



CELEBRATING
55 YEARS

nerej

Results-focused marketing: Returning to the basics

October 07, 2009 - Front Section

When it comes to making critical decisions about marketing plans and budgets, it's easy to get overwhelmed. For every seemingly great advertising opportunity, there are countless others vying for attention. Real estate firms must tune out the fragmented noise, and focus on those marketing tactics that will actually reach their target market to increase sales and build awareness.

Understanding the Customer

Ineffective and scattered marketing efforts often stem from the belief that "everyone" is a potential customer. This is rarely, if ever, true. Every real estate firm has a core customer base that shares common demographic and psychographic traits. Demographic data identifies customers by characteristics like age, salary, and education. Psychographic data, revealing customer interests and values, can be obtained through customer observation, interaction, and surveys. Combined, this data provides an accurate customer profile.

Creating a Unique Selling Proposition

Successful marketing strategies begin with targeted and consistent messaging. Once firms identify their target market, they should concentrate on developing a unique selling proposition that resonates with it. Messages must focus on how the firm can benefit the customer and how it differentiates from the competition. This will attract attention, create a personal connection, and provide a persuasive call to action.

Effective Integrated Marketing Campaigns

Firms can plan and implement their overall marketing strategy once armed with an attention-grabbing message. Large firms can take a mass marketing approach by utilizing television, radio, and more general print advertising. However, smaller firms should target niche markets through affordable online and offline solutions.

With constant media messaging hitting consumers, it takes repetition, relevance, and distinctiveness to convert message recipients into customers. It is prudent to consult an integrated marketing firm to help identify target markets, create impactful, laser-sharp messaging, and design a marketing plan and strategy that will increase sales and build brand recognition.

Linda Fanaras is the president and founder of Millennium Integrated Marketing, Boston, Mass. and Concord, N.H.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540