THE LISTING LAUNCH KIT

Plan the story. Organize the campaign.
Show your seller the strategy.

MEET YOUR MARKETING PARTNER

STRATEGY BUILT AROUND MEASURABLE ACTION.

Hi! I'm Jennifer, Founder of 1330 Creative. For approximately 20 years, I've helped businesses turn marketing activity into measurable opportunities through strategy, websites, paid advertising and analytics. I am excited for the chance to meet you!

(307)296-8585
jennifer@1330creativellc.com

WHAT CLIENTS SAY

We've worked with several marketing firms, but 1330 Creative has been the best by far. Jennifer truly understands our business and delivers real results. She's responsive, professional, and makes our brand shine. Highly recommend! - Britni

Marketing is the game changer in any business! Jennifer and her team at 1330 Creative are very knowledgeable and passionate about what they do. I highly recommend them to anyone looking to grow their business! - Travis

I have worked with 1330 on multiple occasions, and they consistently exceed my expectations with their outstanding service and attention to detail. Their team is professional, responsive, and always open to feedback, ensuring a customized approach that meets my needs. -Christina

TURN ONE LISTING INTO A CAMPAIGN

This kit will help you organize the marketing strategy around one active or upcoming listing.

By the end, you will have:

- A clear property story
- A timely campaign angle
- An organized collection of marketing assets
- A plan for the property landing page
- A specific response opportunity for interested buyers
- A follow-up plan
- A seller-facing reporting structure
- A 14-day launch calendar

Use a real property as you complete each section. Specific answers will give you a stronger campaign than general marketing ideas.

This workbook supports campaign planning. It does not replace brokerage approval, legal guidance, lending advice, Fair Housing compliance, or current advertising-platform requirements.

START WITH THE PROPERTY

Complete this page before developing the campaign.

Property address:

Listing price:

Property type:

Listing date:

Campaign launch date:

Important campaign date or deadline:

Primary campaign objective:
□ Introduce a new listing
□ Promote an open house
□ Generate showing requests
□ Support a price improvement
□ Renew attention around an existing listing
□ Capture interested buyer inquiries
□ Provide measurable activity to the seller
□ Other: _____

The single most important result this campaign should influence:

BUILD FROM WHAT CAN BE VERIFIED

Strong campaigns begin with accurate property information.

Bedrooms: _____
Bathrooms: _____
Square footage: _____
Lot size: _____
Year built: _____

Garage, parking, shop, or storage details:

Recent improvements or updates:

Notable interior features:

Notable exterior features:

Location conveniences that can be described factually:

Restrictions, permitted uses, disclosures, or conditions that affect the marketing:

WHAT MAKES THIS HOME WORTH EXPLORING?

Look beyond the standard feature list. Identify the details that create convenience, flexibility, enjoyment, or opportunity.

Which feature would be hardest to replace in another property?

Which space offers more flexibility than its name suggests?

What could make daily life easier at this property?

Which improvement deserves more attention than it usually receives?

What can someone experience here that photographs alone may not communicate?

What questions are prospective buyers likely to ask?

CHOOSE THE CAMPAIGN'S CENTRAL IDEA

A campaign angle gives the property a specific reason to be noticed now.

Select the strongest angle:
□ New to market: The listing has just become available.
□ Open-house invitation: A scheduled event creates a timely reason to visit.
□ Distinctive property feature: An uncommon, verifiable detail leads the story.
□ Price improvement: A meaningful change creates a new reason to reconsider the home.
□ Property update: New photography, improvements, or information refreshes the story.
□ Renewed discovery: An overlooked listing receives a clearer message and fresh distribution.

Why is this the strongest angle for this property?

What truthful reason does someone have to explore the property now?

PUT THE PROPERTY STORY INTO WORDS

Central campaign idea:

Primary property feature:

The useful meaning behind that feature:

Supporting details:

Primary reason to act now:

Complete the campaign statement:
This campaign will introduce _____ by leading with _____ and inviting interested prospects to _____.

Headline starter: A _____ home with _____.

Supporting sentence: Explore _____, including _____.

Keep every statement accurate, supportable, and approved by the appropriate brokerage contact.

MAKE SURE THE STORY IS STRONG ENOUGH

Score each statement from 1 to 5.

