

Other Suggested Marketing Tactics

Direct Marketing Campaigns, Blogs, Podcasts and Testimonials

Many other marketing tactics can be employed by agents and brokers in promoting the REALTOR® Ratings Program including, but not limited to, direct mail campaigns, blogs, podcasts and testimonials. These tactics can be used individually and/or in combination when developing your integrated marketing program.

- Direct marketing campaigns are typically an attractive vehicle for many marketers in reaching a specific audience directly. Numerous mediums, including email and postal mail, can be used as delivery channels. If an agent and/or broker decide to use one of these delivery channels, they must assess the production and mailing costs (eMarketing and U.S. postal) associated with these types of programs.
- Blogs are intended to be interactive and include regular entries of commentary, description of events or other material such as graphics or video. If you do not already have your own blog site, there are many host FREE or low cost access design sites (such as WordPress, Blogger and LiveJournal) that can be integrated into your own agent and/or broker website.
- Podcasts are a form of audio broadcasting on the Internet. As part of your marketing mix, it can be a very useful tactic when used properly. Special consideration should be given to the program length, format and delivery of this program.
- Testimonials are the best source of advertisement for the REALTOR® Ratings Program. Develop/use them to tout why this program is important to your business, or more importantly your clients. Refer to the Taglines for Use in Banner Ads or Social Media inserts sections of the Broker Toolkit Guide for ideas.