muvin
eXp UK

Driven. Connected. Proud.

Office 25 Bell Street, Sawbridgeworth
Hertfordshire, CM21 9AR
01279 600567 · muvin.co.uk

YOUR MARKETING PLAN

The Muvin *4-Week* Marketing Cycle

How we take your home to market and drive the right result

A clear, four-week plan with regular review points, so we can react quickly and keep momentum.

WEEK 1

PREPARE & GO TO MARKET

Getting your home ready to launch

- The best photography and media are complete, so your home is ready to take to market.
- Off-market first: we match your home to our active buyer database.
- We launch the social media campaign. Where a paid campaign is included in the media fee, this runs as a paid, targeted campaign.

WEEK 2

LAUNCH

Live on the major portals

- We launch to the portals: Rightmove, Zoopla and OnTheMarket.
- We chase the database matches.
- We review the social campaign.

WEEK 3

REVIEW & REFINE

Reading the numbers

- We review the first week's Rightmove report and stats.
- If it is lower, we review the advert (photo order, headline and description) and make any changes needed.

KEY MEASURE · CLICK-THROUGH RATE **10%** or higher

WEEK 4

ASSESS & ADJUST

Keeping momentum

- We review the numbers again from the portals, plus feedback from virtual and full viewings.

PRICE STEP

If the click-through rate is the same or dipping, we move to the **price improvement strategy**. If the home is not yet at its sale-ready launch price, we adjust it to the **sale-ready price**.