



# THE NEW marketing model

*Successful marketing requires agents to target potential clients where they will see the message.*

**Mark Porter, CRS**

Methods of social interaction and communication have changed drastically in the past 25 years, moving from traditional letter-writing to online social media. Marketing strategies must also evolve to match these changes. The idea behind the New Marketing Model is simple — give the people what they want, the way they want it.

Creating valuable and meaningful marketing content for your past and potential clients is just the first step. Then you need to figure out the best ways to deliver that content.

One solution that can help is Alexa ([www.Alexa.com](http://www.Alexa.com)), a powerful tool that tells us the top sites we need to pay attention to and exactly where to direct our marketing efforts.

1. According to Alexa, **YouTube** is the No. 4 site in the U.S., making video one of the top preferred methods of information gathering for the nation's population. Produce a short video on your exciting new content and post it onto your business's YouTube channel.
2. Embed that same YouTube video in a new **blog post** on your website with an accompanying article.
3. For members of older generations who like to receive a card in the mail, send a **post-card** that summarizes your content and points them to your website for details.
4. The next step is email marketing: Send your contacts a **personalized mail merge**

**email** that lets them know about your exciting new video, and again, points them back to your website.

5. Share your new video blog on **Facebook**. Facebook is the second most popular site in the world with over a billion users. Establish yourself on Facebook with a Facebook business page for your real estate business and share your exciting new content.
6. Set up a **Facebook community page** for your neighborhood and share your video content with the large, surrounding community.
7. Sharing your video blog via **Twitter** gives you access to a new demographic of millennial users who prefer the feeds of short 140 character posts. Think of your Twitter posts as microblogs that entice followers to find out more on your site.
8. **LinkedIn** is where corporate America goes to network, and it is the online replacement of those weekly Chamber of Commerce meetings. Sharing your video blog on your LinkedIn feed will open your business up to industry experts and their inner circles.
9. **Pinterest** has also become a popular platform for individuals collecting interesting, new information. Pin your video blog to your company Pinterest board and attract new followers and potential clients.

The point is to market to clients the way *they* prefer to interact. Don't miss an opportunity to connect with a potential client base just because you're not there. Be active on all fronts to better market your business in today's marketplace. ■

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