

Sample Sales & Marketing Activities By Target

Realtors

Sales calls and visits
Open houses
Joint marketing
Sales meeting presentations
Flyers
Faxes
Emails
Letters
Newsletters
Social functions
Lender fairs
Lunches
Promo items
Committees
Association events

Builders

Site visits
Newsletters
Sponsorships
Model home hosting
Flyers
Buyer presentations
Outings
Industry advertising

CPAs, Financial Planners and Attorneys

Endorsement letters
Reverse referrals
Joint presentations
Mailings
Newsletters
Sales visits and meetings
Letters
First time buyer presentations
Advertising

Media Advertising

Newspaper
Community papers
Magazines
Billboard
Cable TV
Radio
Bus stops
Grocery carts

Client Database

Letters
Cards
Phone calls
Magazines
Newsletters
Invitations to events
Emails

Neighborhoods

Newsletters
Letters
Phone calls
Presentations
Community events

Credit Unions & Local Banks

Sales calls
Program flyers
Presentations
Member publication articles
On-site floor duty

Companies/Employers

Sales visits
On-site floor duty
Homebuyer presentations
Paycheck envelope stuffers
Posters in break room
Employee orientation packet materials

Church Groups

Presentations
Letters
Bulletin advertising
Referrals

Networking and Personal Interest Clubs

Letters
Phone calls
Reverse referrals
Emails
Advertising in member publications

Refinance Customers

Phone calls
Letters
Advertising
Floor duty

Community Organizations

Volunteer work
Committees
Advertising in member publications
Presentations
Letters to members
Sponsorships

Ethnic Groups

Join clubs and associations
Advertise in member publications
Presentations
Letters
Ask for referrals
Involvement in activities

FSBOs

Phone calls
Letters
Emails
Pre-approval referrals
Showing hand outs
Stop by visits

Small Business Owners

Target letters
Stop by visits
Advertise in local small business publications
Target phone calls

Remodeling Companies and Manufactured Housing

Sales calls and visits
Display of materials
Reverse referrals
On site work at home fairs

Trade Associations (Police, Fire, Teachers, etc.)

Ask members for referrals
Advertise in trade publications
Help sponsor community events
Presentations to members
Flyers
Letters
Volunteer work

Chamber of Commerce

Join chamber
Information in relocation packets
Attend meetings
Advertise in chamber publications
Offer free buyer presentations