

MARKETING BLUEPRINT

MASTERING THE ART OF STAYING TOP OF MIND WITH YOUR SPHERE





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HAVE QUESTIONS OR NEED HELP?

Your Marketing team here at Highgarden Real Estate can help you with all your marketing questions and needs. You can contact us by emailing marketing@highgarden.com, and someone from the team will contact you.

MEET
YOUR TEAM



Brie Davis

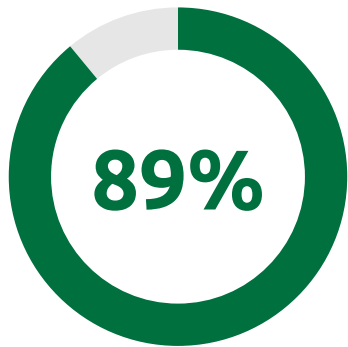


Emily Kissel

If you want to set up a time to meet to have a strategy session, or need to discuss a custom design project; please get in touch with Brie directly.

Brie Davis • 317-437-7769 • bdavis@highgarden.com

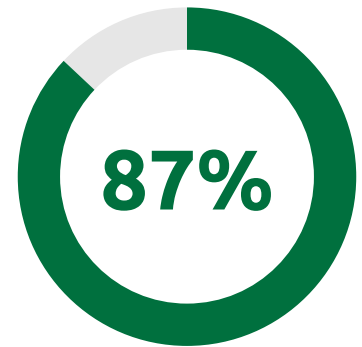
CONSUMER INSIGHTS



Buyers And Sellers Used
A REALTOR® To Buy Or
Sell A Home



Buyers Said They Would
Use Their REALTOR® Again
Or Recommend Them
To A Friend



Sellers Said They Would
Use Their REALTOR® Again
Or Recommend Them
To A Friend

ONLY **13%** USED THEIR REALTOR® AGAIN

Source: 2023 National Association of REALTORS® Profile of Home Buyers and Sellers

YOUR GOAL FOR 2024: _____

REMEMBER THESE TIPS WHEN WORKING ON YOUR MARKETING

- Establish trust and credibility with your audience.
- You are the real estate expert. Educate your audience.
- Provide content that is valuable to your audience. What do they like? What do they do? Are they young families, singles, empty nesters, retirees, etc.? These are things to consider.
- Don't just sell. You still need to ask for the business, but it doesn't need to be the focus every time.



WHO IS YOUR AUDIENCE?



IT'S ESSENTIAL TO BREAK DOWN YOUR SOI DATABASE INTO CATEGORIES SO YOU CAN BUILD OUT TARGET MARKETING STRATEGIES.

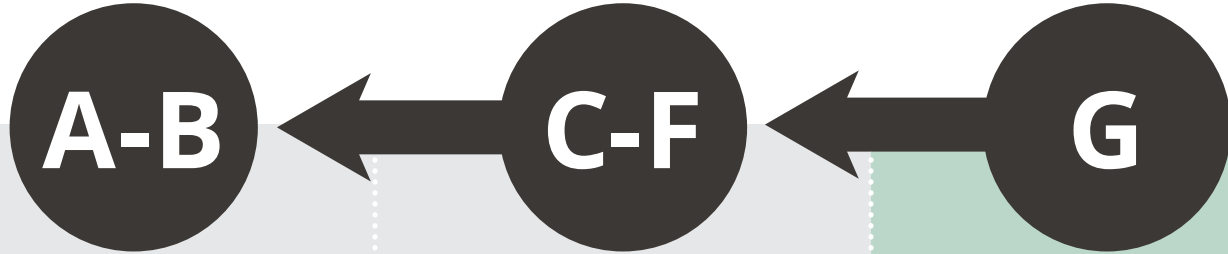
| A | B | C | D | F | G |
|---|---|--|---|---|--|
| <p>People who know, love, and trust you</p> <p>They have worked with you and will refer you</p> | <p>People who know, love, and trust you</p> <p>Work with you but may not refer</p> | <p>People who know, love, and trust you</p> <p>Not sure where they are in regards to Real Estate and don't refer</p> | <p>People who "know your name" but might forget if someone asks if they know a REALTOR®</p> | <p>You found their info somewhere, don't know if they know who you are</p> | <p>People you don't know</p> <p><i>Open Houses</i> <i>Networking</i> <i>Farming</i> <i>Leads</i></p> |
| <p>Need to have all 4 below.</p> <p>Phone Number Address Email Social Media</p> | <p>Need to have all 4 below.</p> <p>Phone Number Address Email Social Media</p> | <p>Need to have 3 below.</p> <p>Phone Number Address Email Social Media</p> | <p>Need to have 2 below.</p> <p>Phone Number Address Email Social Media</p> | <p>Need to have 1 below.</p> <p>Phone Number Address Email Social Media</p> | <p>Need to have 1 below.</p> <p>Phone Number Address Email Social Media</p> |

