

The New Digital Age of Marketing

2009

RELATIONSHIP MARKETING 3.0



Newest Technologies and Tips Revealed!

For The REAL ESTATE AGENT

www.RelationshipMarketing30.com



Brian J Williams

Relationship Marketing 3.0

For REAL ESTATE

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The New Digital Age of Marketing for
REAL ESTATE

“by Brian J Williams

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The New Digital Age of Marketing for REAL ESTATE

You Can Only Get What You Want, If You Help Enough Other People
Get What They Want”

Zig Ziglar

“Learn from the experts because you will never live long enough to
learn it all by yourself”

Brian Tracy

by Brian J Williams

Take a look at these Sales Statistics. Pretty shocking wouldn't you say? The purpose of this ebook is to show you how to reach that fifth to twelfth contact and make 80% more sales using automated systems that create that personalized

contact, therefore building many, many more business relationships faster and maintaining those valuable contacts, prospects and business relationship in your business for years to come.

I am always so surprised to see how much effort and money people put into finding that new client and how little they spend keeping in touch and building a stronger relationship with the potential “repeat buyer” they have already found.

SALES STATISTICS

48% of sales people never follow up with a prospect

25% of sales people make a second contact and stop

12% of sales people only make three contacts and stop

ONLY..10% make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

INTRODUCTION

Top agents follow a proven path that allows them to consistently apply the right scripts and systems to each step in the process of capturing, connecting and closing their leads. The same agents thoroughly understand relationship marketing, because it's often the only thing that differentiates them from hundreds of competing agents. The competitive edge is simple, when people feel they know you, they like you and they can trust you, they are more likely to want to do business with you.

Relationship marketing (1970-1990's) is a form of [marketing](#) developed from direct response marketing campaigns conducted in the 1970's and 1980's which emphasizes customer retention and satisfaction, rather than a dominant focus on 'point of sale' transactions.

Relationship Marketing 2.0 (1997-2009) is a form of marketing that came with the rise of fast internet speeds and systems that were then able to operate online programs to reach large numbers of potential prospects and clients, however some of the personal touch was lost with these systems hurting the relationship marketing model.

Customer relationship management (CRM) consists of the processes a company uses to track and organize its contacts with its current and prospective [customers](#). CRM software is used to support these processes; information about customers and customer interactions can be entered, stored and accessed by employees in different company departments. Typical CRM goals are to improve services provided to clients, and to use client contact information for targeted marketing. However CRM tools only store the data, but do not provide a means to deliver Relationship Marketing content.

What is Relationship Marketing?

Relationship marketing refers to a long-term and mutually beneficial arrangement wherein both the buyer and seller focus on value enhancement with the goal of providing a more satisfying exchange. This approach attempts to transcend the simple purchase-exchange process with customer to make more meaningful and richer contact by providing a more holistic, personalized purchase, and use the consumption experience to create stronger ties.

According to Liam Alvey [\[1\]](#), relationship marketing can be applied when there are competitive product alternatives for customers to choose from; and when there is an ongoing and periodic desire for the product or service.

The practice of relationship marketing has been facilitated by several generations of [customer relationship management](#) software.

In web applications, the prospects profile is built as the person shops on the website. This information is then used to compute what can be his or her likely preferences in other categories. These predicted offerings can then be shown to the prospect through cross-sell, email recommendation and other new web 2.0 and now 3.0 technologies.

Relationship marketing 3.0 has also migrated back into direct mail, allowing marketers to take advantage of the technological capabilities of a digital database and toner-based printing presses to produce unique, personalized pieces for each recipient with a few click of a mouse in seconds! Marketers can personalize cards by any information contained in their databases, including name, address, demographics, purchase history, groups and dozens (or even hundreds) of other variables. The result is a printed piece that (ideally) reflects the individual needs and preferences of each recipient, increasing the relevance of the piece and increasing the response rate.

Relationship marketing 3.0 is cross-functional marketing. It is organized around processes that involve all aspects of the organization. In fact, some commentators prefer to call relationship marketing 3.0 "relationship management" in recognition of the fact that it involves much more than that which is normally included in marketing.

Relationship marketing involves the application of the [marketing philosophy](#) to all parts of the organization. Every employee (customer and affiliate) is said to be a "part-time marketer". The way Regis McKenna (1991) puts it:

"Marketing is not a function, it is a way of doing business . . . marketing has to be all pervasive, part of everyone's job description, from the receptionist to the board of directors.

What is Relationship Marketing 3.0 and How Can It Help You in Real Estate?

