



# **Planning a Digital Marketing Agency Called Maddness Marketing**

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To obtain the Master Degree in Entrepreneurship and Innovation

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**Bragança, October, 2023**



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## **Abstract**

This thesis aims to develop a business plan for a digital marketing agency called “Maddness Marketing”, specialising in short-form content marketing and advertisements like TikTok, YouTube shorts and Instagram reels for real estate agencies. In the literature review, research will be conducted to learn more about this topic, such as the real estate market in Portugal, the impact of social media on the real estate industry in Portugal and the digital market roles in transforming the real estate marketplace in Portugal. The Madness Marketing business aims to attract more national and international clients to invest in the real estate sector in Portugal through the opportunities given by the Portuguese government, such as the Golden Visa and many more mentioned in the literature review section of this thesis paper. By following the guidelines of Madness marketing for future potential clients, we will be able to support them and enable them to make the best decisions to invest in this real estate sector as this firm will contain several benefits that can be taken as an advantage for the clients.

**Keywords:** Real Estate industry, Digital Marketing Agency, online business, social media, TikTok, YouTube Shorts and Instagram Reels.

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## **Acronyms**

SWOT - Strength Weakness Opportunity Threats

EU - European Union

R&D - Research and Development

SMART - Specific, Relevant, Measurable, Achievable and Time-bound

KPIs - Key Performance Indicators

CAC - Customer Acquisition Cost

RIO - Return on Investment

B2B - Business to Business

B2C - Business-to-Consumer

CEO - Chief Executive Officer

USA - United States of America

US – United States

USD – United States Dollar

AI – Artificial Intelligence

SEO - Search Engine Optimization

AICEP – Agency for Investment and Foreign Trade of Portugal

INE – National Statistics Institute

UK – United Kingdom

ProTech - Property Technology

GDP – Gross Domestic Product

VR – Virtual Reality

SEO – Search Engine Optimization 4P's

– Product, Price, Promotion, Place

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## **Introduction**

This thesis aims to develop a business plan for a digital marketing agency called “Maddness Marketing”, which specialises in short-form content marketing and advertisements like TikTok, YouTube shorts and Instagram reels for real estate agencies. According to Fields (2023), most consumers, exceeding 80%, rely on the internet to fulfil their needs. However, many real estate companies need help designing effective marketing strategies to increase their social media reach, influence, leads, and sales. Consequently, digital marketing agencies have become essential in providing guidance and managing campaigns to improve online visibility and sales outcomes. The emergence of short-form content platforms such as TikTok, YouTube shorts, and Instagram reels has disrupted the digital marketing landscape, as these platforms enjoy high traffic volumes and minimal competition. Thus, they present a valuable opportunity for introducing products and services to consumers. Compared to Facebook or Google ads, leveraging these short-form content platforms could be more cost-effective due to their low advertising and publishing costs and high consumer demand. However, given the novelty of these platforms, their effectiveness in producing long-term results still needs to be tested.

A business plan for Maddness Marketing must explore these further because it can help business owners navigate the complex and dynamic business environment. It provides a clear roadmap, helps secure funding, facilitates decision-making, identifies potential problems, and provides a basis for performance evaluation, allowing emerging businesses to mitigate the risks associated with uncertainty in the marketplace. As a result, it can be an asset for an entrepreneur's arsenal to achieve short-term and long-term business objectives (Massie, 2016).

To develop a successful digital marketing agency, several factors must be considered to create a sound business plan. According to Hayes (2023), the business plan should include an introduction, theoretical framework, executive summary, company description, promoters, advisers, products, mission, vision, objective, swot, analysis, target market, market evaluation, targeted share, market trends, competitors, competitive advantages, benefits to clients, income, marketing strategy, pricing, advertising, promotion, patents, copyright and brands, product and service development, research and development, management and organisation chart, staffing, training plans, assumptions, income statement, balance sheets, cash flows, and financing, evaluation, and conclusion.

## **1. Literature Review**

This section presents and elaborates an overview of the real estate market in Portugal, followed by the impact of social media on the real estate industry in Portugal and the Digital Market's Role in Revolutionizing the Real Estate Marketplace in Portugal.

## **1.1. The Real Estate Market in Portugal**

Portugal has emerged as a famous destination for real estate investment, attracting both international and domestic investors in recent years. The country's beautiful nature, rich culture, and favourable tax policies create a booming real estate market. In this section, we will explore the key factors shaping the real estate landscape in Portugal, including tourism, foreign investment, regulatory measures, property values, and the impact of the COVID-19 pandemic.

Portugal's tourism sector is growing rapidly, causing a massive impact on the real estate sector. Many investors are trying to take this opportunity and use its popularity as an advantage as a tourist destination. For example, for short-term rentals, the Airbnb industry is flourishing. The growing demand for long-term rentals is increasing due to the tourism sector and an increasing number of international residents, creating a favourable situation for property owners. Foreign investment has played a significant role in developing the real estate industry in Portugal. The Portuguese government implemented incentive programs, including the Non-Habitual Residents status and Golden Visa, to encourage foreign investors. These programs offer residency and tax advantages to individuals to invest in the Portuguese real estate market. According to Admin (2023), the Golden Visa program became attractive for many investors, offering residency in exchange for property investment. Brazilian and Chinese investors came together to Portugal, taking advantage of these opportunities. These programs brought capital and expertise to the country, contributing to its property markets. Furthermore, the benefits of bringing foreign investors have contributed

to the nation's development. For example, according to the AICEP and INE, the unemployment rate is 7.2%, the GDP growth is 2.2%, 4.3% export growth, 44% exports/ GDP, and 8.7% gross fixed capital formation. The Portuguese government implemented regulatory measures to avoid the issue of housing affordability and over-speculation, including tax incentives for long-term rentals and measures aimed at limiting short-term rentals. The main aim was to keep a balance between the accommodation and tourism market and ensure suitable and affordable housing for residents. For example, some regions, like Lisbon, imposed restrictions on short-term rentals.

Since 2021, Portugal has experienced increased property values, especially in cities like Lisbon and Porto, due to increased foreign investors, mainly from the UK and China. In Lisbon and Porto, housing prices are skyrocketing, attracting attention from large-scale and individual buyers. Portugal's competitive property prices, relaxed lifestyle, and pleasant climate made it an attractive destination for real estate investments. Other parts of Portugal, for example, the Algarve region, also experienced a massive growth in property prices, mainly due to its popularity as a tourist attraction. The COVID-19 pandemic had a significant impact on the Portuguese real estate industry. The reduced tourism and travel restrictions led to decreased demand for short-term rentals. However, the pandemic also brought attention to the resilience of the Portuguese market. While the short-term rental sector faced challenges, long-term rental demand remained stable, offering investors a more secure and sustainable option (Homes, 2023).

The real estate industry in Portugal has been a remarkable success story in recent years. A combination of factors, including tourism and short-term rentals, foreign investment and incentive programs, regulatory measures, property value trends, COVID-19 pandemic impact, and a robust lifestyle. All these have pushed Portugal into the spotlight for real estate investment. The government-measured regulatory interventions have maintained a balance between attracting investors and protecting the interests of local communities. Observing how Portugal's real estate adapts will be intriguing as the global economic and health landscapes evolve. The country's unique blend of rich culture and investment opportunities makes it a crucial player in the international real estate marketplace.

## **1.2. The Impact of social media on the Real Estate Market in Portugal**

Social media has become essential to our everyday lives, influencing various sectors, including the real estate market. Portugal is known for its beautiful landscape, historic architecture, rich culture, and booming property market. In this part, we will explore the significant impact of social media on the real estate market in Portugal. We will go deep into the ways social media has transformed property search, customer engagement, and marketing, ultimately reshaping the landscape of the Portuguese real estate industry.

