

# WEBSITE MARKETING PLAN



*May Morning at S1244 Lost Oaks Ct*

## **Plan for Robert Schick, S1244 Lost Oaks Ct**

*prepared by Bob Schick,  
Kimball Realtors, LLC*

The plan will be divided into several facets for marketing the home:

- Concentration on posting both HD pictures and videos on [www.wisdellshome.com](http://www.wisdellshome.com)
- Emphasis of videos will be on what are the views from the windows of the home
- Short videos will be posted that deal with unique features of the home narrated by both owner and myself
- Post Cards, 4"x6", will be created and sent to key community members and local business HR personnel
- When Appropriate: Drone Pictures and Videos authorized by the home owner and the property can support drone work with no conflicts

## **Pictures of Inside the Home: Pictures will be Divided Into Categories**

- Common Living Spaces: Kitchen, Great Room, Media Room, Finished Basement
- Bedrooms, Bathrooms, Closets
- Laundry Area

- Storage Areas to Include the Garage

## **Close Up Pictures of Mechanical/ Electronic Areas**

- Internet/WiFi Equipment
- Heating and Cooling Equipment
- Water Heating and Conditioning Equipment

## **Energy Efficient Devices and Equipment**

- Windows, Insulation
- Energy saving devices: On-Demand Hot Water, Solar Panels, Digital Thermostat

## **Unique Features Designed Into the Home**

- EX: Light and power outlets in every closet
- Garage: 600lb lift, 240v outlet
- Unique storage bins
- EX: Epoxy floor

## **Videos Taken Outside Your Windows – “Homes with A View”**

- Hard to describe, easy to show: Click [Here](#) for an
- example of a current home on my website
- Possible “WoW” Factor Home Click [Here](#)

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## Short Narrated Videos

- Short videos of 3 or 4 key features of the home: EX: Demand Hot Water Heater, Special Equipment area for Audio/Video, Heated Garage Floor, Sensor in Drive Way to Indicate Someone is Here
- Finally, Imbedded audio file on intent of home owners design of home or intent of upgrades made to the home

To do all these pictures and videos the normal listing will generally take two pages on the website:

[www.wisdellshomes.com](http://www.wisdellshomes.com)

## Post Cards

A 4"x 6" post card will be created that will highlight, through pictures and verbiage, the great features of the home. Emphasis will be on "high -end" properties and communities", and stunning views of nature outside the windows.

**INTENT: GET POTENTIAL VIEWERS TO GO TO THE SITE**

## Targets for the Post Cards

- Home and Property owners in the local area that would have potential clients as friends in other communities – Milwaukee, Chicago, Madison, Minneapolis
- Send to HR sections of factories, large businesses, school districts, etc. EX: Fire departments

- Mail these out first time in envelopes with letter

## FINAL COMMENT

This is an aggressive approach to create a multi-sensory approach through a website. There is a lot of time spent creating these pages for selling your home but in today's world, being audio/visual must occur. Now for the

# KICKER

## SPRING 2016

I will be qualified through the FAA to legally take and post videos and pictures for the purpose of selling homes and business in the area via:

*DJI Phantom 3 Professional Drone*

Picture taken of the Wisconsin Dells Area above my home



DJI Phantom 3 Drone Picture by bob

**Homes for Sale by Kimball Realtors, Bob Schick**  
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