



STRATEGIC
COMMUNICATIONS
+ BRANDING

1. THE BUSINESS OBJECTIVES/GOALS

We start with defining the business objectives and strategic direction for the year, this really sets the parameters and direction. This vital step sets the foundation for an effective Marketing Plan. By aligning the focus with targeted outcomes it ensure efficient resource utilization, avoiding misdirected efforts and budget allocation.

- 1 Become Market Leader within the 4 Main key strategic areas [Terranora, Banora point, Tweed South, Bilambil Heights]

Develop a stronger Brand awereness / Visibility

Increase Market Penetration within those Primary key area of Banora and Terranora

Secondary areas: Kingscliff, Tweed Heads, Chinderah, more.....

- 2 Endomarketing / Internal Marketing

Increasing employees retention and decreasing staff turnover

Develop and promote a solid team culture

Embrace business core value [leadership, growth & community] maybe add one more [Recognition]

Highlight the team building environment

2. KEY STRATEGIES

Together we have identified what to focus on, its time to explore how to make this happen.

- **DEVELOPING BRAND AWERENESS**

1. Mapping Local sign opportunities within the key strategic areas;
2. Tailored flyers;
3. Sponsorships;
4. Double Sign Listing;
5. Welcome your new neighbours;* (?)
6. Embrancing the Buyer; [Welcome Kits] (?)
7. Pumpering the Seller; [Kits]
8. Local Key Strategic Areas Pub / Club presence;
9. Improving Online Visibility;
10. Improve Social Media Visibility;
11. Increasing Online Credibility;
12. Developing Organic Shareable Content;
13. Caring for tenats

- EndoMarketing [Internal / Staff]

14. Create the culture of Team "Client Name"
15. Team Welcome Pack
16. Increase Staff Visibility / Web + Socials
17. Create "Our Visions. Our Goals Campaign"
18. Staff activities and Team building
19. Motivator Program - Prizes & Gifts

3. ACTION PLAN

Whats our overall game plan? Below we have listed a mixture of products/services/task/ideas for us all to action

- **LOCAL BRAND AWERENESS**

- 1.1 Signs / Bus Shelters;

- Posters what's on these can they be more effective what can we do that other realestate's aren't doing*

- 1.2 Signs / Automatic Doors Ads;

- Explore possibility to advertise in automatic doors such as shooping centres and elevators with we open doors to your future*

- 1.3 Signs / Sport Oval Signs; (sponsored)

- Is a sign at a local oval club sporting venue a good idea*

- 2. Local (Key Stategic Areas) Flyers / Street Possibly

- Tailored flyers - Highlightig area growth or information in local areas is a great idea like you've done and handing them out in person is also wonderful*

3. ACHIEVING THE OBJECTIVES

- **LOCAL BRAND AWARENESS**

- 3. Local Small Events Sponsor;

- Sponsoring events within the 4 Key strategic areas (mapping future events)*

- Can we sponsor something else like Girl Guides, school events, parkruns, local events (you can even have things like a gazebo with a phone charging station for free just to help people out with no catch)*

- 4. Extra Sign Next to “For Sale” Sign; Check the possibility of a impactful Branding Standard Sign next to the “For Sale”

- If we can utilise leaving signs out more on a property when it sells. It also could be a good idea having a big tv/monitor with a slide-show/powerpoint showing up neighbours comments about what coffee they like on that area, what do they like to do around, their favourite restaurant, etc...*

- 5. New Neighbour on your street (Interest Facts);

- DL flyer highlights the property sold within their street - more importantly introducing the new neighbour (if authorized)*

- Swiftly the focus on just sold - to welcome the new street neighbour. We could also give flyers to the neighbours to let them know about future open houses and possible movement around that may disturb them.*

- 6. Embracing the Buyer; [Welcome Kits]

- Develop a home kit for the buyer, Tips, Contacts List (Property Management) It could even be only stickers on products.*

- We also could create an VIP system (golden door - name to decide) that allows who has sold a house with us to have priority in inspections, bookings, applications and special discounts when buying a new house.*

- Also looking at the person who purchased the property let's celebrate them As they have the potential of being a customer eventually to, can we make them are welcome to your new home box (these can have simple things like toilet paper hammer picture hanging hooks double adapter screwdriver things that don't need to cost a fortune but I thought about) or a congratulations on your investment property pack. (This could have a list of local providers for maintenance or A property checklist for the yearly bookkeeping)*

3. ACHIEVING THE OBJECTIVES

- **LOCAL BRAND AWARENESS**

7. Pumpering the Seller; [Kits]

Exploring the customer experience I think is important this helps you analyse it and make it better when it's better people talk about it more share more which long-term leads to more relationship and happy customers. Some ideas maybe looking at what you give people as a congratulations when a property sells a bottle of wine can be a bit boring.

Apart from the classic hampers - Create something related to a golden door, if their sold most likely their are buying another - Like the customer become part of a "club" he can get access to listing that have been in the market yet, kind of thing.

8. Local Key Strategic Areas Pub / Club presence;

Search advertising space possibilities within clubs or pubs within the key strategic areas, boosting local presence with local message. It may be a good idea having posters in gold clubs, pubs and bars (even in the toilet) with a QR code where they could fill a few details and maybe get a free beer/drink.

9. Improving Online Visibility;

My suggestion is we do it 25 main key phrase and up to 200 subkey phrase / Organi SEO - We would focus on your main areas and eventually the subareas later.