Question	Score
The angle is specific to this property.	_____/5
The message is supported by verifiable details.	_____/5
The campaign gives someone a reason to look closer.	_____/5
The story can be communicated quickly in an advertisement.	_____/5
The landing page can expand the same idea.	_____/5
The call to action fits the interest created by the message.	_____/5
The angle complies with Fair Housing and brokerage requirements.	_____/5

Total: _____ / 35

Decision

- 29–35: The angle is ready for production.
- 22–28: Strengthen the supporting details or reason to act.
- 21 or below: Revisit the property story before creating advertisements.

What needs improvement?

GIVE THE PROPERTY A FOCUSED DESTINATION

Details to include

□ Price and listing status
□ Bedrooms, bathrooms, and square footage
□ Property description
□ Image gallery
□ Floor plan, when available
□ Video, when available
□ Location details described factually
□ Open-house information
□ Showing request
□ Agent and brokerage information
□ Required disclosures
□ Privacy and consent language
□ Call to action

Common questions to answer

1.
2.
3.
4.
5.
6.
7.
8.

Remove unnecessary distractions

□ Competing property suggestions
□ Page navigation
□ Multiple calls to action
□ Third-party agent advertisements
□ Information that does not support the property

MATCH THE NEXT STEP TO BUYER READINESS

Choose one primary action for the campaign.

Campaign situation	**Suggested action**
New listing discovery	View complete property details
Open house	Receive event details or save your spot
Strong property interest	Schedule a private showing
Distinctive or complex feature	Ask a question about the property
Early-stage interest	Receive updates about this property
Relocation interest	Request area and property information

Selected primary action:

What will the visitor receive?

What information must the visitor provide?
□ First name □ Last name □ Email □ Mobile number □ Preferred showing time

What happens immediately after submission?

Who is responsible for the personal response?

GATHER EVERYTHING BEFORE PRODUCTION

Property assets

- ◻ Exterior hero image
- ◻ Front entry
- ◻ Main living space
- ◻ Kitchen
- ◻ Primary bedroom
- ◻ Bathrooms
- ◻ Flexible or distinctive spaces
- ◻ Garage, shop, or storage
- ◻ Yard, acreage, patio, or outdoor features
- ◻ Views and surroundings
- ◻ Detail photographs
- ◻ Floor plan
- ◻ Property video
- ◻ Vertical video clips
- ◻ MLS description and verified facts

Agent and brokerage assets

- ◻ Agent headshot
- ◻ Agent contact information
- ◻ Brokerage logo
- ◻ Required licensing information
- ◻ Equal Housing Opportunity logo or language, when required
- ◻ Brokerage advertising approval
- ◻ Seller approval, when required

Campaign access

- ◻ Landing page access
- ◻ Meta business asset access
- ◻ Lead notification destination
- ◻ Analytics and tracking access
- ◻ Approved budget
- ◻ Approved campaign dates

DECIDE WHAT SHOULD BE MEASURED

Campaign delivery
□ Advertising spend
□ Reach
□ Impressions
□ Frequency

Interest
□ Link clicks
□ Landing-page sessions
□ Engaged visits
□ Video activity

Meaningful actions
□ Property-detail requests
□ Open-house registrations
□ Questions submitted
□ Showing requests
□ Phone calls
□ Other:

Campaign outcomes
□ Qualified conversations
□ Showings connected to the campaign
□ Open-house attendance connected to the campaign
□ Follow-up opportunities
□ Seller decisions influenced by campaign information

Where will campaign data be recorded?

PREPARE FOLLOW-UP BEFORE LEADS ARRIVE

Lead notification recipient:

Target response time during business hours:

Information delivered automatically:

First personal follow-up question:

Property details the agent should have available:

Lead-response checklist
□ Acknowledge the specific property or offer
□ Deliver the promised information
□ Answer the prospect's immediate question
□ Ask one relevant next-step question
□ Record the source and campaign
□ Document the outcome
□ Obtain proper consent before sending ongoing marketing

If the property is not a fit
What useful next step can be offered without assuming the prospect wants ongoing representation?

GIVE INTERESTED VISITORS ANOTHER REASON TO RETURN

Message options

□ Highlight a different feature
□ Answer a common property question
□ Announce an open house
□ Share a new image or video
□ Communicate an accurate status update
□ Present a clearer invitation to request information

The first advertisement leads with:

The follow-up message will introduce:

Reason this adds useful information:

Updated call to action:

Retargeting availability and configuration depend on current platform rules, campaign category, consent, and audience size.

ONE PROPERTY. ONE CONNECTED PLAN.

