

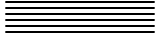
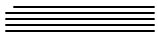
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TAX — FREE INVESTMENTS



TRIPLICATES

Response Marketing Musts...

Response Marketing strategies play a vital role in the success of your ads... these simple procedures to ensure a high return

follow

Agents across the country report varied success utilizing response marketing. The results range from "My most important lead source" to "Works intermittently, from average to hardly anything at all" The results you're experiencing depend highly on a few techniques:

Users of response marketing seem to fall into one of two categories: love or hate. Some agent's rely on response marketing as their sole lead source, while others consider it a waste of time and money. The key question of course is "Why do agents experience such varied results?"

Response Marketing is not a new advertising phenomenon. Its roots can be traced back to the early days of advertising, before ad agencies even existed. Claude Hopkins, commonly known as the father of advertising, developed the concept with retail products. He would insist that the consumer **proactively do something**, in retail cases mail in a coupon, to receive a benefit, a discount or free product.

Claude discovered the power of **reciprocity** by testing and measuring results, in was years later that sociologists such as Robert Cialdini, broke down the reasons why his techniques were so effective in his book, "INFLUENCE, The Psychology of Persuasion".

To Fall Into The "Love Response Marketing Category" You Must Understand Why It Works...

The concept of response marketing, as pertaining to real estate is to uncover buyers and sellers that you would previously may not have had a chance to. Frequently, a more sophisticated client, with more money to spend

These prospects are responding to your ad because they are looking to "borrow" your expertise, educate themselves before they make a decision.

When you use the correct techniques to run the ad, the techniques we are about to discuss, you will generate warm to hot leads utilizing response-marketing ads. By effectively building rapport, educating before asking for the appointment, you will invoke the law of reciprocity... the client will feel a need, a desire to reciprocate and do business with you!

You'll Never Have a Chance to Build Rapport if No One Calls Your Ad

Now that you understand why response marketing works, you must also understand the subtle differences, the

techniques you must use if you are to ensure a high return on your response marketing ads.

Technique #1 Editorial Advertising

Response Marketing relies on the law of reciprocity as the key for it's effectiveness in conversions. However it relies upon "perceived value" as a means of getting prospects to respond.

Meaning the prospect will only call if they feel the information they will receive is of value and is genuine. The ad must read like an editorial, not a real estate ad. A good example of this is the "Golf Ball Flies To Far" ad most everyone has seen that runs in USA Today. This ad reads as though a reporter made a discovery and is sharing it with the paper's readers.

This ad has also been running unchanged for at least five years. When you discover an ad that works, don't change it for the sake of change. It may be old hat to you, but it's new to the reader. A good technique for writing editorial ads is to place the city and state in the beginning of the ad, as if this information is specific to the region.

Technique #2 Remove All Real Estate And Mortgage Affinity...

This Includes Your Name And Local Phone Number

Remove your name, your lenders name, and your local phone number. Do not put any indications that this report is coming from someone associated in the real estate industry.

Response marketing immediately loses its "perceived value" when the consumer suspects a real estate agent is about to harass, hound and chase them as soon as they call.

Of course they are going to receive a call, we're in the business of selling! However, it's important to build rapport on the follow up call by educating and offering assistance before you attempt to close for the appointment.

Response marketing is not personal marketing. Response marketing does not work by name recognition, putting out a huge personal promotion net with your name, company and lender plastered over everything. This is counter-productive to the philosophies of direct response marketing.

The exception to this rule is in a farm mailing. If you are mailing a just sold card, you can increase its effectiveness by offering a free report.

Check with your local Realty Board for laws and regulations in your area, but, **for any advertising where you have no sphere of influence... remove your name, address, company name and local phone number.**

Technique #3 Reports And Calls To Action Must Be Specific

Offer a single report, and be very specific about the information you are offering.

A plethora of calls to action destroys the value of your expertise. You are offering to share your knowledge, your professionalism and most importantly "your expertise". Many prospects will not respond if they perceive the ad to have claims of expertise on several aspects... especially if they are unrelated.

Don Hobbs, of Hobbs Herder Advertising & Design preaches the

power of singularity in response marketing. Don has worked with hundreds of top agents nationwide, and his views are derived from real life experiences, resulting from testing and measuring.

Technique #4 Instruct The Caller To Respond And Have Them "Spell" Their Name And Address To Receive The Report

Once the prospect has responded from your ad, it is important that they feel the information they receive is of value.

When recording a voice greeting for a response ad, make sure to instruct the prospect verbally on how they can receive the report. Prospects will respond to your voice instructions, don't rely on your Powerline's automated prompts.

For example, instruct the prospect to press 3 to receive the report via fax, or press 2 and "spell" their name and address to receive the information by mail.

These techniques are simple yet effective. By "instructing" the prospect you will receive compliance. The instruction of "spelling" their name and address removes the feelings of anguish and fear that a sales person is about to "harass" them.

In-Summation The 4 Musts and The 1 Absolute

In almost every instance we have seen response marketing fail it's with agents who violate these simple techniques.

To ensure your response marketing falls into the category of "love" follow these rules.

1. Make the ad read like an editorial
2. Remove all Real Estate and Mortgage affiliation from the ad (Check with your local board for compliance)

3. Be as specific as possible... offer singular calls to action.
4. Instruct the caller for compliance and have them spell their name and address

The One Absolute

Now that you have obtained a lead, remember you are the consultant, the educator. Don't aggressively go for the close on the appointment until you have earned the trust and respect of the prospect. Once you have developed rapport, the law of reciprocity will be in effect and the prospect will be honored to do business with you!

Internet Call Delivery

We apologize for the delay in the Internet call delivery. Stronger security measures are being added, and the call logs will be ready to be accessed by our users approximately March 20th. If you would like to start using it at that time, please give us a call and we will supply you with the password and procedure.

In April's newsletter we will publish the complete procedures for Internet call log access. I sincerely apologize for the delay, however the added measures will ensure secure call log delivery.

Suggested Reading

Influence The Psychology of Persuasion
Robert B. Cialdini, Ph.D.
William Morrow, New York

Scientific Advertising
Clause C. Hopkins
NTC Publishing