ADDITIONAL NOTES: _____

STRATEGICALLY MARKETING TO YOUR AUDIENCE



REMEMBER TO PROVIDE VALUE TO THEM - DON'T JUST SELL.



YOUR BEST SUPPORTERS

- 12 Mailers
- 24 Emails
- 1 Quarterly Phone Call
- Social Media
- Events

Repeat Each Year

Goal: Stay Top Of Mind

PEOPLE YOU KNOW

- 6 Mailers
- 24 Emails
- 1 Annual Phone Call
- Social Media
- Events

Repeat Each Year

Goal: Stay Top Of Mind

PEOPLE YOU DON'T KNOW

- 2 Mailers
 - 2 Phone Calls
 - 2 Handwritten Notes
- (Can decrease to 1 of each)

Do This Over The Course Of 6 Weeks

Goal: Move To A-F Category

ADDITIONAL NOTES: _____

PRO TIP:

ALLOCATE TIME ANNUALLY TO DEVELOP A COMPREHENSIVE MARKETING PLAN ENCOMPASSING THE STRATEGIES OUTLINED ABOVE. BY DOING SO, YOU'LL HAVE A CLEAR MONTHLY ROAD MAP, ENSURING FOCUSED AND EFFECTIVE EFFORTS THROUGHOUT THE YEAR.





TOUCHPOINTS

STAY TOP OF MIND WITH YOUR SPHERE EACH MONTH BY USING THESE TOUCHPOINTS



DIRECT MAIL

- Postcards
- Handwritten Notes
- Letters



EMAILS

- IMS Campaigns - Automatic
 - Monthly Market Updates
 - Neighborhood Sold Updates
 - Home Value Report



PHONE CALLS

- Set a goal for how many calls you need to make each week and time block so you can get them done



SOCIAL MEDIA

- 80/20 Rule
- Post 3x a week
- Time Block to schedule/plan out each month
- Be the area expert



POP-BYS

- Find ideas Online on Pinterest, Etsy, Google, etc.



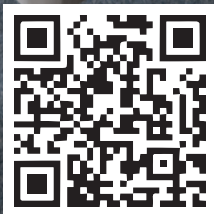
CLIENT EVENTS

- At least 2 events each year

ADDITIONAL NOTES:

NEED A REFRESHER ON THE TOUCHPOINTS?

SCAN THE CODE BELOW TO WATCH ONE OF THE TRAINING SESSIONS.





DIRECT MAIL

YOU COMPETE WITH LESS IN A PHYSICAL MAILBOX VS. SOMEONE'S INBOX.

WHY YOU NEED TO BE USING DIRECT MAIL



4/10 Americans look forward to checking their mail **EVERY DAY**

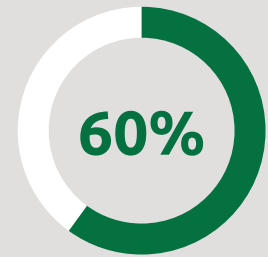
POSTCARDS

We have a couple of vendor options you can use when you order postcards: Postcard Central and Xpressdocs. Both vendors can be accessed through **theagentlocker.com** under the Quick Links section.

