



CELEBRATING
55 YEARS

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The fortuitous foursome of professional marketing

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1. You may not realize it but you are a brand manager. If you've experienced any kind of success in business and professional life it's because you've managed your brands by communicating with people in a way that supports what your business stands for and why it's valuable to them. Managing Your Brand is first in the Fortuitous Foursome.

2. You probably know some of the key players in your industry and who the major influencers are. Undoubtedly, much of your success has been the result of your relationships. The broad category of networking includes membership and participation in trade organizations, attending various business and non-profit events, giving speeches at those events, and helping other people in the market connect and do business. Networking is the second key element in the Fortuitous Foursome.

3. Your LinkedIn profile is up to date and your online connections are growing. You regularly post comments, share links and participate in LinkedIn group discussions. You have a YouTube channel and showcase properties using video. People in your network regularly see those posts and gain more awareness of your brand. As you develop more business relationships, you include more of those folks as Facebook friends. Your blog posts are increasing search visibility for your website and more quality traffic generates conversions and new business. Free Online Marketing is the third player in the Fortuitous Foursome.

4. All those business cards you collect at networking events and your various association membership lists, complete with email addresses, have made it into your prospecting database. All the email addresses and names go into your email marketing database. Of course all your clients are already in there. Email is the least expensive and most efficient way to do that. Email Marketing is the fourth powerful tool in the FF.

These business generating tools are all free and available for everyone, and they work!

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