

Tips for Creating Relevant, Interesting & Valuable Marketing Messages

Real estate agents tell us all the time that the main reason they don't connect with their sphere of influence more often is that they feel they have nothing interesting, relevant or valuable to say.

But if you want to generate an endless stream of referrals, you have to create top-of-mind awareness and create an in-depth relationship with your sphere of influence. That means multiple contacts each month, each one designed to strengthen your referral-worthiness and relationship.

Below are some tips on creating marketing messages with impact, and a list of relevant reasons to reach out to your sphere of influence.

Tell Stories

In a recent post from Virgin Atlantic CEO Richard Branson, he listed 7 tips for more effective social media interaction. The number one tip is that people respond to stories, not data. Facebook and Twitter are great ways to tell stories. He also suggested you tell a few jokes. Richard Branson has 3.5 million twitter followers and was voted the world's most "social CEO" so his advice is probably solid.

Respond

One of the easiest ways to ensure your communication is relevant, especially in social media, is to respond to your sphere's posts and content. They already believe the topic is relevant, or they wouldn't have posted it. It's quick and ensures you are talking about something of interest to them.

Make it Personal

The more "targeted" your communication is to the individual you are communicating with, the more relevant it will be. You need to have a plan that includes both "mass" communication and some specific, personal interaction.

Improve their Lives

Whether it's a Buffini item of value, a From Your Friends postcard, an annual calendar, etc. sending your sphere something that has actual, true value ensures they'll read it, keep it, use it and appreciate it.

Provide Timely Education

The easiest way to be relevant is to communicate about timely topics. Relate current headline news to real estate, and do it in the most localized, personal way possible.

Speak in the Right Language

Generation X and Millennials don't speak the same language as Baby Boomers. To be relevant and interesting, use the right type of medium and message for each different audience.

Solve Problems

A joke might grab some attention and get some laughs. But if you can actually solve a problem for someone, that's the absolute most powerful interaction you can have. But this means you have to actually ASK the people in your sphere if there is something you can help with. Offer to be a resource and you might be surprised who takes you up on it!

Avoid Repetition

With traditional media, repeating the same message over and over can be a good strategy. With relationship marketing, you'll need to be sure you refresh and update your communication frequently to circumvent "message avoidance" where your audience simply tunes you out.



Content & Message Ideas

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Staging tips
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Reverse Mortgages
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Information on the Economy
Updates on Laws, Rules & Regulations
Tax Info about Home Ownership

Your Personal Business

Featured home for sale
New Listings
New Sales
Free market analysis
Free home value analysis
Continuing Education and New Areas of Expertise
Questions, Surveys & Requests for an Opinion
Testimonials & Success Stories
Information about Your Brokerage
Events & Open Houses
Articles & Blog Posts
Invitation to Connect on Social Media
Updates to Your Website or Technology
Follow-Up on Your Service
Follow-Up on New Contact
Thank You for Your Business
Thank You for Your Referral

Insights into Your Life

Charitable Involvement
Inspirational quotes
Family Accomplishments & Updates
Interesting Travels
Occasional Jokes or Humorous Items
(Keep it clean & non-political!)

Of Interest to Them

Local events and calendar
Introductions to Interesting People
Birthday Wishes
Holiday Greetings
Anniversary Congratulations
Anniversary of Home Purchase
Local School District Info
Acknowledgment of an Accomplishment
(New Job, Promotion, etc.)
Articles of Interest to their Life / Career

Of Value to Them

Discounts at Local Restaurants or Attractions
Home Improvement Tips
Trusted Vendor List
Referrals that Improve their Business or Career
Invitation to Lunch or Coffee
Invitation to a Party or Mixer
Calendars
Sports Schedules
Daylight Savings Reminders
Giveaways or Sweepstakes
Promotional Products
Seminar or Workshop Invitation
Moving Tips