Postcard Central has the most economical option and the most company-branded template options.



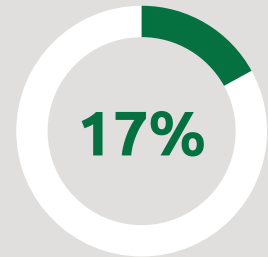
CHECK OUT POSTCARD CENTRAL BY SCANNING THE CODE!



60% of people reported that direct mail had a **MORE LASTING** mental impression on them

HANDWRITTEN NOTES

Sending someone a handwritten note is a nice touch that goes above and beyond what most people do. Your clients are more likely to open a handwritten note to them.

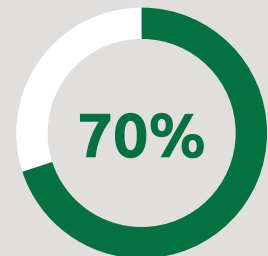


Consumers believe direct mail messaging is 17% **MORE TRUSTWORTHY** than email messaging

Sending a hand-written note makes a significant impact and helps create a memorable impression.

LETTERS

You can send letters out to your sphere anytime! Want to create a monthly newsletter? We have a Canva template for that available on theagentlocker.com.



70% OF CONSUMERS:

- **PREFER TRADITIONAL MAIL** for cold, unsolicited offers
- Say mail makes them **FEEL VALUED** as a customer
- Say mail, rather than email, gives them a **BETTER IMPRESSION** of the company that sent it



EMAILS

OUR IMS INCLUDES A VARIETY OF DONE-FOR-YOU EMAILS THAT ARE AUTOMATICALLY SENT TO YOUR CLIENTS UPON THEIR ENROLLMENT.

MONTHLY MARKET UPDATE

- Gets sent to your client the first week of each month.
- Set up based on zip code, city, county, or custom map.
- Customizable to your client.
- Shows properties just listed in the area and just sold - 5 each.

NEIGHBORHOOD SOLD UPDATES

- Only gets sent out when a home in your client's neighborhood is sold.
- It tells your client the list price, sold price, and days on the market for their neighbor's home.

HOME VALUE REPORT

- Gets sent out around the 15th of each month.
- It lets your client know the value of their home and the equity in their house.



PHONE CALLS

AN EASY WAY TO STAY TOP OF MIND

REASONS TO CALL

- Check in to say hello
- Driving by your house and thought of you
- Life Events - seen on Facebook/Instagram
- Refinance
- Holidays/Seasonal Calls
- Found a wonderful...(house cleaner, handyman, etc)
- I'm supporting this organization by...
- Have you thought about selling?
- I saw your neighborhood values have increased/decreased. Have you thought about making a move?
- I have buyers or sellers looking for...
- Do you have any family or friends looking to buy or sell this year that you could introduce me to?

SET A GOAL FOR HOW MANY CALLS YOU NEED TO MAKE EACH WEEK AND TIME BLOCK EACH DAY SO YOU CAN GET THEM COMPLETED.



PHONE CALLS EACH YEAR:

- A-B – 1 QUARTERLY CALL
- C-F – 1 ANNUAL CALL



POP-BYS

GREAT FOR AN IN-PERSON TOUCHPOINT TO HELP YOU STAY TOP OF MIND



Pop-bys are typically small gifts you pair with a tag (with your contact details and a message) and drop them off at your client's home. Pop-bys can be done seasonally or for events. When you visit, ring the doorbell, and if your client isn't home, send them a photo or video to let them know about your thoughtful gesture. Keeping some in your car is convenient for giving to clients after appointments.

GIFT IDEAS

- Champagne
- Lottery Ticket
- Flowers
- Cookies Or Candy
- Wine Bottle Opener And Glass Charms
- Nice Candle
- Water Bottle
- Coffee Mugs
- Hot Chocolate Bombs
- Seasonal Dish Towel
- S'mores Kits
- BBQ Supplies
- Coffee Or Tea

WHERE TO BUY GIFTS

- Dollar Tree
- Target
- Amazon
- Home Goods
- Hobby Lobby
- At Home
- Michaels
- Walmart



CLIENT EVENTS

LET YOUR CLIENTS KNOW HOW MUCH YOU APPRECIATE THEM. THIS IS YOUR CHANCE TO BE A MEMORY MAKER!

