

REAL ESTATE MARKETING SERVICES

Tailored marketing support for real estate professionals — designed to save you time, elevate your presence, and help you close more deals.

ABOUT MY BUSINESS

I help real estate professionals stand out with polished, results-driven marketing. From per-listing support to monthly growth packages, my services are built to save you time and bring in more qualified leads.

SERVICES AT A GLANCE

Listing Packages

- Engaging MLS descriptions
- Branded property flyers (print + digital)
- Social posts (Just Listed, Open House, Sold)
- Instagram Stories & Reels
- Email blasts
- Direct mailers

Ongoing Growth

- Monthly social media content
- Blog articles & website updates
- Newsletters
- SEO keyword tracking & reports
- Google Business Profile updates

Campaigns

- Multi-channel campaign planning
- Ad management & monitoring
- Performance tracking & reporting

Design & Templates

- Custom Canva templates
- Branded presentations & documents
- Marketing materials tailored to your brand

Explore the following pages for a closer look at each service and what's included.



WHY CLIENTS CHOOSE ME

- **Real estate-focused expertise** that showcases your listings and brand
- **Flexible, customizable** services to fit your exact needs
- **Consistent** marketing that builds visibility and attracts leads
- Direct, **personal support** you won't get from an agency



"I believe Realtors should spend more time closing deals and less time worrying about marketing — that's where I come in."

"My goal is simple: make your listings shine, keep your brand top of mind, and free your time for what matters most — your clients."

Katherine Santos

KS Marketing Studio

LISTING PACKAGES

Designed to showcase each property at its best and attract qualified buyers quickly. These packages include polished listing copy, professional marketing materials, and social content to maximize exposure.

Basic Package

\$200

Ready to List

- MLS copy polish
- Branded flyer (print + digital)
- 2 branded feed posts (IG/FB: Just Listed + Open House OR Sold)
- 1 Short-form Video (slideshow reel, photo-based with branding + music) for IG Reels, FB Reels, TikTok

Standard Package

\$350

Boost Your Listing

- MLS copy polish
- Branded flyer (print + digital)
- 2 branded feed posts (IG/FB: Just Listed + Open House OR Sold)
- 1 Short-form Video (property highlight reel: features, rooms, lifestyle) for IG Reels, FB Reels, TikTok
- Email blast OR direct mailer

Premium Package

\$600

Full Marketing Suite

- MLS copy polish
- Branded flyer (print + digital)
- 3 branded feed posts (IG/FB: Just Listed, Open House, Price Update or Sold)
- 2 Short-form Videos (slideshow reel + property highlight reel) for IG Reels, FB Reels, TikTok
- Email blast
- Precision direct mailer (targeted delivery to key neighbourhoods)
- Open House kit (sign-in sheet + handout)
- Performance report (social reach + engagement)

BRAND PACKAGES

Focused on keeping you visible and relevant in your market — not just when you have a listing, but year-round. These packages provide consistent social content, email campaigns, and optimization so your brand stays top-of-mind.

Basic Package

\$250

Stay Visible

- 2 branded feed posts per month (IG/FB)
- 1 Short-form Video (story/reel) per month for IG Reels, FB Reels, TikTok

Standard Package

\$500

Build Your Presence

- 4 branded feed posts per month (IG/FB)
- 2 Short-form Videos (stories/reels) per month for IG Reels, FB Reels, TikTok
- Monthly email newsletter template
- Basic content calendar (posting schedule + captions)

Premium Package

\$800

Become the Go-To Agent

- 6 branded feed posts per month (IG/FB)
- 4 Short-form Videos (stories/reels) per month for IG Reels, FB Reels, TikTok
- Monthly email newsletter template
- Monthly blog article or long-form LinkedIn post
- Full content calendar with scheduling support
- Monthly performance report (growth, reach, engagement)



Don't leave your marketing to chance — **Reach out and let's build your strategy together.**



SCAN ME

CAMPAIGN PACKAGES

Targeted campaigns designed to deliver measurable results — whether you're focused on generating new leads or strengthening client loyalty.

Lead Generation Campaign

\$400

Grow Your Pipeline

- 1 custom campaign (social giveaway, referral contest, list drive)
- Up to 3 branded feed posts (IG/FB)
- 1 Short-form Video for IG Reels, FB Reels, TikTok
- Landing page/form setup
- End-of-campaign report

Client Nurture Campaign

\$400

Strengthen Loyalty

- 1 custom campaign (appreciation giveaway, holiday touchpoint, anniversary, etc.)
- Up to 3 branded feed posts (IG/FB)
- 1 Short-form Video for IG Reels, FB Reels, TikTok
- 1 client-focused email
- Branded graphics + engagement tracking
- End-of-campaign report

TEMPLATE PACKAGE

One-time, customizable templates that keep your branding consistent and professional without ongoing costs.

DYI Brand Kit

\$350

Ultimate Growth Kit

- 4 Social Media Templates (Just Listed, Sold, Price Update, Market Update)
- 2 Flyers (Open House + Feature Sheet)
- 1 Email Newsletter Template
- 1 Branded Presentation Template
- Canva Brand Kit setup (fonts, colours, logos)

SEO OPTIMIZATION

Boost local visibility with monthly SEO support — blogs, Google updates, and keyword tracking that help clients find you.

Digital Growth Package

\$450

Visible & Competitive

- 2 SEO-friendly blogs/articles per month (optimized for local keywords)
- Google Business Profile updates (photos + 1 post + suggested review replies)
- Monthly keyword snapshot (3–5 key terms + recommendations)

EXTENDED SERVICES

One-time, customizable templates that keep your branding consistent and professional without ongoing costs.

Video Boost

\$90

- Short-form video beyond package limits (optimized for IG Reels, FB Reels, TikTok)

Digital Growth Package

\$350

- 1 Meta/Google campaign setup & management for 1 month

Virtual Staging

\$35

- Digitally stage rooms or remove furniture (cost per 1 photo)

CUSTOM PACKAGE

Need something more specialized? Mix and match services to create your own package — tailored to your goals and budget.

- *Quotes available upon request*

HOURLY & PART-TIME SUPPORT

Consistent daily help without hiring in-house. I provide reliable part-time and hourly support so you can have more time to stay focused on clients.

- *Availability & cost for part-time support available upon request*

Ready to elevate your marketing?

BOOK A CONSULTATION AND LET'S CREATE A PLAN TAILORED TO YOUR BUSINESS.

SERVICE TIMELINES

These timelines give you a clear idea of how long projects usually take. Every effort is made to stay on schedule, though delivery times may shift slightly depending on project scope and workload.

Service Type	Turnaround Time
Listing Packages	• Basic: 2-3 days • Standard: 3-4 days • Premium: 5 days
Brand Packages	• Basic: 2-3 days • Standard: 3-5 days • Premium: 5-7 days ◦ Reports: 1st week of month ◦ Content calendars: by 25th
Campaign Packages	• Lead Generation: 7-10 days • Client Nurture: 7-10 days
SEO Optimization	• Blogs/updates: end of month • Keyword snapshot: 1st week of month
Templates	• DIY Brand Kit: 5-7 days
Hourly/Part-Time Support	• Custom timeline, dependant on scope
Edits & Iterations	• 1 round included (within 2 days)
Rush Requests	• Service delivery within 24 hrs (+25% fee)

Timelines are typical but may vary slightly based on project scope and workload.

BUNDLE & SAVE



*Bundle or subscribe
monthly and save!*

**REACH OUT TO FIND
OUT MORE.**

