

# Marketing Strategies

Goal: Lead Generation

E-communications

Website

- Virtual Tours of properties and land
- Artistic and pleasing presentation
- Online Forum

Customer feedback

E-learning

- Interactive educational tool as per home buying, mortgages, basic real estate concepts
- Constant interaction with clients and follow up

Social Media Marketing

Facebook

- Constant interaction and education
- Qualified lead generation
- Multiple forums customized to particular product

LinkedIn

- Business Networking
- Qualified lead generation
- Target Marketing

Twitter

- Continual online presence
- Up-to-second blog
- Real Time deal exposure

YouTube

- Online video
- Property tours
- Customized marketing
- Educational integration

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Database Marketing:  
Tightly define customer group

Rifle shot approach:  
Distinguish between more probable and less probable customers and  
allocate resources accordingly.

Database Management

www.salesforce.com  
Email blasts  
Email Tracking  
Campaign management  
Purchase existing  
databases.

Informational Seminars

Luncheons

Powerpoint  
presentations  
Brochures

Networking/Meet and  
Greet parties

Corner the market  
share.

Direct Marketing

Newspapers  
Local Real Estate  
Magazines  
Signage

Summary

Entry Points

To have as many possible  
entry points from which customers can purchase from.

Office and affiliation  
with Prudential Rocky Mountain Realtors  
Website  
Direct Marketing

Newspapers  
Local Real Estate  
Magazines  
Signage

Database Marketing

Strategic warm email  
blast  
Email lists

Information Seminars

Industry gatherings  
and events  
Customer procurement  
Networking