



Tip 49: Radio/TV Advertising

With the "*millennial-way*" coming onto the scene, conventional means of nearly everything is changing. Housing, AirBnB, Restaurants, Uber, eCommerce, delivery, and even **Online/Wi-Fi based media vs. Cable/Radio** channels....

For now, Radio and TV are still means of marketing. Albeit I suspect their costs to decrease over time due to smaller-growing audiences (these primarily appeal to Baby-Boomers and Generation X), today they are expensive mediums to use. Nonetheless, a **television commercial ad** or jumping on a **podcast or interview session at a local radio station** can still get your brand/business out there.

More practical marketing choices are out there.

Tip 48: Mailers

A common form of marketing is **every door direct mailers...**

While this method often comes with *higher* overall costs than others, primarily due to **postage**, it allows you to reach a wider amount of doors in a shorter period of time. Nowadays you can be *selective* on which households, streets, communities you'd like to send your flyers to.

Example link: <https://eddm.usps.com/eddm/customer/routeSearch.action>

That's only half of the task tho. The other is knowing what message you are sending to the homes you've selected. Your advertisement has to have a **hook** in order to get them to contact you back to: Sell their home quick, get a free valuation on their property, break their lease so they can buy sooner, etc.

Like fishing, **targeting** them (location) is like picking what body of water you want to throw some lines in. What kind of **bait** (mailer) on your pole is just as important.

Tip 47: Door Hangers

Door-to-door marketing has its benefits...

The door being closer than the mailbox, door hangers are the material closest to **getting inside the house** that you can give. And that's the goal, making it inside.

But that's not all it takes, just by being on the front door. Make sure your hangers have a **catchiness** to them. Their *design, simplicity, pictures, facts, an offer*, etc. That's the difference between them ending up in the garbage can vs. the kitchen counter, once indoors.

At the end of the day, it's a **#s game**. The more you send, the greater the likelihood of response. And if you decide to *grind and just hang them yourself*, you're saving on postage by using good ol' "sweat equity". Especially if you **knock first**, giving a chance for a face-to-face conversation. Then if they don't answer you place the hanger. **Next house...**

Tip 46: Raffles

Believe it or not, there's been people who have actually sold their home via a raffle (**electing a winner**) but let's mention a more practical case.

Similar to contests, **engage with your social media** by placing an item or something they can win in a raffle, if they submit an entry for **participating**. You could even record and share the winner-draw.

Take a chance on *chance*, or don't, for it's just another marketing idea...

Tip 45: Classified Ad Posting

Nowadays the term classified has a different meaning, seeing as information is readily available to almost everyone. So what aspect do we as realtors control? **MLS**. Which for the most part outsources to a lot of other public search platforms like Zillow, Realtor, Trulia, etc. There are other platforms like Craigslist (depending on circumstances lol), but let's go back to the **Multiple Listing Service**. Which is technically *classified* because its access is authorized to Realtors/Brokers.

Depending on market conditions, like ours being a seller's market for example, not much extra advertising is needed beyond the MLS because the demand is currently adequate. Either way, at least do the following:

1. **Sell the value on this tool.** It's exclusivity to realtors is kinda taken for granted by sellers. Imagine it didn't exist, how much longer and how much more marketing would be required.
2. Make sure you **maximize your listings' potential.** It's nearly a one-time effort. **Excellent photos** bring more attention and a **solid description** listing as many selling points only bolsters the value toward your client's asking price.
3. Discuss a casual business plan (between you and the seller) for the listing, basically the *actions to take over the course of it's shelf life*. If your listing is still sitting over 30 days (in this market), **provide feedback** to your client. And hopefully you already planted some seeds and **set some expectations upfront** regarding the gameplan for when this happens.

Tip 44: Pizza Box Advertising

We are in the old-school techniques section of the tip of the day's....

But the underlying concept is combining your marketing with another item that gets **delivered**. The delivered product basically serves as the postage. This example mentions pizza boxes.

Sticking a small flyer/coupon on top of each box gets your material in their doors. This will likely only be doable with companies that offer a *program* as such, or through any *smaller, privately-owned restaurants* for example.

UberEats delivers food all around. Say the client chooses "ABC Pizza". You have an agreement with ABC Pizza, where you offer them something in exchange (barter) for them to promote your business. Well they can easily **toss your flyer in the takeout bag that the driver picks up**. They bring to the client's door. And now you're inside potential client's homes...

Worst case, they'll use your stuff as a napkin lol

Tip 43: After-Hours Answering Services

Let's face it, we all don't work all of the time. And some clients might try to contact you *late at night, on weekends, from a different time zone, while you're on vacation*, etc. So what type of service could you offer those potential leads: **Virtual Answering Service**

This will help you **retain business** that was already within your reach. If you are at the risk of getting calls during your off-times then this might be worth it...

Starting around \$40/mo. = **\$500/year**.

All it takes is just one after-hours lead to become a deal, and you just made a 10x ROI.

Tip 42: Feedback

A little different than a review (public), *feedback* is more of a direct response from your past clients to you.

However you get it is up to you: Phone call, text, email, etc. **Ask them** how the process was or if there was anything that they felt could have made things smoother.

Being **open to any suggestions/ideas** can only help you upscale your services.

Tip 41: Handwritten Letters

Nowadays most everything is communicated via *text, email, and social media*. So **handwriting** a note/letter is what stands out, especially to the generations above most of us....

Write a handwritten **thank you note to past clients**, could lead to referrals. Some direct mail companies actually mass design letters so they look handwritten. A viable tactic to getting increased responses.

If your penmanship looks worse than your own kid's chicken scratch, maybe have your woman write it for ya lol

Tip 40: Reunions

Not saying crash other people's Family Reunions lol

But every now and then, **family reunions, alumni reunions, gatherings between colleagues, old friends**, etc. happen. Aside of the chance to spend quality time catching up and reminiscing, there's a good chance you are one of the only realtors in the bunch. This gives you a natural chance to discuss real estate and possibly get some business from *inside of your circle*....