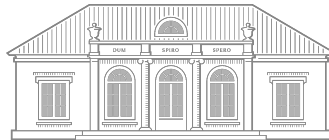


Unconventional Marketing

Unconventional Convention

Engel & Völkers Bentonville

11.07.2024



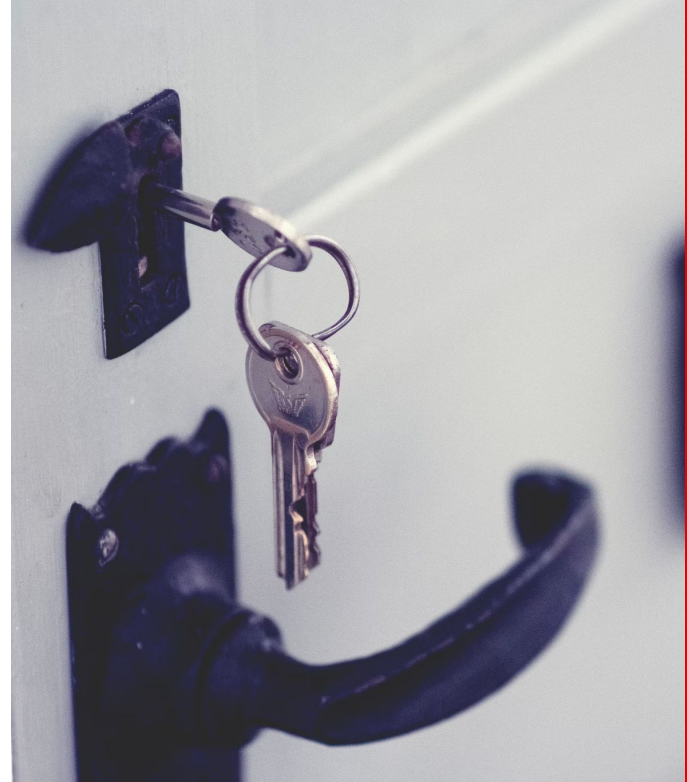
A fresh spin on marketing

- Conventional advisor marketing
- Unconventional strategies
- 6 tactics to tackle:
 - Intentional community engagement
 - Consistent content marketing
 - Targeted, strategic digital + social
 - Events as business development
 - Earned media & public relations
 - Ratings, reviews & recommendations



Our objective today:

- Leave with fresh ideas (you/advisors)
 - *You can't do all of it! Pick focus areas.*
- Consistency > scattershot
- A new commitment to tracking
- Mindset: think like a marketer (test)





Marketing Layers

- Brand marketing (HQ)
- Brokerage marketing (shop)
- Listing marketing (staff/concierge)
- Advisor/team marketing (YOU)

Benchmarks

- Excellent marketers
- ROI from marketing time/spend
- Consistent marketers (dedicated time daily, weekly, monthly)
- Advisors who are excellent marketers (50%?)

Conventional Marketing

- Typical approach: high cost, low ROI
- Inconsistent, scattershot approach
- Rarely testing, monitoring, adjusting
- Typical tactics:
 - Adwerx & SEO
 - Print ads, signage, billboards
 - Collateral, mailers, print materials
 - Social media



Unconventional Marketing:

- Annual planning & benchmarking
- Define budget (then maximize)
- Time blocking
- Think like a marketer (A/B, beta)
- Track, monitor and adjust



Annual Planning

- Dedicated time to review past performance
- Set future goals & methods to achieve them
 - *Bonus: set aside time to tackle your CRM/set up success*

Tools:

- List of goals/tracker
 - *Chalkboard method: visible set of quarterly goals & action items*
- Benchmarks
- Marketing tracker
- Calendar
 - *Set time weekly/monthly to execute*
 - *Set time quarterly to reference/refine your plan*
- Idea file

Setting Your Marketing Budget

- Industry rule of thumb: 10% of last year's GCI (gross commission income)
 - Pull 10% of every check into a dedicated account
- Alternatives:
 - 10% of last month's commission (month to month)
 - Flat monthly amount based on comfort

