

(this sample is intended as an example only, all plans are designed to property and owner specific criteria)

Marketing Plan

Designed for: _____

Date: _____

I. Executive Summary

- A. Rationale for the Marketing Plan
- B. General Description of the community, including amenities and services available.
- C. Proposed target market

II. Market Analysis

- A. Result of market research
- B. Evaluation of market supply and demand
- C. Strengths and weaknesses
 - i. Of the property
 - ii. Of your company
- D. Competitor's strengths and weaknesses
- E. An evaluation of how your amenities and services match market needs.

III. Resident Profile and General Research

- A. Focus Groups
- B. Description of Target Market
 - i. Characteristics (traditional demographics: income, etc.)
 - ii. Needs, wants, desires (psychographics)
- C. Resident Survey

IV. Goals

- A. Total Rentals Needed
- B. Pre-Leasing Intents (notices)
- C. Total Traffic Generated
- D. Closing Ratios
- E. Market Ready Units

- F. Renewals
- G. Service Requests
- H. Resident Screening Criteria

V. Strategies and Objectives

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 - A. Rentals Needed
 - B. Pre-leasing intents monthly percentage
 - C. Total traffic generated
 - D. Closing Ratios
 - E. Market Ready Units
 - F. Renewals
 - G. Service Requests
 - H. Resident Screening Criteria
 - I. Supporting Data
 - 1. Action Plan
 - 2. Implementation Schedules

VI. Advertising

- A. Apartment Publications
- B. Drive By Signage
- C. Radio
- D. Outdoor advertising
- E. Newspaper
- F. Internet
- G. Magazine
- H. Collateral Pieces.

VII. Promotion

- A. Realtor Referrals
- B. Resident Referrals
- C. Rental Concession
- D. Resident retention
- E. Sales / team building
- F. Other

VIII. Public Relations

- A. Community Involvement
- B. Press Releases

IX. Summary

- A. Evaluation of efforts
- B. Results
- C. Greatest accomplishments
- D. Newly defined challenges
- E. Recommendations for Change
- F. Next Steps

This sample provided by