According to Ripp, (2022), the arrival of social media platforms, for example, TikTok, Instagram Reel, and

YouTube shorts has revolutionized marketing strategies in the Portuguese real estate sector. Real Estate professionals and agencies have harnessed the power of these platforms to promote properties, build brand awareness, and engage with potential buyers and sellers. Furthermore, in property showcasing real estate agents now regularly share visually appealing content on platforms like Instagram reels, TikTok, and YouTube shorts to showcase properties. High-quality videos, images, and virtual tours give prospective buyers a realistic preview of the homes they are interested in, reducing the need for physical visits and saving time for agents and clients. In the targeted advertising sector, social media's advanced targeting capabilities allow real estate professionals to reach their ideal audience. They can create highly specific campaigns with demographic data, behaviours, and interests. This has proven especially valuable in Portugal for agencies looking to attract international investors and expatriates interested in the country's property market. Real estate informative videos, webinars, and blogs have gained popularity on platforms like TikTok, YouTube, and Instagram. These education resources provide valuable information to potential clients and position real estate professionals as trusted experts in the marketplace. Content marketing has helped build trust and credibility in the competitive Portuguese real estate industry.

Social media has transformed how people search for real estate properties in Portugal and empowered consumer information that was previously hard to access. Platforms like YouTube, Instagram, and TikTok are used by real estate agencies to share real-time updates on property listings, price reductions, and market trends. Buyers and sellers can stay informed about the market changes and opportunities, helping them to make informed decisions. User-generated content and reviews on platforms like Google and Facebook have become essential sources of information for prospective buyers. Positive reviews and recommendations can influence buyer's choices, while negative feedback can discourage them. In Portugal, this trend has encouraged real estate professionals to focus on providing exceptional service to maintain a positive online reputation.

Online Communities and groups on social platforms such as Instagram, YouTube, and TikTok provide spaces for questions, discussions, and sharing experiences related to the real estate industry. These communities empower consumers to exchange valuable insights, seek advice, and connect people with local experts. Social media platforms have fostered meaningful interactions between real estate professionals and their clients, enhancing customer engagement and building relationships. Real estate agencies in Portugal actively use social media as a channel for customer support. Clients can ask questions, seek advice, and report issues through platforms like Facebook Messenger and WhatsApp, ensuring timely and convenient assistance. Personalized communication is critical to building solid client-agent relationships. Real estate professionals can tailor their social media communication to foster individual attention and trust (Inamullah, 2023).

Real estate agents in Portugal demonstrate authenticity and transparency by sharing behind-the-scenes glimpses of property shows, deal negotiations, and daily work. This enables building trust with potential clients, who appreciate the genuine and human side of the market. The impact of social media on the real estate market in Portugal is undeniable. Social media platforms have transformed marketing strategies, empowered customers, and increased customer engagement. As the Portuguese real estate market continues to grow, real estate professionals and agencies must adapt to the dynamic landscape of social media to remain competitive and successful in serving the needs of their clients.

### **1.3. The Digital Market's Role in Transforming the Real Estate Marketplace in Portugal**

The digital transformation has intensely impacted different sectors, and the real estate industry is no exception. Over the past decade, the digital market has played a crucial role in transforming how properties are sold, bought, and marketed in Portugal. This section will explore how the digital market has transformed the real estate marketplace in Portugal, focusing on its influence on property listing, market transparency, and the rise of property and technology innovations. The rapid increase of digital platforms for property listings has been one of the most crucial changes in the Portuguese real estate industry. The internet has made property listings easily accessible to a global audience. Nowadays, potential buyers can browse listings from anywhere in the world, allowing Portugal to attract international investors and those seeking second homes in the country. Digital platforms offer detailed property listings, often including high-quality images, videos, virtual tours, and floor plans. This level of information was previously limited to physical viewings, but it now gives buyers a thorough understanding of the property before contacting an agent. User-friendly websites and mobile apps make it convenient for users to search for properties, filter their preferences, and save their favourite listings. This has streamlined the property search process, making it more efficient for both sellers and buyers.

The digital market has brought new transparency to the Portuguese real estate industry, supporting buyers and sellers to make more informed decisions. Digital platforms give users access to market data and trends, allowing them to scale property values, understand the appreciation potential, and identify emerging real estate hotspots in Portugal. The comparative analysis gives buyers an easy way to compare properties using digital tools, assessing factors like price per square meter, services, and location. Sellers can evaluate their property's competitiveness based on these metrics. Property and technology companies use data analytics to provide predictive insights, enabling investors and buyers to make data-driven decisions. These insights are invaluable for capitalizing on Portugal's real estate market.

Property technology and digital transactions. The rise of protech has been a game-changer in the

Portuguese real estate marketplace. Protech innovations have introduced virtual tours and virtual reality (VR) experiences, allowing potential buyers to explore properties from the comfort of their own homes. This technology is especially relevant for international buyers who may not have the opportunity for physical visits. Digital marketplaces have started implementing blockchain technology and smart contracts, offering secure and efficient ways to handle property transactions. These innovations are reducing the risk of fraud and simplifying the buying process. Protech platforms now allow online mortgage approval, streamlining the financing process and reducing paperwork. This convenience has made property acquisition in Portugal more accessible for a global clientele (Ltd & Ferreira, 2023).

The digital market helped in a new Portuguese real estate marketplace era. Its influence on property listings, market transparency, and the rise of Protech innovations have transformed how properties are bought and sold in the country. As Portugal continues to be an attractive destination for international investors, the digital market's role will likely evolve, making the real estate sector more efficient, transparent, and accessible to a global audience. This transformation represents a remarkable shift in how we navigate the world of real estate in Portugal, one that will shape the market future for years to come.

## **2. Executive Summary**

This Executive summary provides an overview of a business that offers a range of online marketing services to enable businesses to reach their target audiences and achieve their marketing goals. The main intention of this thesis is to create a business plan for Maddness Marketing which specializes in short forms of content marketing and advertising.

Maddness Marketing strives to improve real estate agencies' content marketing strategy and sales volume. We aim to leverage short-form content to showcase high-end properties in social media to generate more property demand, resulting in more sales for real estate businesses. This would allow them to reduce their current marketing cost, offer more business opportunities, and ultimately attract more talent to their business, which can grow the business every year.

Maddness Marketing is a limited liability company, and we will be registering in Portugal, and the location will be in Lisbon. The company is a start-up, and Shewly is the owner who has 5+ years of experience in the digital marketing space. Shewly is also passionate about people and the real estate industry. Shewly is the company's sole owner and is responsible for day-to-day operations. She is the founder and CEO of this business.

The clients of Maddness Marketing are looking for an end-to-end content marketing strategy and a client acquisition sales channel to fulfill their revenue goal. While many real estate agencies have great salespeople, they are not skilled in content creation, social media, and marketing. As a result, they cannot

articulate the beauty of properties to potential customers and lose out on sales. There is a massive disruption in digital marketing due to the recent popularity of short-form content platforms like TikTok, YouTube shorts, and Instagram reels. Given that these are new social media channels with high traffic volume and very little competition, these platforms are perfect for introducing products and services consumers can enjoy the benefit. There is a competitive advantage for digital marketing agencies and businesses as the cost to advertise and publish content is low, and consumer demand is high (Fields, 2023).

Maddness Marketing aims to capitalise on the popularity of short-form content and high-quality videos with captivating storytelling to market luxury property. This can reduce cost per acquisition and create more significant market demand for the clients. Lisbon is a city of 100 km squared with a population of 500,000 and approximately 10 thousand real estate agencies. The research suggests a massive demand for luxury property from overseas business owners and entrepreneurs looking to gain Portuguese citizenship via the golden visa stream provided by the Portuguese government. This visa requires foreign people to invest a minimum of €300K in buying property, and Lisbon is becoming a popular location for foreign investors (admin, 2023).

While there have been many content and digital marketing agencies in the United States, the competition is relatively low here in Portugal. Moreover, Shewly and her team member brings a decade of experience in content creation and digital marketing. This experience gives Maddness Marketing a competitive advantage. It induces trust in the real estate agencies and their end-users when dealing with high-value properties. Moreover, the nature of short-form content nurtures a positive relationship as it is an organic interaction with a business in comparison to cold calls, spam calls or unsolicited emails.

