



Connect!

REAL RELATIONSHIP MARKETING IDEAS



by CHAD RUEFFERT

Did you know that the term “Set it and Forget it” was an actual advertising tagline coined by famed inventor Ron Popeil for his Ronco Rotisserie Oven?

His point was: you put a little effort into a meal at the beginning of the day, and then you can forget about it until it's time to eat. I love the idea of a little effort now and a big payoff later. But, like saving money, dental hygiene and exercise, way too many people avoid the initial effort altogether. Despite Popeil's persuasive pitch, there are still a ton of people eating leftover pizza at the end of the day instead of enjoying a delicious, healthy rotisserie chicken.

When it comes to marketing, real estate agents have the same problem. The number one excuse small business people use for not marketing more is lack of money. That's a terrible excuse. Marketing is not an expense—it's an investment that provides a return. The number two excuse is lack of time. There's no time for marketing when you're busy closing deals, showing homes, and enjoying the benefits of the marketing you did last month when you weren't so busy.

That's why you need a “Set it and Forget it” program as part of a healthy, well-balanced marketing plan. My advice

for every real estate professional is that they need at least one automated customer contact each month to ensure there is always a minimum level of communication and promotion. There are a ton of future payoffs for putting that little bit of money and effort in now:

1 Eliminate the Roller Coaster

When next month comes, since you didn't have any time for marketing this month, you're no longer busy. Without consistent marketing you start a cycle of business with lots of highs and lows instead of a consistent flow. A consistent flow removes a lot of stress from your business.

2 Maintain Top Of Mind Awareness

Generating a referral or a potential customer is often about timing. The person who gets the phone call is often the last person to reach out to the prospect. If you go months between contacts with your sphere, someone else is likely filling the gaps. Relationship marketing only works if you have an actual relationship with your clients, and that requires consistent communication.

3 Normalizing the Expense

Like desk fees, cell phones, and car payments, by setting up a recurring, monthly marketing plan you can set an appropriate budget and know the cost in advance. It removes the temptation to skip your marketing in hopes that you stay busy without it.

4 It's Easily Scalable

Once you set up a monthly marketing plan, expanding it is easy. When you're ready for a big push, just add a neighborhood to your farm mailer. As your sphere grows, simply add their names to your monthly mailing. The rest of the effort is already done.

So it's time to set aside the excuses! Find at least one “set it and forget it” program to help you build your business. Pretty soon you'll have forgotten what it was like to live without it.

Chad Rueffert is president of Braintree Marketing, Inc. and the creator of the From Your Friends Relationship Marketing Program.

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