



Week of 3.18.24

There is so much going on around here and I am really excited about it!

Since introducing the Social Media Success Path, there has been a ton of positive feedback. We are just about 2 weeks away from April - which means MORE exciting things are dropping for all of you and I am just really grateful that you will get to have all of these marketing resources at your fingertips!

Have you had a chance to start the Social Media Success Path? What do you think?

Last week, I mentioned preparing for Spring - what have you been doing to prep your audience for the season change?

This week, I want to remind you that marketing is all about prep and innovation! Get creative with what you say and do to market yourself. Use the weather to your advantage, open up the floor for questions, and set the tone for a great week!

Your clients will become loyal when they feel a connection. Do NOT forget to follow up for a few of the holidays this month, and mention some of your fave real estate tips for the new season.

It's important to both think outside the box AND be practical! Go be great this week!

Tracy, xx

NEW THIS WEEK

1. Start off the week strong with some Budgeting tips for your first-time homebuyers! These tips educate and help establish trust.
 2. Build that 'LIKE' factor with your clients by giving them 5 reasons you LOVE your clients. Show some gratitude!
 3. Set yourself apart this week by giving your audience four Smarty Home investment ideas.
 4. Want to show your audience you are a true LOCAL? Give them some throwbacks of historic homes in your community.
 5. 10k may not seem like much, but establish credibility this week with 4 ways they can use that 10k to make some big home improvements!
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Did You Know

Real estate agents should use email marketing because it helps them stay connected with potential clients, share important updates about the market and listings, and build trust with their audience?

By sending personalized emails regularly, agents can attract more leads and grow their business effectively.

Additionally, you also own your email lists, giving you full control over your marketing efforts and allowing you to reach your audience directly without relying on social media algorithms or platforms.

Mantra of The Week

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-The goal of marketing is to create a customer who is so loyal, they will never consider buying from anyone else.

-Walt Disney