Based on the size of the market and the defined service area, Maddness Marketing is estimating revenue of €500K in the first year. It is expected to grow 15% per year after the first year's launch based on the growth of the real estate industry and short-form content.

The owner will take a salary of €80K, spend €20K on marketing the business, save €100K, invest €100K back into the business, and spend the rest of the money will be used to pay employees fulfilling the services.

To launch this business, Maddness Marketing needs €100K in start-up capital to launch their website, rent an office, hire employees, and market the business. Shewly has planned to invest €50K of her savings and is looking for investors for the remaining amount.

### **3. Methodology**

This section presents the methodology used to answer the main objective of this thesis paper.

#### **3.1. Research Methodology**

The first step in developing a digital marketing business plan for the real estate industry in Portugal is comprehensive market research and analysis. This can include studying the current real estate market, regional demand, and property types. Both primary and secondary research methods will be employed to gather data. Primary research may involve interviews and surveys with real estate agents, sellers, and potential buyers. Secondary research will include data from industry publications, real estate websites, and government housing reports. This data will be used to identify competitive insights, market trends, and growth opportunities.

In a diverse and evolving market like real estate, it is significant to understand the different sections of the target audience. Using demographic, behavioural data, and psychographics, which will enable us to create detailed customer profiles, highlighting factors, for example, income, age, preferences, and pain points. This information will help us to develop tailored digital marketing strategies for different audience sections including local and international buyers and sellers. Moreover, we will continue to grow and stay focused on investors looking for real estate opportunities in Portugal.

Choosing the right digital marketing channels and content strategy is significant for success. In Portugal's real estate market, this may involve utilizing real estate on social media platforms. Maddness Marketing agency will only focus on TikTok, YouTube, and Instagram in the short form content. A portion of the budget will be allocated to each channel, focusing on cost-effective strategies that deliver the best results. Content strategy will be based on creating valuable, informative, and visually appealing content, for example, virtual tours, property listings, and videos that cater to the needs and preferences of the target audience.

Continuous monitoring of digital marketing efforts is important for measuring the plan's effectiveness. Key performance indicators will be used to track lead generations, social media engagement rate, and conversion rate. Regular performance reports will guide decision-making, allowing for adjustments and optimizations as necessary. A dynamic approach to the business plan will ensure it remains aligned with market changes, regulatory updates, shifts in demand, and technological developments.

By developing this research methodology, a digital marketing business plan for the real estate industry in Portugal can be adjusted to this market's unique characteristics and evolving nature, enabling businesses to adapt and thrive in a competitive market (Ferreira & Homes, 2023).



## 3.2. Data Description and Sources

In this thesis, a collection of secondary data sources from various databases has been utilized. This section explores key elements from three distinct but interconnected domains: a digital marketing business plan, Portugal's real estate market, and the evolving landscape of digital marketing. In the first section, we delve into the formulation of a business plan for Maddness Marketing, a specialized digital marketing agency, emphasizing short-form content, such as TikTok, YouTube shorts, and Instagram reels, for the promotion of real estate agencies. We highlight the significance of a well-structured business plan and its role in guiding business success, drawing on the insights of Massie (2016). The business plan under examination targets the Business to Business (B2B) sector through content marketing, with future expansion plans directed toward the Business to Consumer (B2C) sector (Vieira et al., 2019).

According to Ripp (2022), the second segment shifts the focus to the evolution of Portugal's real estate sector, encapsulating its past, present, and future. The historical backdrop reveals Portugal's affordability and relative underdevelopment compared to its European counterparts, making it a sought-after destination for property investors, primarily from the UK and Northern Europe, seeking second homes and retirement residences. The allure of Portugal's historical architecture and picturesque landscapes has been pivotal. However, the global financial crisis in 2008 temporarily impeded growth, leading to a decline in property prices. In the present, Portugal's real estate market has undergone a substantial resurgence, driven by factors such as the Golden Visa program, a growing interest in Lisbon's tech and start-up scene, and a thriving short-term rental market through platforms like Airbnb. The stability, safety, and sustainability of Portugal have attracted a diverse pool of international buyers and investors (Homes & Delmendo, 2023).

The final segment explores the dynamic world of digital marketing, underlining its multifaceted role in promoting products, services, or brands to a global audience. It underscores the importance of leveraging digital channels, including websites, social media, search engines, email, and online advertising, to reach and engage with target customers. Digital marketing is hailed as a cost-effective tool for building brand awareness, driving website traffic, generating leads, and converting these leads into loyal customers. The critical component of data-driven decision-making is emphasized, wherein analytics and insights play a pivotal role in refining strategies and campaigns. This realm of marketing is portrayed as an ever-evolving and innovative field that continues to connect businesses with their audiences, with endless possibilities and measurable outcomes (Inamullah, 2023).

## 4. Promoters



**Figure 1.** Shewly Akter

Source: Facebook

A company's promoter is the person named in the company's prospectus or identified in the annual return. A promoter may be any individual, a company, an association of persons, any firm, a brand ambassador, or an influencer. It will enable this firm to bring in more clients, make more revenue and advertise the products and services that must be provided by the business (Shah, 2021). The promoter's data is shown in Table 1.

Shewly Akter is the Founder and CEO of Maddness Marketing. She has been involved in several successful businesses in the past five years and has been an industry leader in the digital space.



**Figure 2.** Milon Mia

Source: Facebook

Milon Mia heads of marketing and consultant department at Maddness Marketing Agency. Milon has worked with 200+ clients, has five years of experience in marketing, and has created multiple seven-figure firms.

**Table 1.** Promoter's Data for Maddness Marketing Agency

Platform	Expertise	Follower Count	Average Video Views	Cost For Hire	Projected Result
Tiktok	Viral Marketing	1M	75K	€ 1000	1 client
	Coach				
Tiktok	Lifestyle Coach	201K	100K	€ 500	1 client
Tiktok	Real Estate	3.4M	80K	€ 1000	1 client
Instagram	<a href="#">Viral Marketing Coach</a>	56K	20K	€ 500	1 client
Instagram	<a href="#">Lifestyle Coach</a>	126K	4K	€ 500	1 Client
<a href="#">Youtube</a>	Viral Marketing Coach	231K	340K	€ 1000	2 clients
<a href="#">Youtube</a>	Lifestyle Coach	55.8K	33K	€ 500	1 client
<a href="#">Youtube</a>	Real Estate	38.2K	40K	€ 500	1 client

Source: Urgo (n.d.)

The table above shows information about promoters of Maddness Marketing. It was divided into three categories: TikTok, Instagram, and YouTube. Maddness Marketing's primary focus is the real estate business, and it uses these social media platforms to attract ideal customers. This is to break down the information from influencer names, their platforms, theory expertise, follower counts, average video views, cost for hire and the projected results. The purpose of collecting these data from the corresponding platforms is to understand who can be targeted to promote the services provided by Maddness Marketing.

## 5. Advisers

The advisers bring expertise and experience, providing valuable insights and guidance to enable entrepreneurs to make informed decisions. A team of trusted advisers can significantly increase the chances of success and support in navigating obstacles (Vieira et al., 2019). For example, one of the advisers could be a traditional commercial director with extensive knowledge of traditional media, and their expertise could be helpful in the online space see Table 2.