3. ACHIEVING THE OBJECTIVES

- **LOCAL BRAND AWARENESS**

10. Improve Social Media Visibility;

Post Boosting - target segment + More video content

We can create a calendar for you for the next six months of post that your team can do on the focus behind it this includes special days of the year, upcoming listings, rentals realstate facts, quotes and career positions. Once we finish this plan we will make the designs and tiles for you that can be used on your wall and story this will back up what Tina is also doing but give a bit more variety. I think you need a less polished look, let's show that you guys have personality and knowledge

Isaac had a great idea of getting an introduction and exit animation made with opening the door to your future being the focus followed by type doing a walkthrough as he said how passionate you are about property at BNI and he thinks those videos of you would be amazing (a bit like Billy's) there is basic phone software where you can piece the intro your movie and the exit together easily and we can do I set him instructions for you and give this all to Talia to manage.

Your idea of sharing your tenants and clients adventures is a great idea of showing how you celebrate them and get to know them. That your story matters was a great caption or title

3. ACHIEVING THE OBJECTIVES

- **LOCAL BRAND AWARENESS**

11. Increasing Online Credibility;

Google business listing , yours is great you have 63 reviews and a 4.9, the other two next to you have 162 and 101, although their rating is not as good as yours. I have a provider that can help with this i've been incredibly impressed with what they've done and it's not that expensive and has good long lasting effects. A good idea with these that we utilised in the office is the staff members will call the client and try and get a review if they land a review they get \$50 cash, they are allowed two per week and if somebody else has not used all theirs you are allowed to steal one from them, this creates some great conversations as we really celebrate it in the office.

12. Developing Organic Shareable Content;

and sitting some targets of balancing team local knowledge

13. Showcasing Love for Tenants;

Looking after tenants is also really important as they eventually turn into buyers renters investors. Simple things like favourite chocolates for their birthday dropped off or something left at the time of your property inspections. Maybe even I have a coffee on me voucher at your local coffee shop tell him to relax put their feet up.

3. ACHIEVING THE OBJECTIVES

- **TEAM CULTURE AND VALUES**

14. Dedicated Team Page;

Create a page on the website so there is a location to use as a call to action. Page would have an introduction about the culture (written for them as opposed to you), three to four core values that your team follow with icons, a list of the types of positions that may be available, a contact form to register their interest resume position they would like, a testimonial or two from team members, followed by small gallery of fun photos that I can do and portray the fact that anyone working in real estate would want to be here.

15. Shareable Staff Team welcome pack;

Have an on boarding pack for when staff join - something cool that they will be proud to share on their social; For every year of employment, the employee could get something new like shirt, pins, jackets, Also give them a diary with "Client Name" journey, having pictures of the whole team/team tour.

16. Staff Visibility / Awards

Staff activities and team building don't always have to have a huge monetary value. Some ideas may include shout out on social media to show how proud you are, monthly or bimonthly awards (highest sale, best customer service, Going the extra mile, most improved. These can each represent your 4 core values then the overall "team "Client Name" Captain" (we have a captains hat here, yours could be a footy helmet with the wording and logo like the American ones) [Ideas Here](#)

"Behind the nice suit" Who we are [True Locals] What you do, what you like, what are you involved ...

We could divide the team in groups /colours and run small competitions. We could even use personal jerseys shirts or any other fun awards with captains and trophies - golden door.

3. ACHIEVING THE OBJECTIVES

- **TEAM CULTURE AND VALUES**

17. "Our Visions. Our Goals Campaign"

Share Staff Vision Boards - Show it's achievements

Understanding and Nurturing your staff in other areas is also important. personality profiling (like love languages haha and disc) Can help to identify what's important to them and also how they fit in with the team. having a facilitator come in and do mine mapping for personal goals and making vision boards he's very nurturing. this can also be followed with doing a financial plan each member with Steve maybe once people have been with you for 12 months and over.

18. Staff activities and Team building

Special days (maybe monthly or bimonthly, we could come up with a calendar for you, these events also give you great photos for socials) Harmony Day where you bring food to share from your childhood to learn more about each other and their past, a game or sport where the company is split into two teams and you have team tight shirts in two colours, EOFYS is one of our favourite days it is end of financial year slumber where we wear pyjamas to work and we have pizzas delivered for lunch, Melbourne cup (everyone wears a funny hat and you do the sweep) , Christmas lunch and you all bring a plate or cook at work (secret santa .elfster.com and christmas tree and party shirts). I can come up with more if you like these ideas

19. Monetary motivator Program - Prizes & Gifts

I love your idea about the company's shares as it gives them some ownership in where they're working but also some financial growth which is exciting and enticing

Bonuses: giving them bonuses may be part of your awards system, prizes can include massages outings dinner movies and even coffee at your local favourite shop for a week. we used to have a prize box in the office a bit like a lucky dip say you would shut your eyes and choose something from the prize box, this was fun and everyone seemed to enjoy it. Share, Share and Share

4. STRATEGIC CALENDER

From your feedback today we will refine our plan and create a calender. Its time to put it into action and start executing it by creating a detailed Action Plan Calendar. This ensures a consistent and synchronized implementation across various channels. We are happy to work with your team or providers. We are also flexible to move outcomes based on opportunities that come up for you.

The calender

This will be an excell preadsheet. This will be stored online so your team and your GCGD support team can access at all times and be informaed where the stage is at and what is needed for each memeber

5. THE EXECUTION

Weekly we will complete 3 hours of support (depending on your emailed additional marketing activities). Every 3 months we will meet with you, evaluate the effectiveness of our efforts and actively seek additional opportunities. Communication is ongoing, providing updates on progress and promptly addressing any evolving needs required to ensure the marketing strategy remains aligned with evolving objectives.

Costings:

Overall budget - "Removed for client confidentiality"

Logistics:

Who takes care of what area

Note of any client essentials (turnaround)

Additional Services:

These services will be charged at cost: Copywriter, Photographer and videography, Signage and Printing