Marketing Pillars

- **Advertising:** print advertising, digital advertising/SEO, newsletters, paid social
- **Business Development:** networking events, notecard/gift drop offs, postcards/mailers
- **Collateral:** door hangers, sell sheets, branded cards, gifts/promo items
- **Community Engagement:** boards, committees, volunteer work days, event sponsorships
- **Content Marketing:** emails/Rezora, blog posts/content, YouTube
- **Events:** hosted events at office, attending galas/golf tournaments (tickets), client appreciation
- **Online Presence:** website, Google, Realtor/Zillow profiles, headshots
- **Public Relations:** awards, guest posts, podcasts, press, networking, speaking engagements
- **Social Media:** posts, profiles, engagement, DMs (adding or focusing on a platform)


Chalkboard Method

- Visual goal setting
- Making space & filling it
- Keeping objectives top of mind/in sight
- Unexpected extras

Example: 1Q24 Chalkboard Method

Buyers						
Listings						
Referrals						
Social Posts						
Emails						
Revenue						
Unexpected extras						

Sample: GOALS

CATEGORY	GOAL	YTD (10/04)	%	TRACKING											
Networking	Attend EVX and visit 6 E&V shops	EVX  , 3 shop visits	57%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
Community Engagement	Serve on two boards by EOY	Roll off NextUp 12/31, serving on DBI, req'd Chamber	75%	<input type="checkbox"/>	<input type="checkbox"/>										
Events	Host 6 events, attend 6 large events/galas	3 hosted, 2 planned, 10 attended	83%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
In Person Connects	72 total (6/month)	52 complete	69%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Database Marketing	Send 15 emails to my database	9 sent	60%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Content Marketing	Write & publish 18 blog posts	11 published	61%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Direct Mail	Send 6 mailings: letters, TY notes, mailers, etc.	3 complete	50%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Public Relations	Complete 5 speaking engagements or workshops	4 complete	80%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>							

Sample: BENCHMARKS

Social Platform	Goal	09/01/24	% to Goal	10/01/24	% Change	% to Goal	11/01/24	% Change	% to Goal	12/01/24	% Change	% to Goal
Facebook (Personal)	2,000	1,892	95%	1,927	2%	96%	1,944	1%	97%		-100%	0%
Facebook (Business)	2,500	1,700	68%	1,788	5%	72%	1,891	6%	76%			
Instagram (Personal)	2,000	1,719	86%	1,739	1%	87%	1,808	4%	90%		-100%	0%
Instagram (Business)	2,500	2,228	89%	2,232	0%	89%	2,356	6%	94%			
LinkedIn	4,000	3,188	80%	3,449	8%	86%	3,976	15%	99%		-100%	0%