**Table 2.** Advisor's Information

	Industry	Education	Past Experience	Role
Banco BAI Europa	Catolica Lisbon School of Business and Economics	Masters in finance (MIF)	- Risk Advisor senior consultant since July 2019. - joined Banco BAI Europe as part of the Risk Management team.	Risk Management
Deloitte	Catolica Lisbon School		- Digital experience consulting	Marketing

	Digital	of Business and Economics	-	E-commerce consulting Strategic Marketing Consulting (event marketing, marketing communication) Project management	Consultant
		Masters in management specialization in Strategy Marketing			
GPEAR	Catolica Lisbon School of Business and Economics	-	Ministério das finacas Gabinete de Planeamento Estratégia Avaliacao e relacoes internacionais	Financial	
		Master of science (MS), Economics			
klarna	Bayes Business School	-	Business Development Manager Managing owner Strategic Account Manager	Business Development	
		Master's degree in business administration and Management			
State Grid International Development Limited	ISEG - Lisbon School of Economics & Management	-	Senior Manager of overseas operation Founding Partner	Operations	
		Postgraduate, Management Control and Corporate Finance			
EOSC Association	ISCTE - Instituto Universitario de Lisboa	-	Senior management corporate board management strategic management change & innovation management Project & programme management	Managem nt	
		PhD in Management, Specialization in Strategy and Entrepreneurship			
Pwc Portugal	University of Aveiro	-	Tax Consultant Tax consultant trainee at CFA	Tax	

Cravo Fortes Antao & Associados SROC				
President & Founder at IT people group	AESE Business School PADE- advanced Management program, Administracao e Negocios	-	President & Founder at IT group people CEO & Founder at NextReality	IT
Recruitment officer at BNP Paribas	ISCTE Business School Bachelor's degree in Human Resource Management	-	BNP Paribas Recruitment officer HR Trainee Graduates Programme	Recruitment
Sales Development at Amplemarket	Nova School of Business and Economics	-	Amplemarket Sales Development Representative Business Developer	Sales
VDA Vieira De Almeida	Nova IMS information management School Postgraduate degree, Digital Enterprise Management	-	Vda Vieira De Almeida Galp	Digital Transformation
Legal Counsel at Itau BBA in Europe	IEP- University of Catolica Portuguesa	-	Itau BBA in Europe Cardigos Lawyer Corporate and M&A	Legal
Senior PR & Communications Consultant at F5C- First Five Consultin	IEP- University of Catolica Portuguesa	-	F5C- First Five Consulting YouthNetwork Group Marketing and Commutation (Aenergy)	PR

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g				
Chief	University of Warwick	-	VisraBee (Chief Executive Officer)	Strategy
Executive officer	Business School	-	CDSA limited (Chief Executive Officer)	
	BSc (Hons)	-	Bob & Lush (Chief Executive Officer & Founder)	
VistaBee	Management Science			

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Source: Peshev (2023)

The above table shows the information about advisors of Maddness Marketing. All this data was gathered from the LinkedIn platform, as LinkedIn is one of the most potent platforms for expert mentors, advisors and job seekers. It is a vast network where it is possible to meet all levels of individuals, expand the network and connect with them. With LinkedIn ads, marketers could reach around 922.3 million users, making it one of the world’s largest social media platforms (Kemp, 2023). The purpose of conducting this is to outline who the advisors are, what industry they are contributing to now, their educational background, their past experiences and how they can contribute towards Maddness Marketing in the future to grow and be successful. This table also mentions the fourteen areas where Maddness Marketing is required for support to develop this firm further. By choosing these advisors and analysing their backgrounds, Maddness Marketing believes they will be great advisors towards this firm and make it profitable in this digital industry (Peshev, 2023).






## 6. Products and Services

The products and services will add details about the type of services and the products that this agency will have, such as the short forms of content like TikTok, YouTube shorts and Instagram reels, how the platforms will benefit the customers and compete with the other businesses selling the same or similar products and services (Chris, 2023).




Madness Marketing has two primary services to reach and bring value to its clients: content creation and social media marketing. These two services have additional sub-services to provide an end-to-end client acquisition system. The content creation service is divided into five sub-services: research, filming, scripting, voiceover, and editing. The second service is social media marketing, which includes organic marketing, paid ads, and appointment setting. Please see Table 3 for the breakdown of the services and what they entail.

## Content Creation

**Table 3.** Product and Services

				
Research	Filming	Scripting	Voiceover	Editing
<p>Maddness Marketing will gather information regarding the house's history and conduct a short survey to determine the ideal target audience.</p>	<p>A representative from Maddness Marketing will visit and film the property using a professional camera. They will capture all the important features the ideal customer values.</p>	<p>Data from the market research and visits will be used to write 30-second scripts to capture and retain the ideal clients' attention.</p>	<p>A voiceover is recorded by one of Maddness Marketing's voiceover artists using the script previously approved by the client.</p>	<p>All the digital assets are combined into a video for approval from Maddness Marketing's clients.</p>

## Social Media Marketing

		
Organic Marketing	Running paid Ads	Appointment setting
<p>Once the video has been approved by the real estate agency, Maddness Marketing will publish the videos on TikTok, Instagram Reels &amp; YouTube Shorts. Once published, Maddness Marketing will monitor</p>	<p>In addition to organic marketing, Maddness Marketing will run paid ads via YouTube, Instagram &amp; TikTok to retarget those engaged with the content and cold prospects. This aims to generate leads for the business</p>	<p>Once charges have been generated either by organic marketing or by paid ads, Maddness Marketing will reach out to prospects on behalf of the real estate agency, qualify the leads based on the criteria</p>



<p>&amp; analyse the performance. Moreover, it will engage with interested parties.</p>	<p>&amp; Reduce the cost per lead for the client, as the organic content will allow us to retarget a custom audience.</p>	<p>provided by the real estate agency &amp; booked the end-users on a call with the real estate agents.</p>
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Source: Google Images

Although these services outlined above can be purchased individually, Maddness Marketing will only target high-end and luxury real estate agencies. Who wants a complete, done-for-you, and result-based service to improve their bottom line, save costs, lower risks, and reduce operational bottlenecks? This specialisation will allow Maddness Marketing to stand out in the marketplace and make it more difficult for our competitors to penetrate this market. Consequently, Maddness Marketing will likely retain its market share for a long time as it will have more loyal clients and high-profit margins.

## 7. Mission and Vision

The mission and vision statements of the company will contain information about the planning of the business and its objectives and set up key performance indicators to measure its purpose. The company's vision statement will include information about why this firm exists and where this company aspires to go (Atlassian, n.d.).

**Mission:** Maddness Marketing aims to ten times the social media presence by leveraging short-form content on three social media platforms TikTok, Instagram, and YouTube in the real estate industry. This is to serve business-to-consumer companies and be one of the best marketing assets. It also ensures its existing customers have the most trusted brand in their chosen industry.

**Vision:** Maddness Marketing developed a scalable solution and business strategy to create more brand awareness, customer loyalty, and engagement via social media in the real estate industry. Maddness Marketing specializes in creating content that turns interested visitors into paying clients.

## 8. SWOT Analysis

According to the School (2022), the swot analysis is a collection of the company's strengths, weaknesses, opportunities, and threats. The main objective of swot analysis is to help organizations fully understand all the factors involved in business decisions see Table 4.

**Table 4.** SWOT Analysis

<b>Strengths</b>	<b>Weakness</b>
1. Insights into the real estate industry	1. Initial Capital (Finance)
2. Comprehensive Done-For-You services	2. Language barrier in Portugal
3. Professional content creation and marketing	3. Sales resistance from real estate agencies
4. Experienced advisors	4. Long sales cycle
5. Experienced using the three platforms chosen	5. Cashflow issues
6. Government support due to lose migration policy	6. Lots of research is required to stay updated with recent trends.

<b>Opportunities</b>	<b>Threats</b>
1. High traffic in social media	1. Uncertainty in the marketplace
2. Low competition in Portugal	2. High-interest rates
3. Higher demand in the marketplace	3. The economic crisis is currently due to COVID-19
4. Build an email list more cost-effectively	4. Ukraine War and Refugee Issues

This swot analysis table shows Maddness Marketing's strengths, weaknesses, opportunities, and threats in penetrating the real estate industry in Portugal. Six strengths were identified to help Maddness Marketing stand out in this marketplace. The founder has sound knowledge of both real estate in the USA and Portugal, which allow better quality Maddness Marketing to connect with both business-to-business and business-to-consumer audience. Six weaknesses were identified for the weakness of the swot analysis, and we have taken precautionary measures to address these weaknesses. For example, the founder contributes 50% of the finance to reduce the amount of capital required to raise for launching this business. The opportunities category identifies four main opportunities, allowing Maddness Marketing to thrive. Lastly,

four threats were identified, and measures have been taken to mitigate those threats, e.g., proper financial planning by consulting experts. In addition, the strengths and opportunities are believed to outweigh the risks and weaknesses identified above.