Relationship Marketing 3.0 (2009- Present) is the next evolution of Relationship Marketing. The latest smart web technologies are here and they are catapulting Real Estate Agents forward like never before. For those that embrace these new emerging technologies and invest their valuable time getting acquainted with new web 3.0 systems, in return dominate their market place and generate profits like never before.

- 89% of people pooled in a recent Realtor Trends Magazine article stated they could not remember their previous real estate agents name!
- 70 –80% of “inquiries”have “latent”demand and therefore go uncalled on by the sales team
- 87 out of 100 deals were initially left behind by sales
- Over 7x improvement in sales closure if leads responded to within 48 hours
- Takes 7 –9 proactive communications to gain decision-maker’s attention.

Relationship Marketing 3.0 differs from other forms of marketing in that it recognizes the long term value to the firm of keeping customers, prospects and affiliates, as opposed to [direct](#) or "Intrusion" marketing, which focuses upon acquisition of new prospects by targeting majority demographics based upon prospective prospect lists.

Many relationship marketers use a team-based approach. The rationale is that the more points of contact between the organization and prospect, the stronger will be the bond, and the more secure the relationship.

Every good relationship must pass through a few specific steps if it is to be built on a solid foundation. If you check various resources on relationship marketing, they will all give you different titles for the steps, depending on how sophisticated you would like to get with the terminology. For our purposes here, let's just keep it simple.

▶▶▶ **Lead Generation:** In real estate sales, there are many and varied ways to find prospects to start the relationship marketing 3.0 cycle. video email, referrals, social networking, article marketing (offer-response messaging), mobile marketing, converting cold leads to warm leads with a tracking email campaign (*fsbos, expireds,*). However you meet your prospect, or make your prospect aware of you, the next step is...

▶▶▶ **Connecting:** This is actually where the process of converting the lead begins. You engage in meaningful contact where you get information, gain understanding and start to build a relationship. When you connect with someone, you demonstrate that you care. Again, to keep it simple we are seeking to answer six basic questions: who, what, where, why, when and how. Now this next part is critical, listen, really listen and care for the other person. You want to identify their pain so you will be able to offer better suggestions to solve their problems. From here, if all goes well, it may be as simple as moving on to...

▶▶▶ **The Appointment:** An appointment is the real outcome you seek. If you've gotten their name and number and you've genuinely connected with them, the only thing left to do is meet. Setting up the meeting is your responsibility. Simply ask if you should, could, want or must meet. Asking to meet is the natural thing to do. People want to buy, they don't want to be sold. People want help, they are just hesitant to ask for it.

▶▶▶ **Incubate:** When you ask someone to meet, they will either say yes or give you a reason why they can't. Either way is fine because for those that aren't ready yet, you will need to put them into your follow-up system and continue to build the relationship.

The mistake many real estate agents make is in not understanding the steps involved or realizing that each step must be taken for relationship marketing to be effective. In relationship marketing you are a consultant who genuinely cares and wants to understand their situation and offer help if needed.

Some tips to get you started:

Connect through social networking and marketing. Get familiar with Myspace, Facebook, Twitter, LinkedIn and others. Be part of the community and don't just push your stuff.

Pack lots of value in your offer and show testimonials of those that have used your services and liked it.

Get with the program – Use video for crying out loud! If you are not using video in some way to promote, you're already behind. Video is not the “wave of the future” It is now. Video gives you a competitive advantage to let people know you, stay in touch, brand yourself and build those relationships.

The focus is on a multi-step marketing system that works for the lifetime of the customer. What is the benefit of building the relationship with a client after they have bought? Repeat business of course and more importantly, referral business! Your clients become your unpaid sales force.

A quick review...

Lead generation merely gets you directly in front of your prospect so that you can **begin** your relationship marketing cycle.

All of your efforts with direct mail marketing, referrals, networking, your real estate website, trade shows, real estate hotlines or cold calling, are to **expose and attract** prospects.

You still have to put in the effort and work to show and prove to the prospect how you can help. And....you still have to work at building that relationship with him/her.

The Payoff

The benefits of a relationship marketing approach go both ways. Your clients or associate views you as a valuable consultant, rather than a cost center. Your potential for increased revenues and a long-lasting relationship is real.

There's payoff for you, too, including reduced marketing expenses measured in both time and money. If you can retain more prospects and clients for longer periods, you'll trim costly advertising and other marketing costs.

If you ask, you'll get more referrals from your previous clients and even prospects that are looking to buy later down the road. Priceless word-of-mouth endorsements from satisfied customers and friendships made with future buyers will result in new business which magically walks in the door.

