

Digital Marketing Plan for

CrowdedOpenHouse.com

Mililend.com

December, 2017



mililend.com

Business Objective

Collecting leads from home buyers and sellers.

Marketing objectives

Promote our services for people who may be interested.

Advertising while keeping a low CPL.

Establishing an online community on Facebook.

Providing *on point* customer service for them.

Mainstays

Content

Effective organic and paid content to promote our services and connect with the audience.



Targeting

Identifying the right audiences to sell our services and deliver them the right way on the right time.



Community Management

Being present on facebook for any doubts or comments our future clients could have.



Data Analysis

Perform evaluation and optimization of our campaigns.



Content

December, 2017



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ABOUT US
Explain and promote services
Meet the team
News / media / reviews
Satisfied customers

ABOUT HOMES
For sale
News / regulations
Hot right now

FUNNY
Funny industry facts

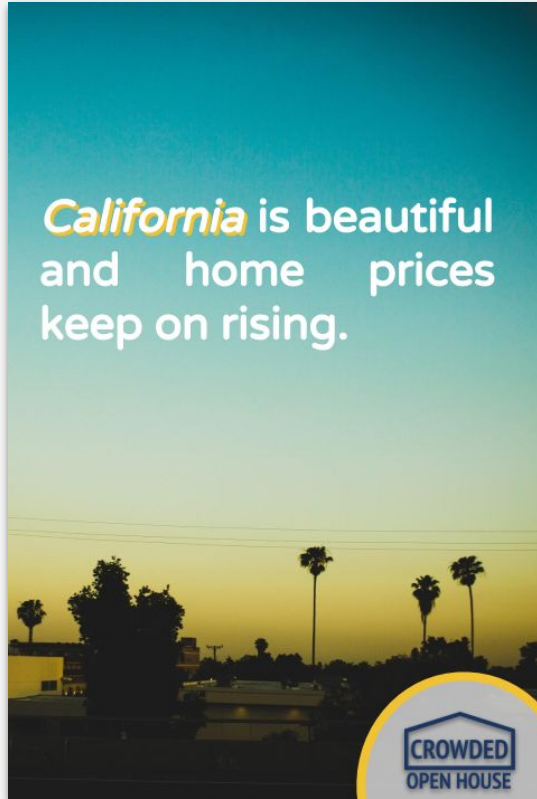


AWARENESS
Introducing COH and mililend

CONSIDERATION
Free evaluation report
Why buy with COH
Apply now for ML

LEADS
I'm buying
I'm selling

IMAGE



POST

Find out what #CrowdedOpenHouse can do for you. (link)

DATE AND TIME

Dec 5th, 4:30 pm

ABOUT US

Explain and promote services

IMAGE



POST

In #CrowdedOpenHouse, these are a few of our favorite things.

