

OPEN PLACES OPEN SPACES



A MULTI-CHANNEL
MARKETING
CAMPAIGN
DESIGNED TO
REACH AN
AUDIENCE
CONSIDERING A
MOVE TO RURAL
COMMUNITIES.

40%
of
U.S. adults
living in
urban areas
are planning
a move away
from
populated
areas and
toward rural
areas.



Skyrocketing rents and changes in the labor market have refocused the country's youngest adults on walkable towns and smaller cities where they can work from or near home.

SPACE IS MORE THAN SQUARE FOOTAGE

Life in rural America is an opportunity to belong to a community of people who take care of each other and the most vulnerable among them.

Reverse urbanization holds the potential for immense growth and change in the way we live, work and play.



Your customized **Open Places- Open Spaces** campaign will utilize social media and your website to engage customers with a blend of content showcasing your target geographic area.

Custom content includes:

- Stories about your community and the people who live there
- Photos and information on new listings
- Testimonials from clients
- Interviews with you and your staff
- Congratulations to new home buyers on closing day
- Welcome messages from local residents

Sample social media



Sample flyers and brochures

FOR SALE 3107 BRIER LANE
Farwell, MI
48622

Country Living

Spectacular lakefront home on all-sports Surrey Lake. Custom built and offering 130' frontage on the lake with seawall, this brick home offers a large great room with open living and dining. Large windows in the kitchen provide spectacular views of the water. Enjoy the large deck for outdoor entertaining and the wood-burning fireplace on cold nights!

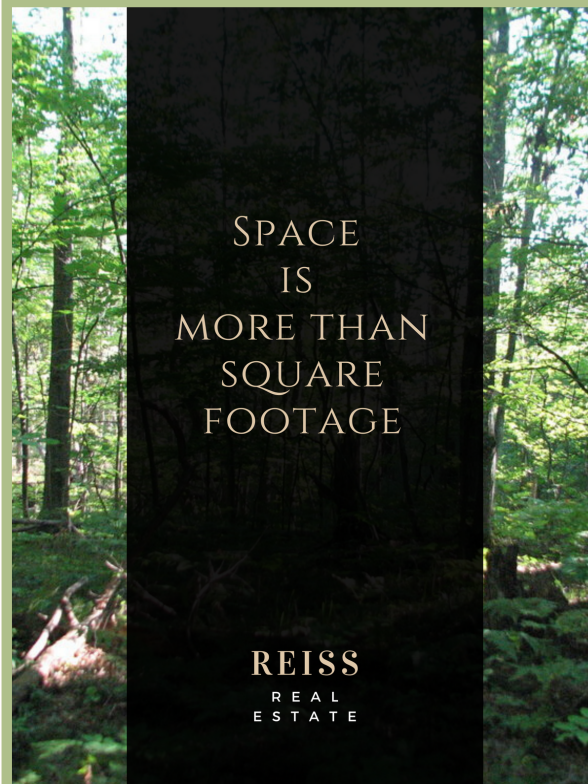
2 bedrooms/loft and shower bath on upper level, L-shape family room in lower level with walkout towards lakeside is ideal for large gatherings, storage room with washer/dryer, furnace, hot water heater.

reissrealestate.com | 989 588-9621



SPACE
IS
MORE THAN
SQUARE
FOOTAGE

REISS
REAL
ESTATE



Pricing and plans

Full package: 6 months

\$10,000

- Content generation and distribution
 - *Written stories for web and social media
 - *Video testimonials
 - *Video overview of agency
 - *Emails
 - *Graphics
 - Content calendar
 - Social media channel creation and management
 - Social media ad creation and placement (*ad spend not included*)
 - Print collateral (*printing costs not included*)
 - Email campaigns
 - Analytics
-

Pricing and plans

Client-run package

\$5,000

- Content generation
 - *Written stories for web and social media
 - *Video testimonials
 - *Video overview of agency
 - *Emails
 - *Graphics
 - Content calendar
 - Print collateral (*printing costs not included*)
 - Social media templates
 - Social media ad creation
 - Email campaigns
-

Pricing and plans

Template package

\$2,000

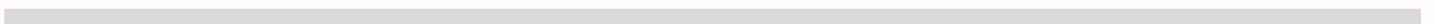
Open Places - Open Spaces custom
campaign templates

- Social media
 - Emails
 - Graphics
 - Print collateral
 - Messaging
-

Pricing and plans

Individual products and services

Social media ads	\$100/ad
Social media images	\$50/image
Email	\$100/email
Web stories	\$250/story
Blogs	\$300/blog
Print collateral	\$100/piece





HOWE COMMUNICATIONS

JENNIFER HOWE

JENNIFER@HOWEPR.COM

727.412.3789

HOWEPR.COM