You won't even have to request client. You do include several on your Website... right? Start by recognizing when you receive a spontaneous testimonial, whether it's in an email, thank-you letter, or a conversation. Ask your client if you may use his words and name in your online newsletter and on your site, with a link to his business. Most often, the answer is yes. Testimonials are a critical piece of successful service marketing and worth their weight in whatever precious metal you value.

Case-studies will be a breeze and add a powerful marketing tool - perfect for your Website or for inclusion in newsletters. Follow a 'situation -- problem -- solution -- benefits' flow to highlight how you solved the client's problem, stressing the benefits the client now enjoys as a result of your work. Use a handful of client case studies in industries you're targeting for new business development. Examples of situations help prospective clients understand exactly how useful your services are.

Relationship focused marketing isn't something that will happen overnight. It requires a change in thinking and organization techniques along the way. Your email newsletter won't do much good unless you publish it regularly and the content is valued by your subscribers. But the rewards can be significant.

But if your objective is to build relationships instead of make sales only, you'll be one of the "ten percenters" in business for the long run.

Technologies are an evolving force changing the way messages about products and brands are delivered and received. Marketers are looking to enhance their customer relationships by using new web solutions which provide online collaboration, networking, and user-created content. Emerging 3.0 Internet technologies and channels like video email, mobile marketing, automated mailing cards, and article marketing just to name a few that offer new challenges and opportunities for effective relationship marketing 3.0.

Today marketers are discovering ways to leverage the one-to-one nature of email with the one-to-many reach of Web 2.0 and the newer 3.0 technologies, channels to drive sales, opinion, Newsletter opt-ins, web visits, downloads, registrations, virtual tour views or whatever else defines success for the organization. Tremendous possibilities await those marketers who are able to leverage the proven power of email with the advances that Web 3.0 brings to relevant content, context, and timing to deliver significant improvements in business relationships.

Email 3.0 Prevails

In this age of user-created content, email hasn't lost its luster. In fact, with almost universal penetration – 97% of consumers according to Forrester Research's Email Marketing Comes of Age – email is the most popular activity online. Email has certainly proven it can engage and move a prospect through the purchase process by delivering information that is tailored to the buyer's needs. According to the Direct Marketing Association, email's ROI will surpass \$45 for every dollar invested in 2008. Exact Target's 2008 Channel Preference Survey revealed that nearly two-thirds of those surveyed said they had made a purchase because of a marketing message received through email. And Jupiter Research reports that email marketing is growing from 1.2 billion in 2007 to 2 billion in 2012.

Successful marketers recognize that email remains crucial for creating relevant and engaging customer communications, and they are looking for opportunities to leverage Web 3.0 video email communications systems to transform customer interactions and differentiate their brands. One example is Harley Davidson and Budweiser, which harnesses the power of brand influencers through a VIP program created for the most active subscribers to the company's loyalty program. Consumers who forward the video emails or demonstrate other acts of evangelism are identified and rewarded with a special VIP program within the company's primary loyalty program. The company sends special coupons and other incentives via video email to this select group to show that they are appreciated and to further engage them with the brand.

Social Networking 3.0

Social networking is a many-to-many communication tool, which differentiates it from the conventional one-to-one email experience, and contributes to its popularity. Social networking, social media, and social computing are driving the evolution of the Internet as a transparent, conversational marketplace. User-generated tools like embeddable form fills for video/audio email newsletter campaigns, embedded website and social network videos, text/mobile reminders and updates as well as automated friend and message generating systems are commanding attention from serious Real Estate agents. Web sites that are real-time and rich in user-generated content such as MySpace, Facebook, and YouTube are giving rise to an empowered consumer that can find you in their local market.

Research shows that younger generations may prefer to communicate through social networking websites with video email and texting interface and might not use text email as often as older generations of users. Communication which used to take place in email pass-alongs has started populating across the newer 3.0 professional platform technologies that can create video email campaigns or texting (sms) campaigns to hundreds even thousands of friends or colleagues simultaneously.

Social Networking 3.0 and Relationship Marketing 3.0

For the internet marketer, the Internet is proving to be a powerful medium for finding key contacts and influencers in your local market, engaging them, and generating long term relationships. The trend is clearly toward engaging quality leads in meaningful conversations and serving customers better with information, communications, and resources that are relevant.

Internet Marketers know that many people are searching the Internet for information products and opportunities. Leading internet marketers prefer to focus their Internet campaigns on personalized branding, sponsorships, and video e-mail systems, they additionally use online social networks and website form fills to obtain consumer data. Getting consumers to surrender at least some of the personal information is necessary to maintain relationships and help the Real Estate agent to determine which promotional material whether it be delivered via video email, mobile messaging or automated print (cards) promotions to present to prospects.

