
3. SYSTEMATICALLY COMMUNICATE WITH YOUR DATABASE

SATURATE

19 TO CONNECT

- 4 Touches** Quarterly phone call
- 12 Touches** Monthly e-mail, newsletter, market report, video
- 2 Touches** Promotional direct mail, such as a magnet, calendar, market report, etc.
- 1 Touch** Annual event, party, movie screening, get-together

19 TOUCHES EACH YEAR

CEMENT

A high value touch that solidifies the relationship you have just established.

1 HIGH VALUE TOUCH

SATURATE

36 TO CONVERT

- 4 Touches** Telephone calls
- 26 Touches** Bi-weekly email offering some type of information of value to the consumer
- 2 Touches** Events, get togethers, parties
- 4 Touches** Promotional direct mail, such as a magnet, calendar, market report, etc.

36 TOUCHES EACH YEAR