

MAXIMIZE YOUR LISTING EXPOSURE WITH THIS
SET-AND-FORGET SOCIAL MEDIA PLATFORM



FLORIDA Realtor

JULY 2019

THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE

floridarealtors.org/magazine

ROOKIE POWER!

17 MOVES TO A
SUCCESSFUL
START

5 FIXES FOR
CONTRACT
DEAL BUSTERS

DE-STRESS &
SELL MORE

Plus

- ◎ Pricing Strategies
- ◎ Smart Low-Budget Marketing



LOW-BUDGET MARKETING

RETHINKING THE CUSTOMER EXPERIENCE

How to Deliver the Wow Factor Without Breaking the Bank

BY LISA A. BEACH

After getting his real estate license in 2011, Jay O'Brien started to question the way Realtors® have always handled the customer experience. Thanks to his new approach, O'Brien, managing partner of Client Giant in Costa Mesa, Calif., can now boldly declare he doesn't spend a dollar to acquire new clients. Instead, he concentrates on nurturing relationships with existing clients.

"I don't spend money on fliers or postcards anymore," O'Brien says. "Instead, I spend all that money I would have spent to acquire new people on my existing people who already trust me and deserve the best."

Here's how O'Brien approaches his low-budget marketing:

1. TAP INTO EXISTING CUSTOMERS. O'Brien mails quarterly gifts to clients, sending them thoughtful items such as a barbecue brush in summer. "It's not a market update and it doesn't have my logo on it," O'Brien says. There's no ask—just a gift. "I've been doing this for years and it has transformed my business into a repeat and referral business."

2. THINK FROM YOUR CUSTOMERS' PERSPECTIVE. O'Brien proactively solves his clients' pain points. For example, five days after opening escrow, he sends moving supplies to the customer's home. He also takes care of

their change of address, sets up cable installation and transfers utilities.

3. EXTEND THE TRANSACTION EXPERIENCE. O'Brien lets his deliverables bleed into the days and weeks following the close of escrow, for example by sending his handyman on moving day. "As their agent, I want to be part of [the first day in the new house]," notes O'Brien. His "fixer" might pick up pizza for the family, assemble IKEA furniture or hang ceiling fans. A few weeks later, O'Brien sends a professional cleaner to the house.

4. HELP CUSTOMERS CELEBRATE! Thirty days after close of escrow, O'Brien springs for dinner for two at a favorite restaurant, complete with transportation, to celebrate their sale or purchase.

By nurturing existing relationships, O'Brien adds a wow factor to transactions, creating a steady stream of referrals from customers-turned-evangelists. #

JAY O'BRIEN
CLIENT GIANT
COSTA MESA, CALIF.



Tap into

CONTENT MARKETING

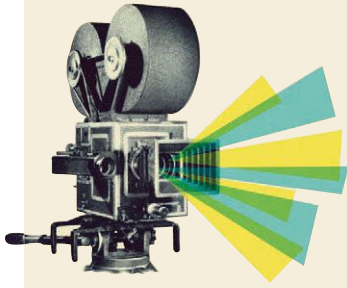
Providing valuable content that buyers and sellers want is at the heart of content marketing. Abandon the hard-sell approach, think about what homebuyers and sellers want or need to know, and provide them with high-value content.

Keep in mind that content marketing is a slow burn—it generally takes months to build trust and establish a relationship with your audience. The good news? Much of

content marketing simply requires your time and some tools you probably already have, such as a computer and smart phone (to snap photos and record audio and video). Plus, once you create one piece of content (like an article), you can repurpose it for a variety of formats.

