



# Build your Marketing Strategy

## REFERRAL MARKETING TECHNIQUES

**Structured Networking:** Includes networking groups, leads groups, or other organized networking opportunities.

**Business Alliance:** Partnering with other businesses to be their preferred agent.

**Agent Referrals:** Seeking referrals from agents outside your area.

**Social Media:** Sites like LinkedIn and Facebook can be a great free outlets for getting referrals.

## UNIVERSAL MARKETING TECHNIQUES

**Yard Signs:** These can be sign calls during floor duty or from your own listings. What will you do to maximize the exposure on your signs?

**Public Events:** This could be booths at community events, charity, or anything else you can dream up.

**Open Houses:** Some agents have made their entire career on open houses, but it's not for everyone. If you do open houses, how will you promote them?

**Direct Mail:** Endless possibilities exist, and leads can be generated, but watch your ROI on mailings.

**Farming:** Build a presence in a specific neighborhood and over time become the go-to agent. This can be a long road, but for the agents who do it correctly, the rewards can be big.

**Renters:** Renters can be a targeted demographic of people ready to buy a home. You can broadcast messages to renters highlighting the benefits of home ownership.

**Special Offers:** Publicize a special offer to entice the general public to use you.

**Friends and Family:** This is the center of your sphere and a consistent referral source.

**Past Clients:** These people are often forgotten, but they can be a excellent source of business.

**Company Directed:** Your office may have business opportunities that you can tap into based on relationships it has developed.

**Public Education:** Sponsor or provide classes to the general public. This could target first-time home buyers, investors, or sellers in trouble needing to short sale.

**Craigslist:** Market your services and your listings on one of the web's largest marketplaces.

**Mass Media:** Marketing outlets such as TV, radio, print, online, and so on.

**For Sale By Owner:** Contact sellers who haven't picked an agent. Can you convince them it should be you?

**Social Media Ads:** Paid advertising on sites like LinkedIn and Facebook.

**Your Personal Web Site:** Developing and promoting your site to get leads through the web.

**Expired and Cancelled:** Approach sellers who have recently pulled their listing from the market. Do you have what it takes to after these potential clients?

**Branding:** Billboards, bus benches, and just about any other paid public advertising venue.

Source: BreakThroughBroker.com