

Lisa Duncan

Growth Strategist · AI Marketing Operator · Real Estate Specialist

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I help real estate agents, teams, and brokerages build the marketing infrastructure they need to attract clients, grow their brand, and close more business — without hiring a full in-house team. Here's what I do.

SERVICES

01 Listing & Property Marketing · *Every listing gets a full launch*

- Just-listed marketing packages — social posts, email blasts, and digital flyers
- Single property websites and landing pages for high-end listings
- Open house promotion across email, social, and digital — including post-event follow-up
- Virtual tour coordination and property video promotion
- Coming-soon and just-sold campaigns to maximize market presence

02 Agent Brand & Social Media · *Build authority and stay top of mind*

- Personal brand strategy and messaging tailored to your market and clientele
- Monthly content calendars for Instagram, Facebook, and LinkedIn
- Post copywriting — listings, market stats, testimonials, and community highlights
- Branded template creation agents can reuse independently
- Google Business Profile setup, optimization, and ongoing management
- Social proof campaigns — review collection and testimonial graphics

03 Email Marketing & Newsletters · *Stay in front of your database*

- Monthly market update newsletters for sphere and past clients
- Just-listed and just-sold email blasts
- Buyer and seller education email series
- Seasonal campaigns — spring selling season, holidays, neighborhood guides
- List segmentation and deliverability optimization
- Email template library so agents send polished emails in seconds

04 CRM & Follow-Up Systems · *Nurture leads without lifting a finger*

- CRM setup, migration, and cleanup across major platforms
- Contact segmentation by buyer, seller, past client, investor, and lead source
- Automated drip campaigns for new leads by source — social, open house, sign calls
- Long-term nurture sequences for 6–12 month buyers and sellers
- Speed-to-lead automation — new inquiries get a response in under 60 seconds
- Past client systems — anniversaries, check-ins, re-engagement campaigns

05 Website Design & SEO · *A digital presence that converts*

- Website builds and updates optimized for local real estate search
- IDX integration and property search setup
- Landing pages for home valuations, buyer guides, and open house registrations
- Blog content strategy and writing for organic traffic growth
- Website analytics setup and monthly performance reporting

06 AI-Powered Content & Automation · *Scale output without scaling overhead*

- AI-generated listing descriptions from photos and MLS data
- Custom prompt libraries built for real estate workflows — in your voice
- AI content systems for social captions, email copy, and market summaries at scale
- Workflow automation connecting your tools — CRM, email, social, and more
- AI chatbot setup for agent websites to capture and qualify leads 24/7
- Content repurposing systems — one piece of content turned into posts, emails, and video scripts

07 Marketing Operations & Reporting · *Strategy, systems, and accountability*

- Full marketing calendar management — what goes out, when, and on which channel
- Marketing asset library organization — photos, videos, templates, and brand files
- SOPs and process documentation so systems run without the agent
- Campaign performance reporting — lead source, cost per lead, and pipeline conversion
- Tech stack audit — which tools you actually need versus what's wasting budget
- Vendor coordination — photographers, videographers, stagers, and designers

HOW I WORK

Project-Based • One-time engagements for website builds, listing launches, CRM setup, or audits.

Monthly Retainer • Ongoing content creation, social media management, email marketing, and system maintenance.

Fractional Lead • Part-time embedded marketing leadership for growing teams and brokerages.

Let's talk about what your business needs. realestate-growth.com • (949) 690-5270 • ldunc2@gmail.com