DATE AND TIME

Dec 6th, 11:30 am

ABOUT US

Explain and promote services



POST

That sounds right. #CrowdedOpenHouse

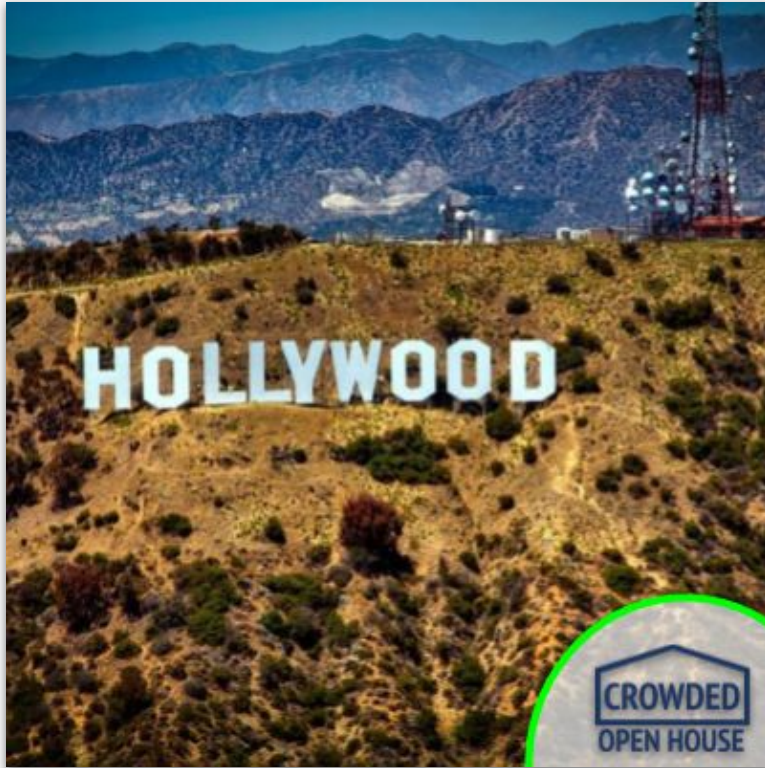
DATE AND TIME

Dec 7th, 7:30 pm

ABOUT US

News / media / reviews

IMAGE



POST

The Hollywood sign originally read “Hollywoodland” and was constructed in 1923 as a publicity stunt to sell real estate.
#FunFact

DATE AND TIME

Dec 8th, 9:00 pm

FUNNY

Fun industry facts.

IMAGE



POST

You work with us, you work with the best. Say hi to the team.

DATE AND TIME

Dec 9th, 11:30 am

ABOUT US

Meet the team

IMAGE



POST

'How we list your house' by Crowded Open House. ;)

DATE AND TIME

Dec 10th, 11:30 am

ABOUT US

Explain and promote services

IMAGE



Neighborhood Spotlight: Working-class Florence is an affordable rung on the American-dream ladder

Florence is this week's Neighborhood Spotlight.

LATIMES.COM

POST

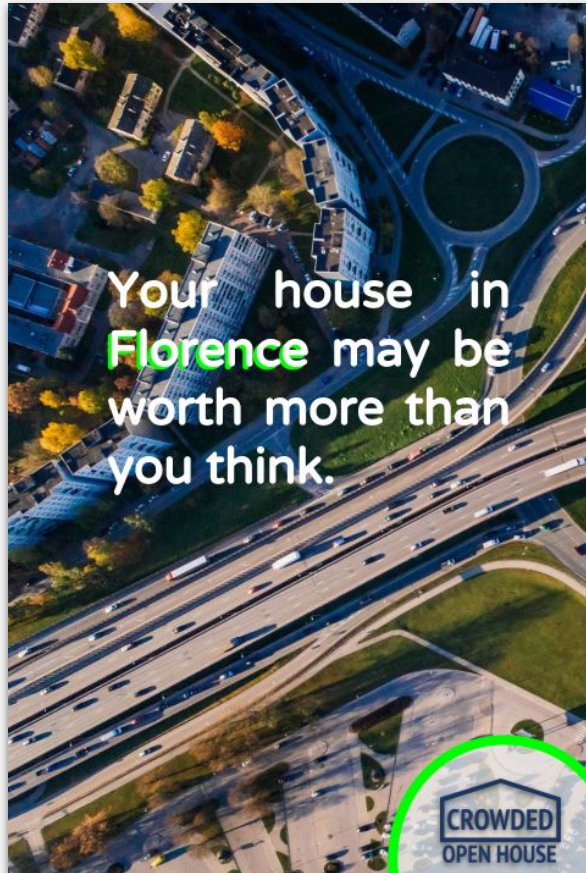
Good times to buy in Florence (L.A.) 🔥

DATE AND TIME

December 11th, 8 am

ABOUT HOMES

Hot right now



POST

Find out how much with our free evaluation report.
(<http://crowdedopenhouse.com/index.html>)

TARGETING

Zip codes within Florence, LA.

CONSIDERATION

Sellers



POST

Thinking of buying? Team with us and cash-back 50% of seller commission.

