



Marketing Checklist for Agents

- Keep yourself organized and come prepared with a solid plan. [The Habit Nest Planner on the ROGNJ Store will help keep you on track.](#)
- Make sure you check your email and text messages for any Realty One Group updates. There are new resources/updates constantly available for you and to help you.
- Make sure you are completely onboarded and set up all your applications on One Login.
- Make sure you have your business cards printed.
- Make sure your zone is up to date with your information and recent head shot so you show up on the online roster
- Make sure your websites are saved and up to date. If you are on
- Watch all the [marketing videos](#) and attend any future classes on the [ROGNJ Agent Portal](#) to learn more about marketing yourself.
- Make sure you are taking advantage of [all the tools available by ROGNJ.](#)
- Sign up for Farming services like [RSP Farming](#) which ROGLegend gets special rates for.
- Make sure you are visible online. Doing a Social media audit and google yourself and make sure all your information is up to date online.
- Aside from posting on social media on a regular basis it is important to create a Google my business profile! This will ensure that you're visible on Google search results and do utilize their posting features. You can post listings, updates and news.
- Buy lawn signs and other promotional items from the [ROGNJ store](#)! You need listed signs and open house signs.
- Do your open houses! Open houses are very important for an agent to network and showcase their new listings. Even if you don't currently have any listings it can be very beneficial for an agent to shadow one for another agent for networking purposes. Agents that do or attend open houses have greater success in getting offers for their listings.

Using Google to increase your website traffic

- Create a listing on Google My Business! Use the address of your brokerage. This is important for being found on Google.
- Post on your google my business page and include listings, backlinks to pages on your website. Google my business posts last for 7 days then you have to post again. Posting your listings and business updates every week on Google will increase your website traffic.



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More Marketing Ideas:

- Build a blog on your website
- Create a Home Buyers Guide branded to you for new home buyers
- Develop email marketing campaigns.
- Employ virtual staging.
- Try experiential marketing.
- Partner with local businesses.
- Run paid Instagram promotion.
- Use drone photography.
- Ask for referrals.
- Make your own videos.
- Co-host a webinar.
- Collect and display testimonials.
- Leverage traditional advertising media.
- Actively leverage social media profiles.
- Maintain an email newsletter.
- Film video walkthroughs.
- Invest in branded swag.

Marketing Resources:

<https://www.realtyonegroupnj.com/marketing-training-resources>