Sample: TRACKER

Date	Social	Collateral	Direct Mail	Content	Speaking	Other	Type	Action	Cost	Results/Stats	Outcomes/Notes/A
Mar	✓						LinkedIn	DBI Board announcement	\$0.00	2,651 impressions, 1,593 unique views, 121 engagements	
Mar	✓						LinkedIn	Productivity Hack: Video Game Music	\$0.00	1,145 impressions, 770 unique views, 18 engagements	Went back and re-shared as blog content on 08/23 since
3/25/2024	✓	✓					Postcards	Owning Oz workshop, mailers & marketing	\$234.00	0 results/ROI, do not repeat	
4/10/2024	✓		✓				Letters	Michelle intro letters to my SOI	\$10.94	Printing of address labels	Excellent verbal feedback and outreach from 2 pros
4/17/2024	✓	✓					Client gifts	Home illustration from Etsy (7 Crewe Lane)	\$26.63	Excellent: repurposed illustration as marketing postcard + social post	
5/1/2024	✓					✓	NextUp	NextUp + E&V Denver event	\$0.00	~50 attendees, excellent response	High time effort, consulting services not priced appr
5/3/2024	✓				✓		Email	Thank you, (Email to Denver event attendees)	\$0.00	40% open rate, 14% click rate	Re-use content for an NWA email to larger group/se
5/10/2024	✓		✓				Postcards	Direct mail & pop-bys: postcards & canvas printing	\$197.09	400 postcards designed & printed + label printing	Difficult to assess impact, but great in person respo
6/20/2024	✓	✓				✓	Gallery Reception	Gallery Reception for Kinva Christian	\$200.00	~50 attendees, excellent response	
6/29/2024	✓			✓			Email	Celebrate July 4th in Northwest Arkansas	\$0.00	42% open rate, 7% click rate	
7/10/2024	✓			✓			Email	GG Magazine - Living Legends Issue	\$0.00	50% open rate, 9% click rate	Two individuals requesting magazines/connects
Jul	✓						LinkedIn	E&V NWA Top 9 June 2024	\$0.00	1,794 impressions, 1,133 unique views, 62 engagements	So many "you're killing it" comments in person
Jul	✓						LinkedIn	Travel Tuesday - Uccle, Belgium Shop	\$0.00	443 impressions, 311 unique views, 9 engagements	Great tie in to global/travel
7/10/2024	✓						LinkedIn	GG Magazine Living Legends	\$0.00	711 impressions, 475 unique views, 13 engagements	
7/17/2024	✓						LinkedIn	Why College Kids Are Bypassing Dorms	\$0.00	909 impressions, 609 unique views, 10 engagements	
7/30/2024	✓						LinkedIn	Another cool reason to love Siloam Springs!	\$0.00	363 impressions, 238 unique views, 5 engagements	This one is low on numbers, but people comment al
8/7/2024	✓						LinkedIn	Cost of living in Arkansas	\$0.00	148 impressions, 93 unique views	Re-shares from others/stats performing lower
8/7/2024	✓			✓			Blog	On Marketing...	\$0.00	909 impressions, 613 unique views	
8/13/2024	✓						Email	Treeshouse, party in Bella Vista (except email)	\$0.00	17% open rate, 1% click rate	Still getting opened 4 weeks later
8/15/2024	✓			✓			Email	Great to see you! (Weekly email to connections)	\$0.00	54% open rate, 8% click rate	
8/16/2024	✓			✓			Email	Quick hello! (Iteration of great to see you email)	\$0.00	39% open rate, 10% click rate	
8/19/2024	✓			✓			Blog	In The Gallery: The Work of Kinva Christian	\$0.00		
8/19/2024	✓						LinkedIn	Treeshouse Vibes & Modern Comfort in Bella Vista	\$0.00	534 impressions, 339 unique views	
8/19/2024	✓						LinkedIn	In The Gallery: The Work of Kinva Christian	\$0.00	534 impressions, 329 unique views	
8/23/2024	✓			✓			Email	Live your luxury. (Friday email newsletter)	\$0.00	119 recipients, 29% open rate, 8% click rate	Kind feedback on format, content, tone from Karen
8/26/2024	✓			✓			Blog	Why You Should Listen To Video Game Music At Work	\$0.00		
8/26/2024	✓			✓			LinkedIn	NWA Parade of Homes Roundup	\$0.00	529 impressions, 324 unique views	
8/26/2024	✓			✓			Blog	Parade of Homes Recap	\$0.00		
8/27/2024	✓			✓			Blog	Motto Sneak Peek	\$0.00		
8/27/2024	✓						LinkedIn	Motto Sneak Peek	\$0.00	5,836 impressions, 3,817 unique views, 110 engagements	Best performing post ever. Learning: perfect timing
9/5/2024	✓						LinkedIn	Repost of Elana Owens content re: NextUp co-hosted eve	\$0.00	579 impressions, 365 unique views, 15 engagements	Performed relatively well, low effort (reshare). Learn
9/5/2024	✓			✓			Blog	How To Work A Room	\$0.00		
9/5/2024	✓				✓		NextUp	NextUp - How To Work A Room workshop	\$0.00	~24 attendees	
9/6/2024	✓						Email	Thank you! (to NextUp work a room workshop attendees)	\$0.00	15 recipients, 27% open rate, 60% click rate	Learning: excellent response from those I interacte
9/9/2024	✓			✓			Email	Thank you! (to general NextUp event attendees)	\$0.00	17 recipients, 35% open rate, 0% click rate	Learning: send only to those I directly interact and e
9/10/2024	✓						LinkedIn	Incanted share of LinkedIn masterclass content	\$0.00	17 impressions, 15 unique views	Performed abysmally, good gut check reminder (I
9/12/2024	✓						Instagram	Posted about E&V group at Wednesdays over Water	\$0.00	1,137 views, 736 unique, 59 interactions - best performing	People like group pics + tagging :)
9/12/2024	✓						LinkedIn	Skylar Report confessionals	\$0.00	1,600 impressions, 1,048 unique views, 20 interactions - very high performing	
9/14/2024	✓						LinkedIn	DBI progress update on A Street Promenade	\$0.00	373 impressions, 236 unique views, 6 engagements	Learning: interesting to repost relevant content on a
9/16/2024	✓			✓			Blog	Announcing: E&V Gallery Gatherings	\$0.00		
9/17/2024	✓			✓			Email	Follow Your Dream... Home (newsletter)	\$0.00	156 recipients, 26% open rate, 6% click rate	Immediate text from prospective seller asking for a
9/17/2024	✓						LinkedIn	Women Demystifying Money event (ifly reshare)	\$0.00	267 impressions, 179 unique views, 9 engagements	Re-share of content, was overly-polished and not ty
9/17/2024	✓						LinkedIn	Fed rate drop post	\$0.00	341 impressions, 228 unique views, 5 engagements	
9/18/2024	✓						Instagram	E&V BTS doodles	\$0.00	92 views, 12 interactions	
9/29/2024	✓						Instagram	Lake views	\$0.00	384 views, 29 interactions	
9/30/2024	✓						Instagram	Announcing Gallery Gathering No. 1	\$0.00	521 views, 22 interactions	
10/1/2024	✓			✓			Email	Upcoming Events & Workshops	\$0.00	181 recipients, 38% open rate, 9% click rate	
10/1/2024	✓			✓			Blog	Owning Oz Workshop	\$0.00		
10/1/2024	✓						LinkedIn	Announcing Gallery Gatherings	\$0.00	407 impressions, 244 unique views, 14 engagements	
10/2/2024	✓						Instagram	Promoted Gallery Gathering No. 1	\$0.00	572 views, 34 interactions	People love human faces :)
10/2/2024	✓					✓	Event invitation	Emailed >60 individuals and texted ~50 to invite	\$0.00	Excellent results, good reminder to send calendar planners	
10/2/2024	✓						LinkedIn	Re-share of Go-Rogue post for NextUp	\$0.00	214 impressions, 112 unique views, 4 engagements	
10/4/2024	✓						LinkedIn	Bethany Poteet's tiny home goodbye video	\$0.00	246 impressions, 147 unique views, 4 engagements	Too polished, not personal and me enough

