive for 20-25 newsletter signups.

Target Audience

Real estate agents operating in Cartersville, GA. Our ideal customer, Sarah Johnson, is a 35-year-old real estate agent with ten years of experience in Cartersville, GA. She faces challenges in time management, lead generation, online presence, customer engagement, and market data analysis.

Competitors

Evaluating competitors' SEO scores for online reach:

- Denim: 68/100
- Dash Digital: 70/100
- Whistlepig Creative: 83/100
- Tribal Joe: 73/100

Three Birds SEO Score: 77/100

Key Message

Artificial Intelligence simplifies and enhances marketing functions, estimating home values and effectively targeting audiences.

Key Consumer Benefit

Real estate agents can save time, establish a robust online presence, and engage customers with AI-driven solutions offered by Three Birds.

Call To Action (CTA)

Implement CTAs on social posts, landing pages, and website pop-ups to direct users to relevant content.

Distribution

Distribute assets on social media, landing pages, and via email.

Project Schedule

Week 1: Launch & Promotion

- Daily Facebook & LinkedIn posts are linked to blog posts or landing pages.
- Paid ads on social platforms targeting the audience.
- Publish 2 AI-related blog posts.
- Send introductory emails to webinar sign-ups and contact form completions.

Week 2: Engagement & Interaction

- Engage with the audience, encouraging sign-ups.
- Increase LinkedIn connections by 75%.
- Double Facebook likes.
- Register 10-15 attendees for the webinar.
- Generate polls and publish two additional AI-related blog posts.
- Continue welcome emails and initiate reminder emails.

Week 3: Reminders

- Send reminder emails and countdown posts.
- Publish two final AI-related blog posts.
- Include countdowns on landing pages.
- Share a sneak peek video of the webinar.

Week 4: Final Push and Execution

- Maximize live webinar attendance through reminders.
- Increase landing page visits by 50%.
- Send last-minute reminder emails and share reminders on social media.
- Send thank-you emails to attendees with webinar recordings and resources.
- Collect feedback through surveys.

Mandatories

- Create two landing pages (LinkedIn and Facebook) for the webinar.
- Design five featured images of the 1200x628px WordPress blog post.
- Develop Facebook assets (cover image and five 1200x630px images).
- Create LinkedIn assets (banner image and five 1200x627px images).
- Design five 600x1200 email banners featuring Bloo.
- Produce a 5-page AI Toolkit Ebook

Budget

Allocate a \$5,000 budget for PPC ads on Facebook and LinkedIn (\$800) and tools necessary for the webinar.

Stakeholders

The creator will manage the project and create, manage, and deliver all assets.