## 9. Target Market

The target market will include demographic information about the end-users, including age, gender, and income level. It is the place to talk about the size of the potential market, how much it might spend, and how this firm will reach its potential customers (Lee & Cho, 2020).

Maddness Marketing is a digital marketing agency in Lisbon, Portugal. It has a small office that offers short-form content creation and social media marketing services. It targets real estate agencies looking for end-to-end content creation and marketing services to attract high-quality leads from both onshore and overseas clients. This gives real estate agencies a competitive advantage as they can market globally.

Maddness Marketing targets real estate agencies grossing over 10 million euros annually. It predominantly targets business owners and C-level executives, including males and females. They are reached out via several methods, which include content marketing, influencer marketing, trade shows, events, and LinkedIn outreach. This creates multiple touch points with the ideal clients and secures business for the first year of Maddness Marketing.

## 10. Market Evaluation

Market evaluation is the process of change and development within a given industry or market over time. Various factors can drive this evaluation of changes in customer behaviour, political-economic conditions shift, or technological advantages. A successful business must be able to adapt to these changes to remain competitive and profitable (Melović et al., 2020).

There has been a major shift in customer behaviour due to COVID-19. There is a huge influx of business owners, entrepreneurs, and high-profile individuals looking to secure their wealth, family, and health. These individuals have realised the changing world's impact on their lives and are looking to explore alternative pathways to open new opportunities. One way to achieve this is by securing dual citizenship. They want more flexibility and access to the European Union, including a stable economy, good government policies, and safety. Moreover, they desire the freedom to travel, have choices and have their voices represented in parliament. For the above reasons, Portugal is a popular choice among overseas investors (Admin, 2023).

(Portugal, n.d.) in addition to consumer behaviour changes, there have been significant shifts in political and economic conditions in the world. There is a decline of 0.23% in population growth and slow economic

growth within Portugal because of various socioeconomic factors. One of these is the rise of an ageing population. To mitigate this, the Portuguese government has loosened immigration policies, allowing foreign investors and high-value individuals to gain Portuguese citizenship via investment. This both increases the population of Portugal and brings more wealth into the country. This means there is a higher demand for housing. In addition, there have been massive immigration shifts due to the war in Ukraine, which increased the demand for more housing and business services. Therefore, the economy is forecasted to grow in the next ten years. This positions Madness Marketing in favour of the current socio-political and economic conditions (Almeida, 2023).

According to Carmicheal (2022), rapid technological growth and innovation have shifted how people consume content online. Apps like Instagram, YouTube, and TikTok have made it easier for people to consume content online by creating an advantaged algorithm that can cater content to individual needs. This ensures people only watch relevant content that interests them and increases their time online. This allows marketers to understand consumer behaviour more effectively as the data is highly accurate. Consequently, this reduces the cost per lead, cost per appointment, and other metrics tracked by real estate companies. Therefore, Madness Marketing can use this new change to run more targeted content and ads to bring value to its client base.

## **11. Targeted Share**

Targeted share is the percentage of market share a company aims to capture within a given industry. It creates a goal for market penetration and goal. A firm must thoroughly analyze an industry, conduct market research, and understand its competitors to determine a realistic targeted share. With a target share in mind, a business can develop sales and marketing strategies aligned with that goal. Achieving this targeted share may require a massive amount of investment of resources and flexibility in approach (Childers et al., 2019).

The digital marketing industry is valued at nearly USD 825 million in 2022 in Portugal. It is forecasted to grow by 13.1% annually between 2023 and 2028. This growth is attributed to the increased popularity of creating and consuming content via digital channels (EMR, n.d.). Madness Marketing aims to capture 500K € in its first year and grow by 15% yearly. Based on current exchange rates, USD 825 million converted to euros is 751 million. Then,  $(500,000 / 751,000,000) * 100$  equals 0.066% in its first year (Alda, n.d.).

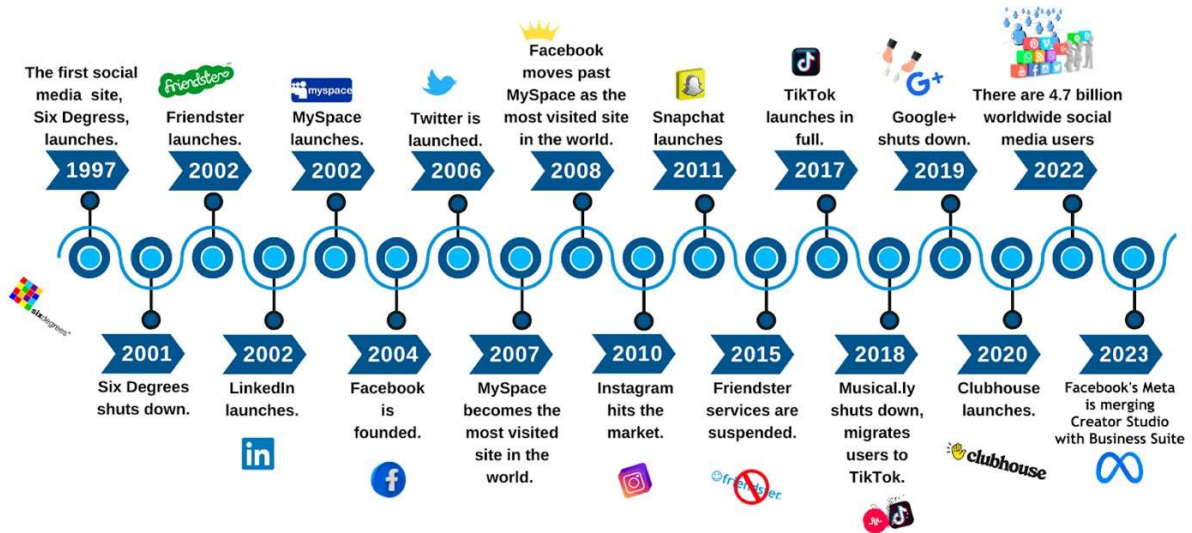
## 12. Market Trends

Market trends are general directions in which a particular industry or market moves over time. Different factors, such as technological advances, consumer behaviour, and economic or political conditions, influence these trends. Understanding market trends is vital for businesses looking to remain competitive (Bala & Verma, 2018).

According to Neher (2022), advertising has experienced significant changes over the last five decades. In the initial stages, there was a massive reliance on billboards, newspapers, and posters to market products and services locally. Then, radio and television became popular mediums to promote products and services beyond the local markets, gaining national and international exposure. This is due to the introduction of sounds and motion pictures. The whole industry was disrupted with the introduction of the internet. For example, blogs and articles could be searched and accessed based on specific words. The advertisement industry captured this opportunity to present relevant products and services based on consumer behaviour. Unlike traditional media, online data could be tracked, and sales could be attributed to online advertisement efforts. These efforts were further improved via influencer marketing and brand endorsement. Influencers actively engage with digital marketing agencies in the 21st century, playing a vital role in promoting products and services. They leverage their online presence and social media following to endorse brands, generate buzz, and attract target audiences. Through collaborations and partnerships, influencers effectively amplify brand messaging and contribute to the agency's overall marketing success.

Recently, short-form content such as TikTok, Instagram reels, and YouTube shorts have played a significant role in this advertisement industry. These concise and engaging visual snippets captivate viewers, effectively conveying key messages and capturing their attention quickly. Leveraging platforms like TikTok, Instagram Reels, and YouTube Shorts, agencies harness the power of short videos to deliver impactful brand storytelling, drive engagement, and foster brand awareness among their target audience. Digital marketing agencies also actively leverage artificial intelligence (AI) in the 21st century to enhance their strategies and optimize results. Through AI-powered tools and algorithms, agencies can analyze vast amounts of data, identify patterns, and generate valuable insights for targeting and personalization. AI enables agencies to automate tasks, streamline processes, and deliver more personalized and relevant content to their audience, ultimately driving better marketing outcomes (Neher, 2022).

