



## Marketing Strategy

I offer complete online marketing as my main strategy for selling Alaskan real estate and employ a full-time assistant to promote my listings every day. Here is a checklist of what you can expect by listing your home with me. If you have any questions or would like to change your listing to launch a new marketing campaign, call or email me today!

- ✓ Initial entry to the Alaskan MLS
- ✓ MLS intra-email ad sent to all members of the MLS (*over 2,000 addresses!*)
- ✓ Email ad sent to my buyers list (*over 1,000 addresses!*)
- ✓ Flyer designed, printed, and distributed
- ✓ Financing option information for buyers added to flyers and emailed
- ✓ Webpage for your property added to GreatAlaskanHomes.com
- ✓ Ad posted to GreatAlaskanHomes Facebook page, Twitter, LinkedIn, and more
- ✓ Craigslist ads set up for rotation/renewal every 48hrs.
- ✓ Ad posted on Postlets.com\*
- ✓ Ad posted on Oodle.com\*\*
- ✓ Ad posted on OLX.com
- ✓ Ad posted on other online classifieds

*For more information on where your property will be syndicated to, see the Getting the Best Syndication flyer included in this packet.*

- ✓ Ad posted on Facebook Marketplace
- ✓ Picture Ad posted on ThingLink
- ✓ Ad posted in a related Storify story
- ✓ Blog post featuring your property on my blog
- ✓ Pinterest pin featuring your property on my Anchorage Real Estate Pinterest Board
- ✓ Property listing claimed on Zillow and links to your webpage posted

\* Postlets is a Zillow operated website that syndicates ads to their Zillow network as well as: Backpage, Enormo, FrontDoor, HotPads, Local.com, Lycos, Oodle, Overstock, Trulia, Vast, and Yahoo Real Estate.

\*\* Oodle Marketplace syndicates to Facebook Marketplace, military.com, Lycos classifieds, local.com, backpage.com, walmart.com, googlebase, and more.

- Ads posted on these sites also auto post onto our Twitter, LinkedIn, and Facebook pages. (Twitter ads auto broadcast to LinkedIn - Facebook ads auto broadcast to Twitter)
- Ads are placed on Craigslist every other day and re-newed until the property sells. Once an ad is posted, Craigslist offers a renewal option 48-72 hours later.
- Also, if there were to be a new seller's offer or price change, all the items on this checklist will be relaunched as a new campaign.