Client events offer a genuine opportunity to express gratitude to your clients without any obligations. By becoming a memory maker, you ensure that your clients remember you when their next real estate venture approaches.

Remember, the impact of the invitation itself is substantial, regardless of whether a client can attend the event. Simply extending the invitation conveys your thoughtfulness and inclusion.

A bi-annual schedule, with events in both the first and second halves of the year, is optimal. You might even consider aligning these events with the changing seasons to add an extra layer of charm.

EVENT IDEAS

- Movie Viewing/Drive-In Movie
- Food Or Clothing Drive
- Coat Or Toy Donations
- Pie Pick-Up
- Front Porch/Family Picture Sessions
- Game Night
- Backyard Bbq/Cookout
- Food Or Ice Cream Truck
- Sponsor Events
- Pictures With Santa
- Afternoon At A Pumpkin Patch
- Wine Or Beer Tastings
- Meet Your Neighbor
- Happy Hour
- Ladies/Guys Night Out
- Trunk Or Treat
- Golf/Sports
- Pottery/Painting Party
- Pet Parade/Playdate



MARKETING PLAN

NOW THAT YOU KNOW WHAT TOUCHPOINTS TO FOCUS ON, LET'S CREATE YOUR MARKETING GAME PLAN FOR THE YEAR!



NEED THE PLANNING PACKET?
SCAN THE CODE DOWNLOAD THEM!



ANNUAL MARKETING PLANNING BRAINSTORM

Spend 30 minutes utilizing this sheet and the next page to brainstorm your marketing objectives for the upcoming year. Consider all the touchpoints discussed in the previous pages as you develop ideas to achieve your goals.

YOUR GOAL FOR THE YEAR: _____

DIRECT MAIL

SOCIAL MEDIA

EMAILS

POP-BYS

PHONE CALLS







CLIENT EVENTS

ANNUAL MARKETING CALENDAR







Take the ideas you brainstormed on the previous pages and decide what months you want to do those tasks. Sometimes, it's easiest to start with planning out your events first.

QUARTER 1







JANUARY

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FEBRUARY

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- G** _____







MARCH

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-  _____
-  _____
-  _____
-  _____
- G** _____







NOTES

QUARTER 3







JULY

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- G** _____

AUGUST

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- G** _____

SEPTEMBER

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- G** _____


NOTES


QUARTER 2


APRIL


MAY


JUNE


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NOTES _____


QUARTER 4


OCTOBER


NOVEMBER


DECEMBER


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G _____

NOTES _____

MONTHLY MARKETING PLANNING

Break down each task below for the month and set deadlines to help keep you on track. Utilize the details section to elaborate on supplementary tasks related to the main objectives.



MONTH: _____

TASK: _____ **DEADLINE:** _____

DONE

DETAILS: _____

TASK: _____ **DEADLINE:** _____

DONE

DETAILS: _____

TASK: _____ **DEADLINE:** _____

DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

BRAND GUIDELINES

FOR HIGHGARDEN REAL ESTATE



NEED THE HRE BRAND ASSETS?
SCAN THE CODE DOWNLOAD THEM!



BRINGING OUR BRAND TO LIFE

The Highgarden Real Estate and EasyStreet Realty logos are trademarks of Highgarden Real Estate, Inc. and EasyStreet Realty, Inc.. To protect and grow the Highgarden Real Estate and EasyStreet Realty brands, we have distinguishable logos that can be used in marketing. Please follow our standard Logo Usage Guidelines when displaying the Highgarden Real Estate and/or EasyStreet Realty logos.

