

# The Fab Property Group Content Plan – Blended Sense

Monica Fabbio

<https://www.thefabpropertygroup.com>

Taylor Sherwood: [taylor@thefabpropertygroup.com](mailto:taylor@thefabpropertygroup.com)

**Brand voice and style:** Upscale, approachable but high class, hard-working, creative intelligence, concierge-level service, one-stop service for real estate and relocation.

<b>Deliverable</b>	<b>Creator</b>	<b>Timeline</b>
<b>1st Tier Plan</b>		
Neighborhood Maps	Masha Photographer	30 days
Meet the Team photoshoot	TBD	30 days
Mission Statement	Christina Videographer	30 days
5 Neighborhood 90 Min Videos	TBD	60-90 days
5 Neighborhood Long-Form Articles to be based off of vendor highlights and video companion	Christina	60 -90 days
Website Overhaul	Masha/Christina	Ongoing
Concierge Vendor Listings	Christina	Ongoing
TESLA Relocation Gift Boxes	TBD	30 days
One Stop Link Page with Forms (home inspection, etc.)	Christina	90 days
<b>2nd Tier Plan</b>		
Search Engine Optimization for Keywords (Use neighborhood listings and concierge services like flight booking, moving service, staging, etc. to develop plan) and accompanying posts	TBD	TBD
Update existing blogs and sales landing pages for higher page rank	TBD	TBD

Build out vendor listings, product listings, real estate  
listing repository and referral program

TBD

TBD