



Connect!

REAL RELATIONSHIP MARKETING IDEAS



Increase Your Marketing Effectiveness by

by CHAD RUEFFERT

Realtors have limited time and money for communicating with their sphere of influence. Often, they default to one form of communication. Whether that's social or email or direct mail (please tell me it's not NOTHING), they fall into one routine and stick to it.

If you're limiting your relationship and referral marketing to one type of communication, you're missing out on a lot of potential business.

Optimove, a customer engagement software company, recently did a

study that shows that multi-channel marketing (communicating with your customers through more than one medium) results in 37% higher response rates than single-channel marketing (even with the same total budget.)

There are two prime reasons you achieve more with a multi-channel approach. First, nearly every customer or prospect has a preferred method of communication. Some prefer email, others social media, and others direct mail or personal contact. Communicating in your customer's preferred format ensures a higher level of noticeability, impact and retention of your message.

The second is the "surround sound" effect. Multiple messages in different formats "reinforce" each other, making each one more impactful than it would be standing alone. Marketing guru Rex Briggs defines it this way, "Just as in a stereo system, one speaker

doesn't do it all; instead it's the combination of the woofer, tweeter, and mid-range that gives the sound a richness and quality...The same thing applies to marketing. For example, seeing an ad multiple times in the same medium can actually be less efficient than if people see a well-orchestrated advertisement in different media."

Want an immediate increase in your marketing ROI? If you're communicating only through electronic means, consider adding direct mail to communication efforts. You'll reach more of your target audience with a message that is more likely to be music to their ears!

Chad Rueffert is the president of Braintree Marketing, Inc., a full-service marketing consultancy specializing in the real estate industry, and the creator of the From Your Friends Relationship Marketing Program.

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