GENERAL MARKETING GUIDELINES

- All marketing must utilize the proper company trademarks, logos, and disclosures per state and local license law, Equal Housing Organization regulations, and advertising guidelines.
- Agents must utilize the proper company logo, Equal Housing Organization logo, and applicable REALTOR® logo.
- All direct marketing pieces must include any required agency relationship disclosure (i.e., If you are currently in an agency relationship with another REALTOR®, please disregard this advertisement.)
- All advertising quoting payments must include the required truth in lending disclosure(s).
- **All real estate-related advertising must be sent to marketing@highgarden.com or marketing@easystreetrealty.com for Corporate approval prior to printing and distribution.**

APPEARANCE OF COMPANY NAME

The Company Names should always appear as shown in bold below. Correct spelling is essential.

Highgarden Real Estate

Note: It is Highgarden Real Estate, not Highgarden Realty.

EasyStreet Realty

Note: There is no space between the words Easy and Street, and both words are capitalized.

When using acronyms for the companies, **HRE** and **ESR** should be used.



HIGHGARDEN REAL ESTATE LOGO

The Highgarden logo is required on all marketing materials. Below are the two versions of the logo that can be utilized.

STACKED LOGO



HORIZONTAL LOGO



USAGE GUIDELINES



CLEAR SPACE

Maintaining the appropriate clear space around the logo is vital to ensure that other graphic elements do not compromise its visual impact. Please leave a minimum clear space of 20 pixels around the logo. If resizing is necessary, make sure to maintain the original dimensions proportionately.

ASPECT RATIO

It is crucial to preserve the original aspect ratios of all logo types. Do not stretch or skew any company logo image. If a specific file dimension is necessary and the original file is being distorted to fit the template, please contact the marketing department. They will provide a properly adjusted image with the required dimensions and/or DPI for your use.



**THE LOGO SHOULD
BE NO SMALLER THAN
1 INCH IN WIDTH.**

LOGO COLOR VARIATIONS

The logo offers four approved color variations: full color (branded green and black), all black, all white, or white with a green "H." Any color variation beyond these options will not receive approval.



THE HIGHGARDEN LOGOTYPE

The stacked or horizontal versions of the Highgarden logo are the preferred choices. While there are specific instances where the Highgarden logotype can be utilized, it is advised to **contact the Marketing Department before using this element.**



LOGO FILE TYPES

To prevent white or black squares around the logo, it is advisable to utilize the .PNG file format, which includes a transparent background. When providing images to companies for product manufacturing, it is recommended to supply vector images in .EPS format to achieve the best quality outcome.

IMAGE RESOLUTION

For optimal image quality in print, the logo files are configured at 300 DPI (dots per inch), and it is crucial to maintain this resolution. To adhere to this guideline, it is recommended to consistently utilize the original files instead of clipping or screenshotting them from any company website or marketing materials.

THE HIGHGARDEN "H" SYMBOL

The Highgarden "H" is a design element, **not the logo.**

Please use the stacked or horizontal logos on all your marketing materials.



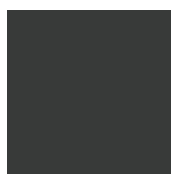


HIGHGARDEN COLORS

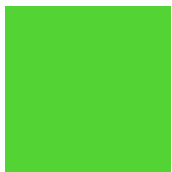
This is the primary color palette used in Highgarden's branding and marketing materials.



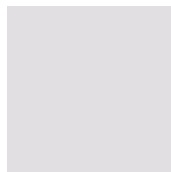
DARK GREEN
PMS 2272 C
RGB 0-151-17
CMYK 100-0-89-41
HEX 009711



CHARCOAL
PMS Black 7 C
RGB 58-58-58
CMYK 69-62-61-52
HEX 3A3A3A



LIGHT GREEN
PMS 802 C
RGB 0-229-0
CMYK 68-0-100-0
HEX 00E500



LIGHT GRAY
PMS Cool Gray 1 C
RGB 224-222-223
CMYK 11-9-8-0
HEX E0E0DF

HIGHGARDEN FONTS

These are the fonts incorporated within the Highgarden branding. In case Trajan Pro and Open Sans are not accessible, alternative font options are also available.

