



## TOP MARKETING IDEAS FROM MEMBERS ALL OVER NEW ZEALAND

Advertising (herald) has great results for Real Estate - wide readership including overseas
Advertising in your local newspaper
Advertorials in a weekly newspaper insert called Tempo
Aligning with a larger brand
Ask current clients for referrals
Associations with charities or community events
Becoming known as expert in the field – writing for media, blogging, social media interaction, Seminars
Blogging about your speciality
<b>Brand awareness marketing – live &amp; breathe the brand - very important and popular!</b>
Branded products, pens, cups etc.
<b>Building relationships with industry suppliers, referral alliances in your industry, strategic alliances - very important and popular</b>
Bumper stickers, Bring a friend events
<b>Car advertising - very popular!</b>
Complimentary introductory sessions show potential clients what you do
Concession cards allow people to make a commitment and give the process a chance.
<b>Contact existing clients to let them know a special offer - popular</b>
Craft markets
Creating a database
Do a "Bon Voyage" call before client travels and a "welcome home" call when they get back.
Donating to a charity as part of your business plan
Entertainment Book vouchers/deals – Entertainment book also send out newsletters to their database
<b>Expos - popular</b>
Facebook - advertising of an event
Facebook - competitions where people tag someone
<b>Facebook - popular</b>
Facebook - setting up new groups
Flyer and email to estate agents
Flyer drop in letterboxes in local area (travel agent)
Follow up - once you've met someone, if someone was interested in a service, if you heard someone referred you
Food by mouth! Tasting the food and having the experience works the best form of marketing.
Free walking group on Saturday morning
<b>Free workshops – 80% of attendees will interact in some way</b>
Fridge magnets
Fundraisers
Getting in front of people and talking/demonstrating what you do
Give things away to clients
Great photos and case studies
<b>Grow your database - Email campaigns - (Mailchimp newsletter system) suggest including video - popular</b>
Handwritten cards
Joining Venus has so far been her best marketing strategy. Her advice for others if they have a bigger budget: Radio (can target market), Google Adwords – also keep website updated and relevant and have a blog, outgoing links, set up a referral programme
Leaflet drop (1-5% success)

Linked IN
Look after your current clients
Making up gift baskets with Venus members discount vouches inside for Real Estate agents to give out
Marketing brochures
<b>Networking - Building genuine relationships - 2nd popular with every group sharing this</b>
Notepads with her photo and details. She sends them out to her database 3 or 4 times a year so that her details stay in front of clients (real estate agent)
Offering free services in budgeting with her banking background adds to the value she gives to clients
Offering packages
Presentations to professional bodies
print advertising as part of a marketing strategy even though some say it's not as important any more - the more people see your brand/logo/products etc the more likely they are to remember you when they need your products/service
Print media especially local publications like Eastbourne Herald
Print out invitations and approach people you think will genuinely be interested in you offer
Produce awesome work so that your clients will tell everyone
Public events, ie. JenniferJuneFashions - Fashion show for new seasons and new business launch parties.
Radio advertising (but must be measurable and specific)
Referral reward programme
Regular phone calls
Researching the business/background of targeted clients
Retreats
Social events, sponsor school newsletter, fundraiser donations
Specialty foods – having samples and tastings for people to TRY before they buy
Take someone out for a coffee - Sarah recently took someone in her industry out for a coffee and they have been proving a great source of leads and great industry information
Thank you gifts
Tracking where clients are coming from
TradeMe ads at \$19 for 3 months
Use of CRM database, for collection of all information - recoding everything that has been done,
Use your marketing materials to support your networking - e.g. you will need business cards to hand out when networking, a great website when they take home your card & view your site .... etc
<b>Venus Network - very very popular - yah!!!</b>
Volunteer activities
Walk by's - dropping into see potential clients
<b>Website - well optimized and full functional - very popular</b>
Welcome home postcards (from travel agent)
<b>Word of mouth - every single group in the country shared this - the most popular!</b>
Word of mouth is great but unless standards are high word of mouth can shoot you in the foot as much as help you out. Ensure your standards are high and upheld.
Yellow pages

Thank you for sharing all your ideas so we can get inspiration for creating our marketing plan for 2014.