

# Marketing plan generator - commercial

The following is a checklist to allow you to consider all the aspects which come together in the potential promotion of a property. A well promoted property will be planned as such. This is the job for which others will seek your assistance. If you show skill in this process, both respect and other business will follow from the marketplace.

As the charts indicate below, you need to identify the best method of promotion which will match the property in the market at the time of promotion. The sellers or landlords of properties expect us to exercise skill in the marketing process which will create enquiry and convert quickly to a contract or lease.

## Exercise

Choose a property in your office or precinct location that you know reasonably well. Try answering the questions that follow firstly on the basis of a:

- potential sale
- potential vacancy for lease

Your analysis should allow you to structure the correct program which will promote the property in balance with market activity currently. At the end of your assessment, identify prospects which may be suited to the property.

## A. Developing market programs

1. Marketing programs should be developed based on time and cost
2. Primary focus on target prospect/market
3. Develop your plan based on needs that property can satisfy
4. List ALL of various programs that logically should facilitate a sale
5. Schedule programs
  - a. Highest probability first
  - b. As schedule is developed, choose programs with highest probability that fall within budget until allocated funds are exhausted

## B. List programs best suited for plan - highest probability vs cost

1.	9.
2.	10.
3.	11.
4.	12.
5.	13.
6.	14.
7.	15.
8.	16.

### C. Developing marketing budget

- What is estimated fee?
- What is percentage probability of conjunction?
- What is total dollar to be expended in marketing?

Allocate to programs	Gross fee	\$_____
	Conjunction	\$_____
	In-house salesperson	\$_____
	Company	\$_____
	Advertising	\$_____
	Direct mail	\$_____
	Signage	\$_____
	Other (special marketing)	\$_____

### D. Based on needs that can be fulfilled by property, what prospects come to mind?

1.	19.
2.	20.
3.	21.
4.	22.
5.	23.
6.	24.
7.	25.
8.	26.
9.	27.
10.	28.
11.	29.
12.	30.
13.	31.
14.	32.
15.	33.
16.	34.
17.	35.
18.	36.