COVID-19 has changed the way people interact with content online. Consumers have become accustomed to short-form video content because there has been a surge in online content, and interest-based targeting has improved significantly. This means consumers watch more content for a longer duration of time daily. This trend is crucial in the real estate industry because people do not have time to audit and visit many houses physically. They would prefer to tour videos online from a reputable source before dedicating their time, money, and energy to purchasing a home. The real estate industry can highlight properties and their features on a massive scale to attract more potential buyers organically and via paid ads.



**Figure 3. Social Media Evolution**

Source: Google Images



1000 years ago

**Barter System**

Bartering is the exchange of goods and services between two or more parties without using money. It is the oldest form of commerce. Individuals and companies barter goods and services based on equivalent estimates of prices and goods.



400-500 years ago, a

**Traditional marketplace**

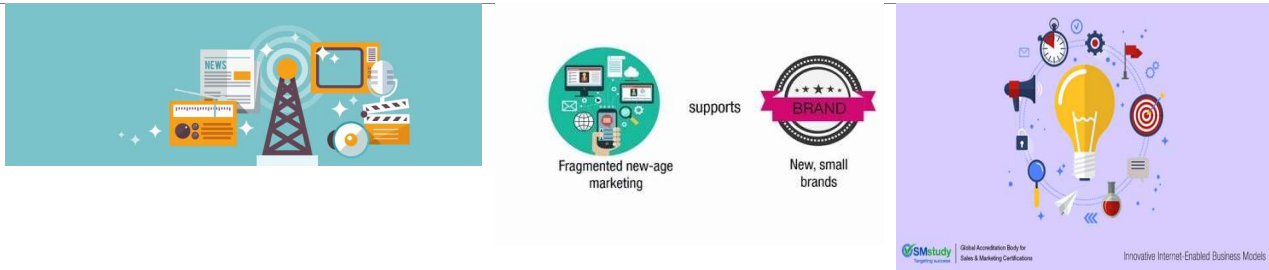
Marketplace was where people regularly gathered to purchase and sell provisions, livestock, and other goods.



18<sup>th</sup>-19<sup>th</sup> Century

**Seller's marketplace**

Marketplace Sellers is your trusted online selling consultant, partner, and guide. From Amazon marketplace selling to your own e-commerce store.



**20<sup>th</sup> Century**

**Conventional Mass Media Marketing**

Any form of mass communication available before the advent of digital media. This includes television, radio, newspapers, books, and magazines.

**21<sup>st</sup> Century**

**Fragmented new-age marketing**

This new-age marketing strategy utilizes various channels to target existing and potential customers online. These include social media marketing, paid ads, influencer, email, and mobile marketing.

**Recent years**

In such business models, customer acquisition is usually initiated through the company's website. The company coordinates with its multiple suppliers to source products; samples, demos and product reviews are provided on the website, and customers make their purchases online, and items are shipped directly to customers.

**Figure 4.** Evolution of the Advertisement Industry

Source: Google Image

**13. Competitors**

Competitors refer to companies or individuals that offer similar products or services to the same target market. Competitors are a significant aspect of any business, as they can significantly impact a company's success or failure. Knowing the competitors' weaknesses and strengths is crucial for developing effective business strategies. There are many ways to identify competitors, such as conducting market research. It can also include analyzing industry reports, studying customer reviews, and conducting surveys. Once the agency identifies its competitors, it is crucial to understand its positioning in the market. It can include their product features, marketing tactics, and pricing strategy (Pandiangan & Martini, 2020).

The Maddness Marketing business aims to help real estate agencies in Portugal gain more business by leveraging social media. There are approximately 5,000 advertising and digital marketing agencies, but not all service the real industry directly. A competitor analysis was conducted via market research, reviewing industry reports, and studying customer views online. (Foreignbuyerswatch, 2020).

Maddness Marketing applied the four Ps of marketing to analyse competitors' marketing tactics and gain insights into its business. This includes products, price, promotion, and place. For example, what products or services are the competitors selling, what do customers appreciate about their offerings, what factors contribute to the success of their products or services, what features or advantages do their products have over ours. What pricing model do they employ, is it a one-off payment or subscription-based, what makes their price point attractive. How do they promote their brand and offerings, which digital channels are they most active on for promotional purposes, what tactics do they utilise to promote themselves, where do they sell their products or services, and are they primarily active online or have physical stores or branches. Three different types of competitors were identified for Maddness Marketing, including primary, secondary, and tertiary, and the above criteria were investigated (Twin, 2023).

Realeads was identified as a primary competitor because they are a digital marketing agency specifically servicing the real estate industry in Portugal. They only offer one social media ads management service, with three different pricing options. This includes €249/mo, 549/mo and €997mo. They currently have nine 5-star reviews on Google Maps and a relatively small team (under 10) in Portugal. Overall, the business has only one offer with some pricing options, which makes their fulfillment easier. However, they are not able to charge a significant amount because the value they provide is restricted to one service. The competition is relatively low for this niche based on market research. They leverage their blog to attract new clients via search engine optimization. (Real Estate, n.d.).

The secondary competitor for Maddness Marketing is Jelly Digital Agency, which offers similar products and services to different businesses. These services include content creation, consulting, development, and ads management. They have around 94 stars on Google My Business and are rated 4.7/5. This suggests they have strong customer loyalty and fulfillment capacity of their services. However, they are not transparent about their pricing on their website. Instead, they provide quotes based on the query and needs of their customers. They leverage social media to attract new customers for their business. (Digital, 2023).

Global. Agência de Comunicação, PR & Estratégia Digital has been identified as a tertiary competitor's for Maddness Marketing. They offer services such as media relations, press releases, content creation, and event management tailored to the needs of the real estate industry. While they may not provide a comprehensive range of digital marketing services like the primary and secondary competitors. However, they are still competing for a subset of clients within the real estate market who prioritize PR and media exposure as a core part of their marketing strategy. This business is based in Portugal and has been there for over seven years. In addition, they have 19 reviews on Google My Business, totalling 4.8/5 stars. This agency leverages its PR and publishing network to promote its products and services (Agency, 2023).



## 14. Competitive Advantage

Competitive advantages are unique qualities or strengths that help a company outperform its competitors and succeed in the marketplace. These advantages can come in many forms. For example, lower costs, superior technology, or a strong brand reputation. Identifying and leveraging competitive advantages is vital to a successful business plan (Lestari et al., 2020).

Maddness Marketing has conducted a thorough competitor analysis, identifying primary, secondary, and tertiary competitors in the market. This analysis has provided valuable insights into the strengths and weaknesses of these competitors, allowing Maddness Marketing to identify and leverage its competitive advantages.

Maddness Marketing's primary competitor, Realeads, focuses exclusively on social media ad management for the real estate industry in Portugal (Real Estate, n.d.). In contrast, Maddness Marketing offers a broader range of services aimed at helping real estate agencies gain more business and brand awareness through social media. By providing a comprehensive suite of services tailored specifically to the real estate industry, Maddness Marketing demonstrates deep industry knowledge and expertise, giving them an edge over competitors who offer a more limited range of services (see Table 3 above). Realeads offers only one service with three pricing options, limiting their ability to charge higher amounts (Real Estate, n.d.). In contrast, Maddness Marketing can customize its pricing based on its client's specific needs and goals. This pricing flexibility allows Maddness Marketing to cater to a broader range of budgets and attract clients who may have different financial capabilities. By offering tailored pricing options, Maddness Marketing can position itself as a more flexible and adaptable choice for real estate agencies.

