

7 Steps to Highly Effective Marketing Campaigns

Course Description, Objectives & Timeline

Speaker: Jennifer Cummings

Course Description:

This session will provide agents with an understanding of how to create easily duplicatable and repeatable marketing campaigns that will provide real VALUE to and DIRECTLY BENEFIT consumers. By doing this, agents will create lifelong clients from those consumers.

After attending this session and putting its strategies into practice, consumers will be more likely to seek these agent attendees out – eager to do business with *them*. Attendees will learn how to gain more respect from consumers and clients, while creating a steady stream of new business – regardless of market conditions. The insight agents will learn in this session will make their marketing actually work by providing *TRUE* value to consumers which inevitably will position each agent as the trusted, go-to expert in his or her market.

Course Objectives:

Upon conclusion of this session, each attendee will be able to:

1. List and explain the 7 steps to highly effective, consumer-centric real estate marketing campaigns for agents.
2. Identify and understand the difference between his or her *internal reality* and *external reality* as related to his or her business and then how to best use specific types of marketing pieces to bridge and communicate that reality to the greatest benefit of consumers.
3. Communicate the difference between *advertising* and *marketing* – and understand what can be given through that marketing that will benefit consumers most today.
4. Identify the top mistake most agents make when marketing to consumers.
5. Uncover and understand the nine myths about marketing that are robbing both consumers and agents.
6. Understand and utilize the four critical elements of a great, consumer-centric marketing message.
7. Position him or herself – through the use of at least four types of value-added informational and consumer-centric, highly effective marketing pieces – as the trusted, respected, go-to expert in his or her market.

Course Timeline:

Time Allotment	Topic	Teaching Method
5 Minutes	Welcome Activity / Overview / Agenda & Objectives Review	Group Activity Lecture
10 Minutes	Introduction: Potato Chip Marketing	Lecture
10 Minutes	REALITY: Consumers' View of Real Estate Agents	Group Discussion Lecture
10 Minutes	Agent's Business: Internal vs. External Reality in Today's Market	Lecture Group Discussion
15 Minutes	Marketing vs. Advertising	Lecture
10 Minutes	Break	Break
30 Minutes	7 Steps to Highly Effective Marketing: Explained	Lecture Workshop Group Discussion
10 Minutes	Getting Beyond Marketing Objections	Lecture
15 Minutes	Becoming Consumers' <i>Expert</i>	Lecture
10 Minutes	Break	Break
30 Minutes	Four Critical Elements of a 7-Step, Consumer-Centric Marketing Message	Lecture Workshop/Discussion
25 Minutes	Getting It Done: Specific 7-Step, Consumer-Centric Marketing Pieces, Ideas, Systems	Lecture Group Discussion