Property:
Primary objective:
Campaign angle:
Central property story:

Primary image:
Advertising message:

Landing-page headline:

Primary call to action:

Follow-up owner and response target:

Primary measurements:

Seller reporting date:

Approvals required:

IS THE LISTING READY TO LAUNCH?

□ The property facts have been verified.

□ The campaign has one primary objective.
□ The property story is specific and supportable.
□ The angle provides a truthful reason to look now.
□ The primary image proves the campaign idea.
□ The landing page is organized around the property.
□ The call to action fits the expected level of interest.
□ Lead delivery and personal follow-up are ready.
□ Tracking can capture meaningful activity.
□ Seller reporting has been scheduled.
□ Brokerage and seller approvals are complete.
□ Fair Housing and platform requirements have been reviewed.

Your result

- 10–12 checks: Ready for final production and launch review.
- 7–9 checks: Complete the missing campaign foundation first.
- 6 or fewer: The campaign needs more preparation before money is spent.

Items still needed:

PROPERTY CAMPAIGN SUMMARY

Property:
Campaign dates:
Campaign objective:

Measurable activity
Advertising spend:
Reach:
Impressions:
Landing-page sessions:
Meaningful actions:
Qualified conversations:
Showing or event activity connected to the campaign:

Message or asset producing the strongest response:

What the activity may indicate:

Recommended next action:

Advertising activity should not be presented as the sole cause of a sale unless that claim can be established accurately.

MAKE THE MARKETING VISIBLE

Subject: Marketing update for [Property Address]

Hi [Seller Name],

Here is the latest campaign update for your property.

From [Start Date] through [End Date], the advertising reached [Reach] people and generated [Landing-Page Sessions] visits to the dedicated property page. We received [Meaningful Actions] meaningful actions, including [Brief Description].

The strongest response came from [Message, Feature, or Creative]. This suggests [Careful Interpretation of the Activity].

Our next step is [Recommended Action]. I'll continue monitoring the campaign and will update you again on [Date].

Please let me know if you would like to review the activity together.

[Agent Name]

Before sending
□ Confirm every number
□ Separate campaign activity from unrelated traffic
□ Avoid promising an outcome
□ Explain what the numbers mean in plain language
□ Give the seller a clear next update date

PRE-LAUNCH

Five or more days before launch

□ Confirm property facts and campaign objective
□ Complete the property story worksheet
□ Select the campaign angle
□ Gather photography and assets
□ Confirm brokerage and seller approvals
□ Organize landing-page content
□ Select the primary call to action
□ Prepare lead routing and follow-up
□ Confirm tracking
□ Approve advertising budget and dates

Final pre-launch review

□ Property information is accurate
□ Required disclosures appear
□ Forms and links work
□ Mobile presentation is clean
□ Notifications reach the correct person
□ The campaign message matches the landing page
□ Personal follow-up is ready
Planned launch date: _____

LIVE CAMPAIGN

Days 1–3: Verify

□ Confirm advertising delivery
□ Test the complete response path
□ Verify tracking and notifications
□ Review initial comments and questions
□ Confirm spending pace

Days 4–7: Evaluate

□ Review advertising response
□ Check landing-page activity
□ Compare creative and message performance
□ Review inquiry quality
□ Address any response delays
□ Adjust only when the available data supports a change

Days 8–14: Strengthen and report

□ Continue approved optimization
□ Add a relevant follow-up message when appropriate
□ Review retargeting eligibility
□ Document meaningful activity
□ Prepare the seller update
□ Identify the next campaign decision

Seller update date:

REAL CAMPAIGN RESULTS

ONE LISTING. 175 LANDING-PAGE SESSIONS. CONTINGENT IN 6 DAYS.

A dedicated property campaign gave 945 Avenue K measurable exposure beyond the MLS.