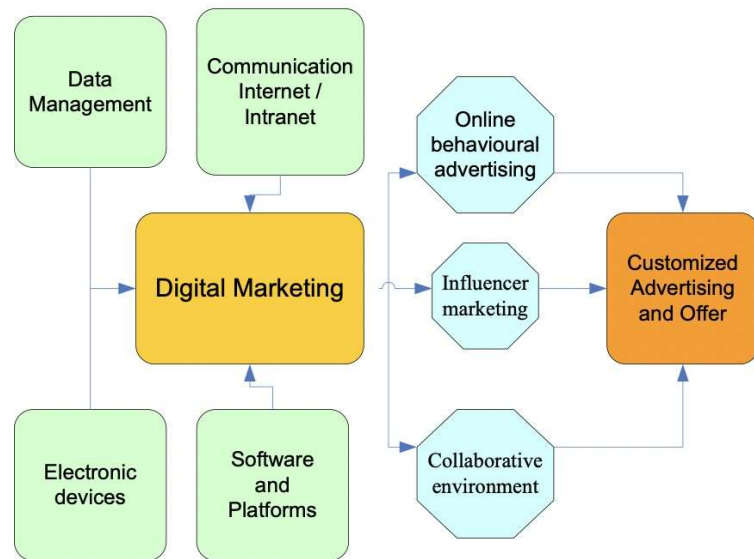
While the secondary competitor, Jelly Digital Agency, does not provide transparent pricing on their website and offers customised quotes based on customer queries (Digital, 2023), Maddness Marketing can stand out by offering clear and transparent pricing for its services. By clearly presenting its pricing structure, Maddness Marketing builds trust with potential clients and eliminates uncertainties associated with the pricing process. This transparency can attract clients who value straightforwardness and appreciate knowing the cost of services upfront. Global. Agência de Comunicação, PR & Estratégia Digital, the tertiary competitor, focuses primarily on PR and media-related services tailored to the real estate industry (Agency, 2023). In contrast, Maddness Marketing offers an end-to-end client acquisition system. This broader service offering positions Maddness Marketing as a one-stop solution for real estate agencies' digital marketing needs, saving clients the hassle of dealing with multiple service providers and allowing for a cohesive and integrated marketing strategy.

(Real Estate, n.d.). while competitors like Realeads and Global. Agência de Comunicação has positive reviews on platforms such as Google Maps and Google My Business (Agency, 2023). Maddness Marketing can leverage its online presence on social media and build its reputation there to gain a competitive

advantage. By engaging with customers and encouraging positive reviews, Maddness Marketing can build a solid online reputation and establish itself as a trusted and reliable partner for real estate agencies. This positive online presence can attract potential clients and differentiate Maddness Marketing from its competitors. Moreover, Maddness Marketing can utilize its competitors' lead generation strategies to its advantage. By studying the tactics employed by Realeads, such as leveraging a blog for search engine optimization and observing Jelly Digital Agency's use of social media to attract customers, Maddness Marketing can refine and enhance its lead generation strategies. This allows Maddness Marketing to stay competitive and continuously adapt its approach to attract new clients effectively (Digital, 2023).

Overall, Maddness Marketing's competitive advantages lie in its niche expertise, pricing flexibility, transparent pricing, comprehensive service offering, online presence, and the ability to learn from and improve competitors' strategies. By leveraging these advantages, Maddness Marketing can position itself as a leading provider of digital marketing services for the real estate industry in Portugal, attracting and retaining clients in a competitive market (Brien, 2022).

**Table 5.** Digital Marketing Aspects



Source: Ioan Mogos (2015)

## 15. Benefits to Clients

The benefits to clients in a business should clearly outline the benefits the company's products or services will provide. It can include cost savings, increased efficiency, or improved quality. By highlighting these benefits, a company can demonstrate its value proposition and differentiate itself from competitors in Real estate businesses that choose to engage (Varadarajan, 2020). Maddness Marketing's services can expect various benefits that will positively impact their operations and overall success. The following advantages are specifically tailored to meet the needs of real estate agencies:

Maddness Marketing's expertise in leveraging social media platforms allows real estate businesses to create new, diversified tools for attracting and engaging customers. By utilizing strategic social media campaigns, targeted content creation, and innovative marketing techniques, Maddness Marketing helps real estate agencies reach their target audience more effectively. This increased customer attraction and engagement contribute to higher customer loyalty, as clients are more likely to develop lasting relationships with agencies that actively and creatively engage with them. This extends beyond just buying their house but instead having a trusted partner they can contact in the future for more than one property purchase. By working with Maddness Marketing, real estate businesses can enhance their customer service capabilities. Maddness Marketing understands the importance of effective communication, timely responses, and personalized customer interactions. Through social media management, Maddness Marketing can assist real estate agencies in promptly addressing customer queries, concerns, and feedback. Improved customer service leads to higher customer satisfaction, increased loyalty, and positive word-of-mouth referrals. This is especially true with our appointment-setting service. Maddness Marketing's services can improve the quality of products and services offered by real estate agencies. Through comprehensive market research, competitor analysis, and data-driven insights, Maddness Marketing can identify areas for improvement and provide valuable recommendations. By understanding customer preferences and market trends, real estate businesses can refine their offerings better to meet the needs and expectations of their target audience. Thereby enhancing the quality and relevance of their products and services. This reduces their cost of paying real estate agents high commissions or investing resources to train new agents.

Moreover, Maddness Marketing's expertise in digital marketing and social media strategies enables real estate businesses to explore and create new business models by leveraging emerging technologies, data analytics, and consumer behaviour insights. Maddness Marketing can assist agencies in identifying untapped market segments, developing innovative marketing campaigns, and exploring new revenue streams. This opens up opportunities for real estate businesses to differentiate themselves in a competitive market, adapt to changing customer demands, and achieve sustainable growth within Portugal. Maddness Marketing's services aim to help real estate businesses increase their sales revenue and profitability. Through strategic digital marketing campaigns via organic and paid media, targeted lead generation, and optimised conversion tactics, Maddness Marketing can drive qualified traffic and generate high-quality

leads for real estate agencies. By effectively nurturing leads and implementing persuasive marketing strategies, Maddness Marketing supports agencies in converting prospects into paying customers. This increased conversion rate and revenue growth directly contribute to real estate businesses' improved financial performance and profitability.

In conclusion, real estate businesses that partner with Maddness Marketing can benefit from many advantages, including improved customer attraction and engagement, enhanced customer service and satisfaction, higher product and service quality, innovation in business models, and increased sales revenue and profits. These benefits collectively position real estate agencies for long-term success, allowing them to differentiate themselves in the market, build strong customer relationships, and achieve sustainable growth.

## 16. Income

Income is an essential business plan component, representing the revenue a company expects to generate from selling its product or services. This income can come from a variety of sources. For example, subscription fees or direct sales. Accurately forecasting and projecting income are essential for financial planning, attracting investors, or securing loans (Hafizh & Silalahi, 2022).

Maddness Marketing adopts a dual pricing model, including a monthly retainer and result-based price to attract clients. The monthly retainer model is designed to offset the day-to-day business's cost. This ensures Maddness Marketing will not run into any cashflow issues. The result-based price includes a commission on sale for the real estate agency. This is specifically attractive for the real estate industry as it heavily relies on commissions. Real estate agencies are also likely to want to do business with such a model because they understand that Maddness Marketing has personal incentives to produce results and has taken on some risks. This means Maddness Marketing would charge based on a % of the property's value for profit. This is 0.005% of the property value, so a house sold for 1 million will mean Maddness Marketing makes € 5,000. Moreover, this means Maddness's monthly marketing revenue can be consistent and grow over time as it acquires more clients and sells more houses.

**Table 6.** Pricing Breakdown for Clients

<b>Content marketing</b> € 2.000 / Per Property	<b>Social media Marketing</b> € 2.000 / Per Property	<b>Result based offer</b> € 2.000 / Per Property
✓ Research	✓ Organic Marketing	✓ All the Previous services plus 0.5% commissions on sale
✓ Filming	✓ Running paid Ads	
✓ Scripting	✓ Appointing setting	

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✔ Voiceover

✔ Editing

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**\*Please note:** Content Marketing and Social Media Marketing services are not sold separately. We only offer result-based offers in the first year, and existing clients can purchase these two services as an add-on after the second year.