TRAJAN PRO

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Alternative font for Trajan Pro: Cinzel
Cinzel is a Google font and can be downloaded from this site: fonts.google.com

USED FOR HEADLINES AND PULL QUOTES

OPEN SANS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Alternative fonts for Open Sans: Lato
Open Sans and Lato are both Google fonts and can be downloaded from this site: fonts.google.com

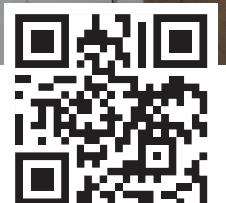
USED FOR SUBHEADS AND BODY COPY

RESOURCES

THIS QUICK-START SECTION FOCUSES ON CANVA AND OTHER HELPFUL MARKETING TOOLS AND TIPS!



NEED HELP FINDING RESOURCES?
SCAN THE CODE TO GO TO THE AGENT LOCKER!



GETTING STARTED ON CANVA

WE OFFER MANY TEMPLATES ON CANVA THAT YOU CAN USE AND CUSTOMIZE FOR FREE.

To access them, visit [TheAgentLocker.com](https://www.theagentlocker.com), go to the DIY section under Marketing Resources, and select the Highgarden Templates.

TURNKEY CANVA TEMPLATES

Below is a list of the Canva templates we currently offer.

LISTING PRESENTATIONS

- 8.5x11 Buyer's Guide Booklets
- 8.5x11 Seller's Guide Booklets
- Buyer's Presentations
- Seller's Presentations

SOCIAL MEDIA POST & STORY POSTS

FACEBOOK AND INSTAGRAM TEMPLATES

- For Sale
- Just Listed
- Just Sold
- Pending
- Sold In "X" Days
- Open House
- Market Updates
- Welcome Posts
- Congrats For Agents & Clients
- Real Estate Tips
- COVID-19
- Halloween
- Veteran's Day
- Thanksgiving
- Hanukkah
- Christmas
- New Year's
- Sales Awards
- Valentine's Day
- Congrats To Agents For Rankings

SOCIAL MEDIA COVER PHOTOS

Facebook, LinkedIn, and Realtor.com options available.

DOOR HANGERS

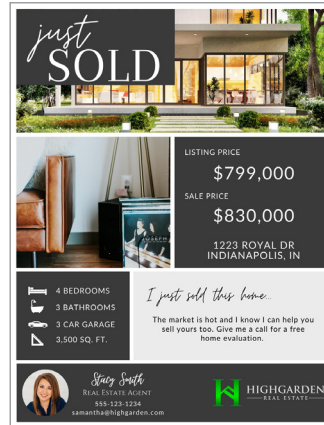
- Your Neighbor, Your REALTOR®
- Buying or Selling?
- Vendor List

NEWSLETTER

One template is available for you to edit and make it your own!

BUSINESS CARDS

Choose from 9 business card templates and order them through Xpressdocs. You can access these through [TheAgentLocker.com](https://www.theagentlocker.com) under the business card section under Marketing Resources.



FLYERS

- Just Listed
- Open House
- Pending Sale
- For Sale
- Just Sold
- Home Feature
- How To Get Your Offer Accepted
- Real Estate 101
- Buying & Selling Process
- Homestead Exemptions
- Closing Your Home
- Central Indy Utility Guide
- Important Public Service Contacts
- Agent Bio Sheets
- Vendor Sheet
- Housing Snapshots

LARGE & SMALL POSTCARDS

- Market Stat
- Market Update
- Just Listed
- Just Sold
- COVID-19

SIGNAGE

- 30x24 Vertical Signs
- 24x18 Vertical Signs
- 20x30 Horizontal Signs
- 18x24 Horizontal Signs



NEED ASSISTANCE WITH THE TEMPLATES?

Scan the code below for direct access to the HRE Canva templates.

Still need assistance? Reach out to the Marketing Department; we can help or teach you how to use them!

marketing@highgarden.com