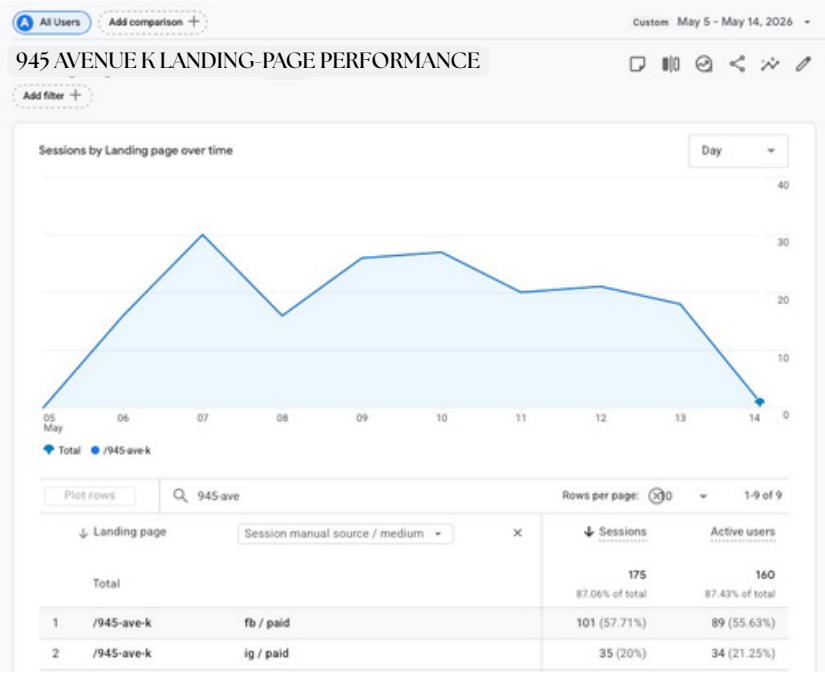
945 AVENUE K

PROPERTY CAMPAIGN TIMELINE

APRIL 29
Listed for sale

MAY 5
Dedicated Campaign Launched

MAY 11
Property went Contingent



6 DAYS

FROM CAMPAIGN LAUNCH TO CONTINGENT

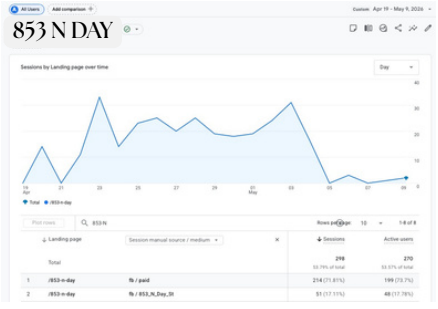
5/11/2026	Contingent
Source: NWBOR #10032288 Report	
4/29/2026	Listed for sale
Source: NWBOR #10032288 Report	

175
LANDING-PAGE SESSIONS

160
ACTIVE USERS

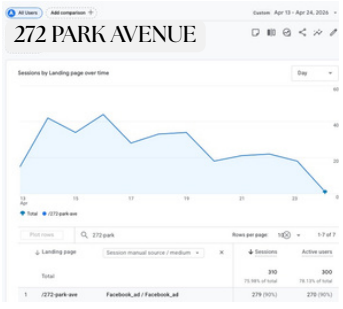
78%
TRAFFIC FROM PAID SOCIAL

MORE MEASURABLE PROPERTY ATTENTION



298
LANDING-PAGE SESSIONS

~89%
TRAFFIC FROM PAID SOCIAL



310
LANDING-PAGE SESSIONS

90%
TRAFFIC FROM PAID SOCIAL

MARKET STATS FROM REALTOR.COM

Metric	Citywide	1Y Change	3Y Change
Median listing $	$489,500	-2.84%	-12.91%
Median sold $	$391,531	7.75%	18.43%
$ per sq ft	$255/sq ft	1.88%	14.53%
Active listings	116	-22.39%	8.33%
Median days on market	65 days	-7.69%	-15.49%
Rental properties	7	-28.57%	-16.67%
Median rent	$1,200/mo	37.14%	50%

Advertising contributed measurable visibility and traffic. Campaign performance cannot be credited as the sole cause of a sale. Wyoming is a nondisclosure state, so certain transaction details are not publicly available.

YOUR FIRST CAMPAIGN OFFER

LET ME MARKET YOUR NEXT LISTING.

YOUR FIRST LISTING CAMPAIGN

50% OFF

~~$1349~~

AD SPEND INCLUDED

Your first campaign only $675

WHAT'S INCLUDED

- A dedicated, mobile-friendly property landing page
- Campaign strategy built around the home's strongest selling points
- Facebook and Instagram advertising
- Advertising creative and copy
- Tracking and attribution
- Seller-ready performance reporting
- Campaign ad spend

Use the campaign to create measurable attention around the property, give interested buyers a clear way to respond, and show your seller exactly how their home is being marketed.

This introductory price is available for your first listing campaign with 1330 Creative.

CLICK HERE TO LET US DO IT FOR YOU!

No contract. No ongoing commitment.