## 17. Marketing strategy

Marketing strategy is the critical element of a business plan, as it outlines how a company will promote and sell its products or services to its potential customers. This strategy can include social media marketing, advertising, and public relations. A good plan marketing strategy can enable a company to effectively reach its target audience and meet its revenue goals (Olson et al., 2021).

There are four different ways Maddness Marketing will advertise its product and services. The first method is via warm outreach 1:1. the founder will contact their network to start getting clients via referrals. This is effective because the founder has a local presence, which means the like, know, and trust factor has been established with people in her immediate circle. This can boost the likelihood of attracting clients fast without any upfront cost. The method of communication used here will be SMS, emails, and social media, including Facebook friends, Instagram followers, LinkedIn, etc.

The second and primary method of marketing will be social media content. This is because this form of communication is cost-effective, can have a huge influence on the market, and can build an audience organically. Maddness Marketing will post two pieces of social media content daily, five days a week, totaling 20 days per month. These will be 30-60-second videos designed to educate, entertain, and inform its clients about the industry and its products and services. There will also be one hour of long-form weekly content to nurture long-term relationships and asset our knowledge and expertise in digital marketing and real estate.

The third and secondary way of marketing products and services of Maddness Marketing will be paid ads on Instagram, YouTube, and TikTok. The advertising budget will be €1000 per month. This budget is designed to run retargeting campaigns to businesses who have engaged with our organic content and attract new businesses. Maddness Marketing will predominantly run lead-form ads to acquire its target audience's names, emails, and phone numbers and follow up with them via phone calls or in-person meetings. Based on the marketing budget, 10-20 new leads are expected weekly. If this is not achieved,

the ad copy, creatives, and better targeting would need to be implemented to achieve this key performance indicator.

The final marketing strategy will be cold outreach 1:1, involving one thousand cold calls and one thousand cold emails per month. While this is an outdated advertising method, it has a proven track record of success which Maddness Marketing aims to utilise. It provides another method of targeting its ideal clients who may not engage with Maddness Marketing in the previous methods because they may still conduct business in an old-fashioned way. This allows Maddness Marketing to tap into a new market and cover a more significant proportion of its target market (Homes & Ferreira, 2023).

## **18. Pricing**

Pricing is a critical part of a business plan as it directly impacts a company's revenue and profitability. A well-considered pricing strategy should consider market demand, competition, and production cost. By setting the right price point, a business can maximize its revenue while remaining competitive in the marketplace (Leung et al., 2019).

As previously outlined, Maddness Marketing adopts a dual pricing model, which includes a monthly retainer and result-based price to attract its clients. The monthly retainer is € 2000 per month. This ensures Maddness Marketing will not run into any cash flow issues or lose clients as they must get at least one house marketed leveraging our services per month. Maddness Marketing will also charge based on a % of the property's value for profit. This is 0.5% of the property value, so a house sold for € 1 million will mean Maddness Marketing makes €5,000. Moreover, Maddness's monthly marketing revenue can grow consistently as it acquires more clients and sells more houses.

## **19. Product and Service Development**

Product and service development of a business plan to outline the product or service development strategy. This should include the steps involved in creating the product or service. For example, design, research, testing and production, and any necessary patents or copyrights. Additionally, the plan should detail the expected timeline, potential obstacles, costs, and marketing and sales strategies for launching and promoting the service or products.

Maddness marketing contains five different types of services in the content creation section: research, filming, scripting, voiceover, and editing. To fulfill all these roles, Maddness Marketing can put up a job listing on Upwork, a job recruitment site, and hire the best out of the best in these areas. It will also advertise for jobs locally. The hired recruits will be responsible for servicing the clients and meeting deadlines set according to Maddness Marketing's standard operating procedures. Initially, they will be hired as needed and switch to full-time workers when the clientele has been built.

In the social media section, there are three kinds of services, organic marketing, running paid ads, and appointment setting. The founder, Shewly Akter, and the Marketing head of the department, Milon Mia, have 5+ years of experience in organic marketing, running paid ads, and the appointment setting area. Initially, they will handle the fulfillment of these services. Later, these services will be delivered to newly hired talents as the revenue of the business increases.

## 20. Evaluation

The mission of Maddness Marketing from the start has been to use social media platforms like TikTok, Instagram, and YouTube Shorts to increase the presence of the real estate industry to business to consumers. Before choosing this niche, we researched Portugal to see how this real estate market is developing. According to Admin (2023), the government of Portugal is making some favourable laws for foreigners to come to this country and invest in the real estate industry to gain a faster Portuguese residence permit and to be part of the European Union countries.

As in the competitor's section of this thesis, we have outlined the three main competitors that Maddness Marketing has in Portugal the Primary is called Realeads, the secondary is Jelly Digital Agency and lastly, global Agência de Comunicação, PR and Estratégia Digital. When looking at these competitors, since the Realeads, only offer one service, which is social media ads management with three different price points, the competition is very low based on the market research. Jelly digital agency provides similar types of products and services but to different types of businesses. However, they are not transparent about their pricing on their website. Lastly, Global Agência de Comunicação, PR and Estratégia Digital are little different than Realeads and Jelly Digital Agency as they do not provide a comprehensive range of digital marketing services like the Primary and secondary. However, they still play a significant role in the real estate industry, mainly focusing on PR and media exposure as a core marketing strategy.

As per the market analysis, the real estate industry is growing in Portugal. In the executive summary of this thesis, we have conducted deep research on the expansion of this industry and the reasons outlined. Portugal's government is involved in expanding this industry, and Portugal is one of the most visited countries by foreigners worldwide due to its rich culture, nature, weather, food, and history. Portugal has millions of foreigners visiting annually as a main tourist attraction place.

The market share for Maddness Marketing agency has a big opportunity to grow in Portugal as the research shows that this market is expanding, and there are not many competitors in this country that are available right now. For the cost analysis, as mentioned in the balance sheet, €180k will be the current liabilities for this business to operate at the start of the business year (Parker, 2022).



## Discussion and Conclusion

Portugal's real estate market has experienced a noteworthy evolution, positioning itself as an attractive and lucrative investment destination. The country's allure lies in its rich cultural heritage, Mediterranean climate, and relatively affordable property prices, making it an appealing prospect for diverse investors. Over the past few years, major cities, for example, Lisbon and Porto, have seen a surge in real estate activity fueled by domestic and international interest.

Implementing the Golden Visa program is a key catalyst for the increased attention on Portugal's real estate market. This initiative, offering residency to non-European Union investors making substantial property investments, has played a pivotal role in driving foreign direct investment into the country. The program has attracted capital and acted as a catalyst for urban renewal projects and infrastructure development. The resulting transformation of urban landscapes underscores the strategic impact of well-designed incentive programs in shaping the trajectory of the real estate sector.

The appeal of Portugal's real estate market extends beyond investment considerations. The lifestyle factors, including the picturesque landscapes, historic architecture, and a welcoming cultural ambience, contribute to the country's overall desirability. These factors have drawn traditional real estate investors and those seeking second homes, retirement destinations, or a lifestyle change. The diversity in the market, ranging from historic properties in city centres to modern developments along the coastline, provides a wide array of options for potential buyers.

In conclusion, real estate businesses that partner with Madness Marketing can benefit from many advantages, including improved customer attraction and engagement, enhanced customer service and satisfaction, higher product and service quality, innovation in business models, and increased sales revenue and profits. These benefits collectively position real estate agencies for long-term success, allowing them to differentiate themselves in the market, build strong customer relationships, and achieve sustainable growth.

Portugal's real estate market is a testament to the successful fusion of economic incentives, cultural appeal, and strategic planning. The sustained growth and interest in the sector underscore Portugal's resilience and attractiveness as a real estate destination. As the market continues to evolve, a balanced and informed approach will be crucial for investors looking to capitalise on the opportunities presented by the dynamic landscape of Portuguese real estate. Also, for the future, suggest marketing research.

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