

# → Marketing Tools by Price

A free resource from  **turbotenant**

# → DIY Marketing Spend

- Listing Description:
  - [Grammarly](#): \$0
- Listing Photography:
  - Smartphone: \$0\*
- Website Builder
  - [Wix](#): \$0
- Video Tour Creation:
  - Smartphone: \$0\*
  - [Gimbal](#): \$99
  - [GoPro Hero 11](#): \$399

Total: \$498

\*Pricing assumes smartphone ownership.

# → Casual Marketing Spend (\$-\$)

- Listing Description:
  - [Listing.ai](#): \$12/session
- Listing Photography:
  - [Canon T8i camera](#) (for stills and video): \$749
  - [Canon EF-S 10-18mm wide-angle lens](#): \$299
- Website Builder
  - GoDaddy: \$14.99/mo paid annually
- Video Tour Creation:
  - [Asteroom](#): \$109.99\*

Total: \$1,349.87

\*Pricing assumes smartphone ownership.

# → Heavy Marketing Spend (\$\$-\$\$\$)

- Listing Description:
  - [BoxBrownie](#): \$28 for 150 words
- Listing Photography:
  - [Canon R5 camera](#) (for stills and video): \$3,899
  - [Canon RF 15-35mm wide-angle lens](#): \$1,999
- Website Builder
  - [Squarespace](#): \$23/mo paid annually
- Video Tour Creation:
  - [Matterport](#): \$3,395 for Pro2 3D scanning camera + \$69/mo

**Total: \$10,425**

\*Pricing assumes smartphone ownership.