TARGETING

Likely to move, first home buyers.

LEADS

Buyers.

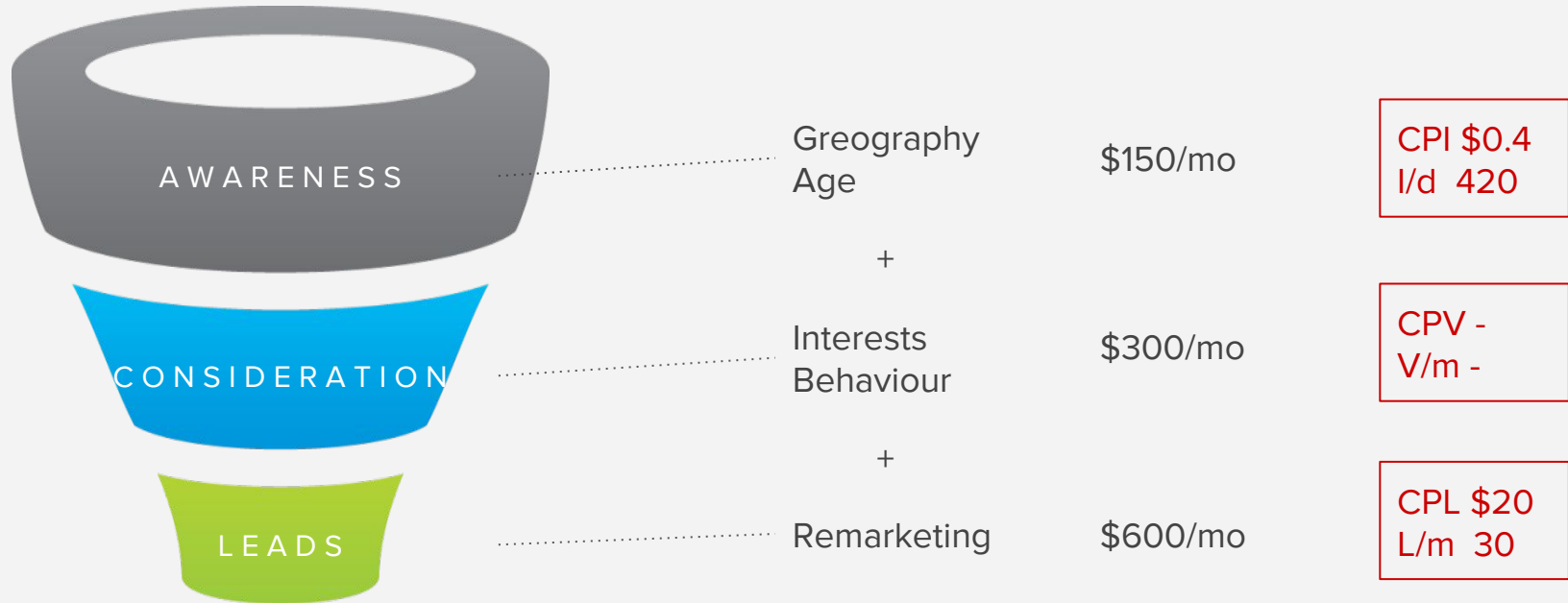
Targeting & Budget

December, 2017



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Targeting for funnel purposes



Variables

Geography

Age

Interests

Behaviour

Remarketing

State Cities / towns Zip codes	21 - 65+ Specific groups	Quicken loans Loan depot Movement mortgage Openlistings Home bay Redsin	Likely to move First home buyers Mortgage professionals	COH database ML database
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Community Management

December, 2017



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“Customer service is an attitude,
not a department.



1.5/5

90 minutes / day
5 days / week

>24

Response within 24
hours of first contact

FAQ

Tracking FAQ and
best way to respond

Data Analysis

December, 2017



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Monthly Reporting will go through

Best performing posts (organic and paid).

Tracking of CPL, CPI, CPV.

Tracking of people reached.

Learnings and upgrades.



;)



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