

## Connection to Conversion - Part 2

### How to Conduct the Follow-Up Marketing Meeting



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Part 1 of the Connection to Conversion Guide focuses on the first meeting and gives you the step-by-step blueprint to build the solid foundation needed to create a successful, lifelong partnership with your referral partners and helps you create a real connection through asking compelling questions. The initial meeting sets the tone for the relationship and can be the difference between a long, lucrative partnership and another missed opportunity.

**So, how do you maintain momentum and continue to nurture the connection after the first meeting? Part 2 of the Connection to Conversion Guide will focus on how to use your unique gifts to conduct the follow-up marketing meeting.** Remember that the key to getting a commitment for the second meeting is to offer a unique value proposition to your referral partners. It is an opportunity for you to own your expertise and help your referral partners expand their business and become influencers in the marketplace.

**If you focus on creating value for your referral partners and cultivating authentic connections, you can foster successful partnerships that will help you propel your business, increase your income, and expand your referral partner network!**

**THE FOLLOW-UP MARKETING MEETING: Creating Value for Your Referral Partners through Powerful Marketing Strategies.**

### STEP 1: GAIN CLARITY ON YOUR REALTORS' MARKETING PLAN

**You don't have to be a marketing expert to be a valuable resource to your referral partners. The beauty of the second meeting is that you get a chance to share your unique gifts to help your referral partners expand their business.** You can share your gifts of marketing, sharing information on the financial markets, what's impacting the current Real Estate market, how to use social media to grow your business, how to use video to expand your influence, etc. Listen to your referral partners and offer suggestions.

#### **Quality Questions to Gain Clarity on Your Realtors' Marketing Plan:**

- What are you doing to market your business right now?
- What is working for you currently and what is not working for you?
- Are there other ways you want to market your business that you have not implemented at this time?
- Do you use a CRM or database management system currently to communicate with your clients?

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- Do you have a particular area that you concentrate your efforts on from a marketing perspective?
- Are you using social media to market your business? If so, what platforms are you using and where are you getting the most traction? Are you using video to market your business or your new listings?
- Where are most of your leads generated from?
- How many of your new leads are referred from past clients?
- Do you ask your clients for referrals and testimonials? Do you have a platform that clients can use to post their testimonials?
- Have you established clear goals of how you want to build and grow your business?
- What are your biggest challenges when creating a marketing plan for your business?

### STEP 2: YOUR MARKETING TOOL KIT

**As a long-term mortgage banker and coach, I have worked closely with my valued referral partners to help them build and grow their business and generate referrals off our mutual clients by asking for referrals, asking for reviews, and being proactive through the life of the loan to continue to provide value for our clients and referral partners.**

Over the years, I collected marketing resources and created an arsenal of valuable branding tools that not only helped me with my own marketing efforts, but also became a marketing tool kit that I have shared time and time again with my referral partners. **My Marketing binder is a staple for my follow-up marketing meetings, and the response from my referral partners has been incredible because they begin to see our relationship as a value-added partnership. Consider creating your own Marketing binder to take with you to the second meeting. You can also create a digital version of all of your materials for sharing during virtual meetings.**

- **BRANDING YOURSELF AND YOUR BUSINESS**

A strong personal brand can help you set yourself apart from the pack and position you as the go-to resource for your referral partners.

- ✓ Marketing Products & Services
- ✓ Effective Branding Strategies
- ✓ Developing a Successful Marketing Plan

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### ▪ **ENHANCING YOUR MARKETING TOOLS**

Maintaining a collection of marketing resources and updating your tool kit as you learn about new technologies will help you stay current about what works and doesn't work.

- ✓ Website
- ✓ Letter & Flyer Templates
- ✓ Photos & Virtual Tours
- ✓ Proposal Templates SEO & E-Marketing

### ▪ **DIRECT MARKETING STRATEGIES**

Implementing direct marketing strategies is a very effective way to expand your footprint in the marketplace. Whether online, in the local paper or through letterbox advertising, it's important to focus your message to make the most of every targeted campaign.

- ✓ Newsletters, Brochures, Flyers
- ✓ Business Cards
- ✓ Postcards
- ✓ Magnets & Calendars

### ▪ **CLIENT MANAGEMENT AND RETENTION**

With the right strategy and the right tools, you can ensure that you're not just working hard for your customers, but that you're also working smart. This means having a fundamental strategy that can be applied to every client.

- ✓ Using Optimized Landing Pages
- ✓ Implementing an Automated Lead Process
- ✓ Customer Management Systems
- ✓ Client Retention Strategies

### ▪ **EXPANDING YOUR INFLUENCE THROUGH SOCIAL MEDIA**

Influencers build their audience and connect with them over and over again. Exchanging content through social media is a powerful tool to expand your circle of influence.

- ✓ Google AdWords
- ✓ Facebook
- ✓ Twitter
- ✓ Pinterest
- ✓ Instagram

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- **BEYOND THE CLOSE**

Expressing gratitude to clients with a gift can serve as a nice gesture on a happy occasion and can also leave a lasting impression upon the buyers and sellers who receive them.

- ✓ Gifts Ideas & Personalized Items
- ✓ Online Gift Shops

### STEP 3: KEEP THE LINES OF COMMUNICATION OPEN

**The key to nurturing your relationships is to keep the lines of communication open, stay in touch, and integrate follow-up “nudge” campaigns that are playful, fun and truly of value.**

- Text your contact information to each referral partner so they save it in their cell phone.
- Add each referral partner into your ongoing database marketing campaign so they get regular communications from you.
- Prepare a handwritten note card for the partners you met with to thank them for their time and the opportunity to connect.
- Relationships need to be nurtured. As we water our garden to help our plants grow, we must also consistently and thoughtfully nurture our relationships and provide them value.
- As you receive new referrals from your new partners, remember the importance of providing the best customer experience to build and maintain life relationships with your new referral partners and your new clients.
- Call, email or text your potential referral partners at least 2 times per month, making sure that at least one of those communications is a live phone call with a purpose.