



MORTGAGE MASTERMIND
ELITE

MME Marketing Mastermind Members Share Best Practices



The Defining Difference
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Marketing Ideas:

- 1. Realtor Classes done as Zoom Webinars** to capture registrant contact info.
Topic Examples: Leveraging your network, Advanced Lending Strategies, Why Cash Isn't the Best Way to Buy a Home, etc.
- 2. 'Done for You' Realtor Classes:** <https://www.mortgagemarketinginstitute.com/>
- 3. Gas Station Commercials:** <https://allovermedia.com/products/gas-station-advertising/>
- 4. Hashtags in Social Channels** to help clients and referral partners find you. *Examples: #Investmentproperty, #secondhome #downpaymentassistance #firsttimebuyer #FHA, #VA*
- 5. Engagement on Social Media** - Comment, like, and share your clients and referral partners' posts daily.
- 6. Direct Mail Campaigns** - Monthly, quarterly and annually to your database. Content that is 'non-mortgage' captures attention but always remember to provide value.
- 7. Client Appreciation Events** - Holiday parties, photographer events, a night at the museum, VA events, fitness mixers, Kona Ice Truck, Pizza and Beer on moving day.
- 8. Referral Partner Appreciation Events** - Lunch and Learns, 'Pizza Dinner', 'Pie Day, Financial Planner "Wine & Learn", "Taco & Tequila Tuesday", Homebuyer Seminars for Doctors.
- 9. 'Pop-Bys' / Drop Offs** - Custom branded baskets for tailgate parties, pumpkin painting for kids, dog accessories/treats, coffee table books.
- 10. Sponsor Local Events** - golf tournaments, school fundraisers, local charity events.
- 11. Birthday Cards with Lottery Tickets** for clients, current and prospective referral partners.
- 12. Help Your Realtors Increase their Listings** - educate Realtors about creative listing terms such as 'List Your Home Contingent on Finding a New Home'.
- 13. Video Marketing** to educate, inform and add value with market data, expert advice, etc.
- 14. TikTok Videos** - scroll through feeds and create content based on what's trending.
- 15. MBS Highway Real Estate Report Card** - share in email marketing campaigns to Realtors.
- 16. Invite Top Realtors to "Power Hour"** - mastermind key marketing and sales strategies to win in the market and then share the recording with other Realtors.
- 17. Promote Your Realtor's Listings on Social** - post an open-ended question to create engagement such as "What would your monthly payment look like for a home like this?"

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Marketing Ideas (Continued):

18. **Host a Webinar & Repurpose its Content** - focus on a topic that attracts a broad audience and after the webinar is over, splice it into shorter clips to post on social.
19. **Partner with an Accountant & Help with Tax Returns** - become the go-to resource.
20. **Monthly Lunch and Learns** - bring in subject matter experts to provide value outside of your expertise.
21. **Add Humor to Your Social Posts** - some of the most effective posts that get the most engagement include humor. Everyone likes a good laugh and people will remember that you put a smile on their face that day.
22. **Personalized Gift Boxes to Listing Agents** - give a branded gift boxes to strong listing agents so they can give them to the sellers on your behalf.
23. **Host a Book Club with Your Realtor Partners** - host trainings on relevant books like Fanatical Prospecting by Jeb Blount or Exactly What to Say by Phil M. Jones.
24. **Ask Realtors for Commonly Asked Questions from Buyers** - create a social media video series answering these questions. Consider inviting the Realtor to film these videos with you and have them reshare to their own network by inviting them as a Collaborator on Instagram posts.
25. **Post Your Bloopers Videos** - people love authenticity and this is a great way to become more relatable.

Resources:

- **Plug and Play SM** social media agency. <https://plugandplaysm.com/>
- **Berman Media PD** social media agency. <https://michelle-berman.mykajabi.com/>
- **Lender Launchpad** platform that helps lenders get the most out of their marketing and create new business. <https://lenderlaunchpad.com/>
- **Best Hashtags** to increase engagement and get more views. <http://best-hashtags.com/>
- **Stress Less PCS Kit** an all-in-one labeling package for moving. <https://stresslesspcskit.com/>
- **'Handwritten' Thank You Cards** done for you in bulk. <https://www.handwrytten.com/>
- **Chat GPT** AI chatbot trained to follow an instruction in a prompt and provide a detailed response to use in social, email and other marketing campaigns. <https://chat.openai.com/>

Gifting Ideas:

- **Ruby Snap Cookies:** <https://rubysnap.com/>
- **Crumbl Cookies:** <https://crumblcookies.com/>
- **Custom Fortune Cookies:** hint: make the "lucky numbers" your phone number. <https://www.tastyfortunes.com/>



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Gifting Ideas (Continued):

- **Spoonful of Comfort:** soup, biscuits & cookies. <https://www.spoonfulofcomfort.com/>
- **Berenstain Bears Moving Day:** children's picture book. <https://www.amazon.com/Berenstain-Bears-Moving-Day/dp/0394848381>
- **Billy's and Bobby's New Home:** children's picture book by our Mortgage Mastermind Elite member, Jill Underwood. <https://www.amazon.com/Billys-and-Bobbys-New-Home>
- **Curated Custom Gift Boxes:** <https://amesandoates.com/>
- **Personalized Gifts:** signs, glasses, cutting boards. <https://www.mrcwoodproducts.com/>
- **Client Gift Ideas:** <https://www.evabot.com/blog/category/client-gifting/>
- **Promotional Merchandise:** <https://www.am3adsources.com/>
- **Realtor Crystal "Recognition Awards":** <https://k2awards.com/>
- **Client Giant Automated Gifting:** <https://www.clientgiant.com/>