

# Maximum Marketing, Minimum Dollars

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## MARKETING TIPS

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### **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)

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## MARKETING TOOLS

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### **Tool #1 – Slydial**

Website: [www.slydial.com](http://www.slydial.com)

### **Tool #2 – QR Stuff**

Website: [www.qrstuff.com](http://www.qrstuff.com)

Suggested QR Scanner: Neo Reader

### **Tool #3 – Purple Cow by Seth Godin**

### **Tool #4 – Eyejot**

Website: [www.eyejot.com](http://www.eyejot.com)

### **Tool #5 – Google Alerts to monitor your online reputation**

Website: [www.google.com/alerts](http://www.google.com/alerts) or [www.mention.net](http://www.mention.net)

### **Tool #6 – Raving Fan by Ken Blanchard**

### **Tool #7 – [www.SubmitExpress.com](http://www.SubmitExpress.com)**

**TODAY's APPS:** Homekeepr and Videolicious

*QUESTIONS? LET'S CONNECT*



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