Unconventional Tactic #1: Community Engagement

Proactively use boards, committees and sponsorships
for intentional business development.

Unconventional Tactic #2: Content Marketing

Leverage information-sharing: blog posts, email marketing and newsletters (yours/theirs).

Unconventional Tactic #3: Targeted Digital

Use less saturated platforms and focus on the right audience (targeted newsletters, paid social and LinkedIn).

Unconventional Tactic #4: Host & Attend Events

Maximize E&V spaces as one of our very best marketing tactics through hosted gatherings.

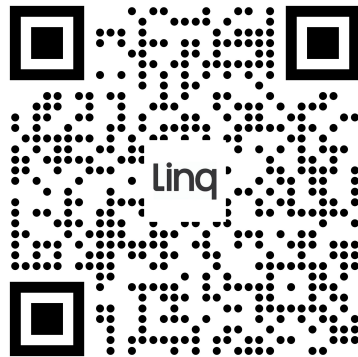
Be strategic with galas and community events.

Unconventional Tactic #5: Public Relations

Pursue earned media: awards, nominations,
podcasts, speaking engagements,
press leads and story starters.

Unconventional Tactic #6: Ratings & Reviews

Implement a ratings & reviews strategy
(shop reviews, advisor reviews, partners,
proactively giving and requesting).



Onward & upward!

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