



# Marketing Strategy

Presented by



# TRADITIONAL PROMOTIONS



Networking/  
Caravans



# Internet & Social Media

WWW.NICOLEJAMES.COM

www.ncHomesandDreams.com



Viral  
Marketing



DREAM ACHIEVE ENJOY

# TRADITIONAL PROMOTIONS

- **Nicole James Real Estate Group, Inc**

- Personal Attention with full service support

- **Marketing flyers**

- Creative & unique flyers are created and widely distributed

- **Email broadcasts**

- Information of your listing is sent out through email broadcasts to local realtors & prospective buyers

- **Printed media**

- When deemed necessary, advertisements will be submitted to local printed media

- **For sale sign**

- Quality looking 'for sale' signs

Living in Youngstown, OH  
132 Sunset Drive

Youngstown, OH

A Truly Spectacular Time to Buy! Youngstown, OH offers a lot of inspiration with the best of both worlds. From top-notch schools to this distinctive floor (square footage not included). GREAT for a family that wants a in scenery or first time home buyer. Come and experience peaceful living at its best!

Tiffany N. Richardson • Bedrooms  
Broker • 2.5 Baths  
919-232-1234 • 1,408 sq ft  
tiffany@nicolejames.com • www.njHomesandDreams.com  
919-359-2503

NJ  
NICOLE JAMES REAL ESTATE GROUP  
DREAM • ACHIEVE • ENJOY

Make an offer today.

All information presented is preliminary. Subject to verification.

# Internet & Social Media

- Exposure is KEY
  - More than 90% of potential buyers use the Internet when purchasing a home
- Market utilizing the latest internet tools
- MLS (Triangle and/or Triad)
- Realtor.com, Trulia.com, Zillow.com
- Dozens of subsidiary web services
- Facebook & Twitter
- [www.nicolejames.com](http://www.nicolejames.com) – Featured listings

NICOLE JAMES REAL ESTATE GROUP

Welcome to Nicole James Real Estate Group

Thank you homeowners, investors, and property seekers for visiting. Nicole James Real Estate Group is a full service real estate firm serving the Raleigh-Durham, Triangle and all surrounding areas of North Carolina.

Whether it's buying or selling a home, securing commercial office space or locating investment property, we will walk you through every step of the process, ensuring that no stone is left unturned.

We at Nicole James are committed to making your real estate investments as successful as possible. Put our knowledge & experience to work for you. Contact us today!

FOR  
SALE  
SOLD

# Networking/ Caravans

- **Open Houses**

- If necessary, open houses will be set up by our listing support agent

- **Property Caravans**

- Coordinated tours for local realtors to preview your home



# Viral Marketing

YouTube

Broadcast Yourself™

Search

Home Videos Channels Shows

Raleigh Residential

- Virtual Tours
- YouTube videos
- Craigslist postings



Thank You



[contact@nicolejames.com](mailto:contact@nicolejames.com)