

# HOW TO DEVELOP A Well-Rounded Marketing Strategy

Great marketing matters now more than ever. Consider this your guide to developing an on-target marketing strategy that will help your business survive even the toughest of times.

## Always Keep Marketing

➤ After the recession in 2008, research showed that businesses who drastically cut back on marketing had the lowest probability of pulling ahead of the competition.<sup>1</sup> Businesses that stop marketing during hard times reduced their visibility, and as a result, their popularity, moving forward.

➤ Spend your marketing budget more wisely, instead of cutting it all together.

**The Bottom Line:** People don't want to stop hearing from you — they do want to hear from you differently. Marketing shouldn't stop in tough times, but *your messaging must change.*

## Sharing Quality Content

➤ The marketing pieces you share with your clients during this time should be **uplifting, informative and valuable.**

- Send monthly Items of Value by mail and eReports digitally on relevant and insightful topics.

- On social media, only share content with vetted, reliable information straight from industry leaders.

➤ Stay up-to-date on the state of the market so you can relay this information to clients and relationships who are concerned.

**Listen:** "The Brian Buffini Show" podcast shares motivational content plus interviews with top economists and real estate leaders to provide clarity on the market.

SOURCE: 1. Harvard Business Review



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## Setting the Tone

➤ Keep your tone empathetic and compassionate. Now is not the time for a hard-sell approach.

➤ Understand that this situation affects many folks in different ways — be mindful of this in your messaging.

**On Demand:** Update your marketing to reflect consumer demand right now. If the luxury market in your area has slowed with the economy, redistribute your marketing efforts toward more affordable or mid-range properties instead.

## How You Show Up

➤ Your marketing strategy must demonstrate your character. Show your level of care by **writing personal notes** and **making calls** to see how your clients are holding up.

**Connection Tip:** As a real estate agent who works by referral, your business is built on relationships — these check-in calls and notes contribute to that and keep you top-of-mind for when this crisis passes.

➤ Look for opportunities to serve your best people outside of your business.

**Ways to Serve:** Drop a small appreciation gift on your client's doorstep, send them a digital gift card or ship them a board game from Amazon.

## Make your marketing stand out with the Referral Maker PRO system!

You'll receive high-quality marketing materials, note cards, access to Referral Maker® CRM and more. Find out how Referral Maker PRO can work for you with a free business consultation: [buffiniandcompany.com/bc](http://buffiniandcompany.com/bc).