

MARKETING

9 WAYS TO BUILD YOUR MARKETING MUSCLE IN 2020

New Year is a great time to plan your marketing activities for the busy year ahead. To get your creative juices flowing, we've assembled nine ways you can make your marketing more effective.



1 Polish Your Brand

Your brand is your business. Make sure it has a unified, consistent look and feel that tells your story across every medium and channel.

- > Advertisements
- > Envelopes
- > Social media
- > Business cards
- > Letterhead
- > Email signature
- > Video
- > Signage
- > Fliers
- > Website



2 Upgrade Your Website

Your website should reflect your brand and business and be user friendly and easy to navigate.

- Use responsive design for optimal viewing on both mobile and desktop devices
- Capture more leads with clearly placed calls to action, contact forms, phone & email
- Entice buyers with featured listings of high-profiled properties
- Give your clients housing listings by integrating IDX technology
- Showcase testimonials from satisfied clients



3 Conquer Social Media

You clients shop, watch, learn, connect, and yes, socialize, on social media. Share your story with posts that showcase your services and expertise:

- Home buying and sales guides
- Are you ready to buy (or sell) quiz
- Hot homes
- Trends in design, curb appeal



Be sure to tailor your strategy and adapt your content for each channel. Facebook is not the same as LinkedIn.

4 Host a Mega Open House

Invite everyone in the neighborhood and make it a local event. If it's in the budget, spend some money on radio, social media and live video ads to draw more prospective buyers.



5 Help Them Feel at Home

Send your clients a care package encourages them to explore local restaurants, businesses, parks, museums, and other area attractions.



6 Pay Attention to Life Events

Good relationships are good business, and some changes inspire a new home!

- > Births
- > Graduations
- > Job Changes
- > Changes in Marital Status
- > Retirements

You can access much of this information from Facebook, LinkedIn and other social media. You can also check birth announcements for your area.



7 Showcase Your Expertise

Be a thought leader by writing articles on LinkedIn or contributing to local outlets.

- 7 hacks for perfect home showings
- 10 must-have additions to your new home
- 9 reasons why your town is booming
- Top 5 most affluent neighborhoods in the county



8 Solicit Testimonials

Positive reviews send powerful trust signals to prospective clients. Whenever possible, add authenticity with photos of clients in their new homes. Share testimonials on your website and occasionally on social media.



9 Get in Motion with Video

Topics should give your clients a taste of the kind of service, personality, and expertise they can expect when you represent them:

- 5 things to consider before selling your home
- Staging 101
- Choosing the right neighborhood for you
- 7 warning signs to look for during a showing