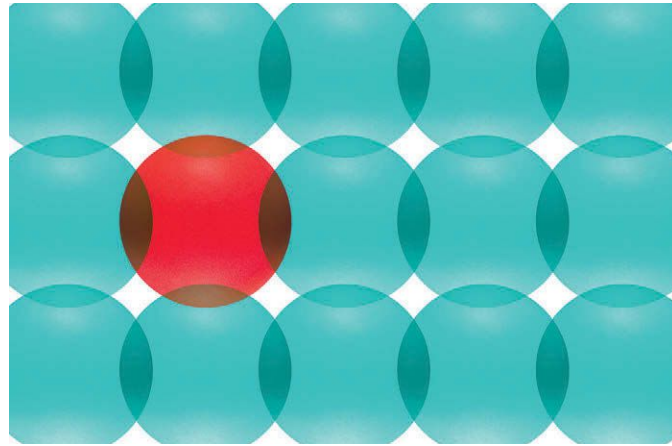
Think a blog post is the only content marketing you can do? Think again! Here are 23 other formats for content marketing:

1. Guest post (on a credible website)
2. Article (in your local newspaper or magazine)
3. Social media post
4. Checklist
5. Podcast
6. Video
7. Infographic
8. Illustration
9. Chart/Graph
10. Email
11. Newsletter
12. Cartoon
13. Webinar
14. Quiz
15. Case study
16. eBook
17. Presentation
18. GIF
19. Timeline
20. Slide Deck
21. Interview
22. Q&A
23. Photos



Watch It!

- **Real Estate Agent Marketing: Zero Cost Marketing Strategies for Solo Agents** (Elite Real Estate Systems)
youtu.be/ACjXqAlos_0
- **Low-Cost High-Results Real Estate Marketing You Can Implement in 24 Hours** (Real Estate Growth Systems)
youtu.be/QzBfCC2-1tc
- **Free or Low-Cost Marketing Ideas to Find Motivated Sellers & Cash Buyers** (Jennifer West-Granahan)
youtu.be/aUELjvd3KQ4
- **6 Cheap Ways to Generate Real Estate Buyer Leads** (Systems Saturday)
youtu.be/MQen0sSjYLA
- **Wholesaling Real Estate: Low-Cost Marketing Strategies** (FlipThisWholesaler)
youtu.be/tOspW5B5IBw
- **Real Estate Marketing Ideas for New Agents With No Money** (Jason Wardrop)
youtu.be/eIKClnVc8M



WHAT MAKES YOU UNIQUE?

Regardless of budget, marketing starts with the value you add to the customer experience and your unique selling proposition.

1. Think about the value you add. Years ago, customers needed real estate agents for area information, prices, listings available, etc. With much of this now available online, real estate agents need to bring more than information to the table. What's your value? It's got to be a better, well-rounded, customer-focused experience.

2. Be authentic. Tap into what makes you different from other sales associates, suggests Jay O'Brien, managing

partner of RE/MAX Prestige, Costa Mesa, Calif. "I've always been myself—tattooed, no suits," he says "At the end of the day, people know me and either like me (or don't) for who I am."

3. Think differently. Get rid of "we've always done it this way" thinking and do something that's current or forward-thinking. Look at it from a consumer's point of view. What would you want if you were buying or selling a house?

12

FREE

Marketing Ideas

- 1 Testimonials:** Get them at the closing table.
- 2 Celebrate anniversaries:** The day customers bought or sold with you.
- 3 Write a guide:** For your neighborhood or niche.
- 4 Share your news:** Write a press release.
- 5 Network:** Look local with MeetUp.com.
- 6 Post on social media:** Schedule posts with free versions of Buffer or Hootsuite.
- 7 Customer reviews:** Add them to your LinkedIn profile.
- 8 Email:** Send marketing campaigns with Mailchimp.
- 9 Unpaid social media ads:** Use targeted keywords and hashtags.
- 10 Media resource:** Register as an expert with <https://www.helpareporter.com>.
- 11 Speaking engagements:** Hold your own event or be a guest speaker.
- 12 Stream on social:** Schedule a Facebook Live event.

Source: Tara L. Jacobsen & Marketing Artfully, <https://marketingartfully.com/100-free-marketing-ideas-for-small-business/>

NOW YOU KNOW

Want more engagement on social media? Try this. Go to Instagram and find five people you would like to consistently engage. Follow those accounts. Then, go through their feed and like photos, make comments and respond to questions or prompts they've posted. Build a relationship. Source: Irina Leoni, branding expert and photographer. (irinaleoni.com)

