Maximum Marketing, Minimum Dollars

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MARKETING TIPS

Tip #1 – Work your database.

YOUR NETWORK
• Family and friends
• Past clients (Raving Fans)
• Referral partners
• Prospects
• From Networking
• The “Not Ready Yets”

Tip #2 – Make sure you have a business plan.

A goal without a plan is a _________.

Tip #3 – Your Business Card is your # Marketing Tool

Distribution is very important.

• Chamber of Commerce
• Organizations and non-profits
• Waiter/Waitress
• Personal (local) household bills
• Chamber of Commerce
• Dry cleaner
• Barber/Beauty salon
• Housekeeper
• Doctor, Dentist, Chiropractor
• Your family
• Send to your client after closing
  • To their place of employment

Tip #4 – Use Every Door Direct Mail

Tip #5 – Identify a Niche Market

• Geographic Niche
• Consumer Niche
• Occupational Niche
Tip #6 – Educate the Consumer

Benefit: Google Juice

Tip #7 – Trulia Voices and Zillow

Tip #8 – Obtain a Testimony or Recommendation

- Single Most Powerful Sales Tool
- Not how great you are, but the great things you did

Tip #9 – Ask for Referrals

Tip #10 – First-time Homebuyers

- Alumni Organizations
- Offer to do a seminar
- House Warming Party
- Get in front of your client’s family and friends who may have a need for your services

Tip #11 – Referral Sources/Exchange

- Strategic Alliances with your business partners
- Networking Organizations/Partner (ie BNI Powercore, Freedom Builders, Chamber)
- Human Resource Managers

Exchange

- Outside of Real Estate
  - HR Managers
  - CPAs
  - Moving companies

Tip #12 – Cultivate Bird Dogs

- Purpose
  - Hear about company relocations
  - Hear about expansions
  - New Hires
  - Transfers
  - Family Separations

Tip #13 – Divorce Attorneys

Tip #14 – Go Online and Set-up Hub and Spoke Marketing

- Hub/Spokes /(Website/Social Media)
MARKETING TOOLS

Tool #1 – Slydial
Website: www.slydial.com

Tool #2 – QR Stuff
Website: www.qrstuff.com
Suggested QR Scanner: Neo Reader

Tool #3 – Purple Cow by Seth Godin

Tool #4 – Eyejot
Website: www.eyejot.com

Tool #5 – Google Alerts to monitor your online reputation
Website: www.google.com/alerts or www.mention.net

Tool #6 – Raving Fan by Ken Blanchard

Tool #7 – www.SubmitExpress.com

TODAY’s APPS: Homekeepr and Videolicious

QUESTIONS? LET’S CONNECT

Scan the code to access Juanita McDowell’s social media channels.
(LinkedIn, Facebook, Twitter, YouTube, and more)

Visit: http://www.facebook.com/juanitamcdowellseminars