To help foment online business relationships, real estate agents are leveraging new and innovative ways to incorporate and leverage video email with social networking. As with video email marketing, the goal is to foster conversations with and among new prospects, whose behavior is best suited to the real estate agent, product or opportunity, and to subsequently send the most relevant messages to new contacts based on precisely what they are seeking and/or conversing about.

TIP: Immediately follow up with a new social networking contact with a video email.

Mobile Marketing 3.0

Short Message Service (SMS) text messaging is another example of a new channel for consumer communication and relationship building. In a 2008 survey by Amplitude Research, 73% of buyers of new cell phones identified text messaging as the most important feature that they look for. And 39.6% of U.S. mobile subscribers use text messaging, according to M:Metrics. Text usage also reflects a stronger uptake with younger users. Jupiter Research reports that 44% of 18-25 year olds and 49% of 25-34-year-olds use text messaging more than email because it is easier, instantaneous, and gratifying.

Nestle Purina provides an excellent example of how a company is leveraging text messaging to engage consumers. Purina stamps its brand on over 6 million highly targeted text messages a month sent to pet lovers who sign up via the Purina web site. Users can opt-in to receive free daily text-message alerts that integrate ad messages and feature click-throughs to content, coupons, and other special offers.

Air2Web, a mobile marketing company, uses Starbucks to illustrate how customer relationships can be extended via texting. In one campaign, customers used text messaging to send their zip code to MYSBUX. Customers then received three text messages with individual store details and links to a Wireless Application Protocol (WAP) site. Over 50,000 people used the Starbucks WAP-based store locator service in the first month. Consumers were easily able to locate Starbucks stores, and Starbucks was able to learn where more stores were needed based on consumer.

Leading Internet Marketers and using this new found technology to send conference call and training reminders to their organizations and business opportunity or product webinar reminders to their prospects. Professional Network Marketers are finding video email and text messaging invaluable automated tools for minimizing attrition in their organization and developing new affiliates faster by directing them to important calls and webinars and reinforcing good habits in the early stages of their new business. By serving more relevant and personalized messages, personal branding we have created opportunities for quality interaction, increasing personal brand awareness, and extending business relationships.

Conclusion

The surge in social media among younger users doesn't spell the doom of email, but a shift to professional video email systems. While 18% of the online population has used social sites for personal communication, 18% report forwarding promotional email and newsletters to others. According to the fourth annual Email Addiction Survey from AOL,

62% of people check work emails on weekends, 19% choose vacation locations with email access, and 55% of mobile email users upgraded to a new phone just to get email. All the trends indicate consumers will continue to use email, and video/audio/mobile email more so with it becoming more pervasive than ever.

One example of combining the pervasiveness of Video Email, Online Cards and Mobile Marketing with the power of social interaction is Prosapia Primoris Holdings LLC., which reported great success when it extended its email campaign with a text message and personal card follow up.

Diane Moore, Marketing Manager at Wacom, said that their company more than doubled its revenue by combining email with social interaction. According to Moore, incorporating email with a robust social community illustrated that customers "...love our products and want to buy our products, but they want to talk to each other."

The popularity and "buzz" surrounding Web 3.0 channels doesn't spell the end for email marketing but rather the beginning of a harmonious relationship – and stronger relationship marketing with Video and audio email. As new approaches and channels emerge, marketers should be thinking of new ways to integrate Web 3.0 video email, Mobile Marketing, Article Marketing and Automated Cards for relationship marketing. The challenge lies in changing the marketing approach based on what these new channels offer, while staying relevant to the customer or prospect.

A quick review...

Lead generation merely gets you directly in front of your prospect so that you can **begin** your relationship marketing cycle.

All of your efforts with direct mail marketing, referrals, networking, your real estate website, trade shows, real estate hotlines or cold calling, are to **expose and attract** prospects.

You still have to put in the effort and work to show and prove to the prospect how you can help. And....you still have to work at building that relationship with him/her.

So, with the right mindset, Relationship Marketing is that simple!

Agents who find this concept of '**over time**' relationship marketing difficult, have no mechanism for consistent follow-up.

The Web is a relatively "new technology," but that doesn't mean you can't use it as a classic marketing tool to build close, loyal relationships.

Here is an example by way of explanation and illustration:

Suppose your real estate websites are conservatively generating 20 - 30 leads per week and your real estate hotlines are creating 30 - 70 prospects per week.

As well, your direct mail campaigns, and referrals create another 5 - 10 prospects weekly.

If you don't have some kind of **customer relationship management** system that you use to schedule follow-up calls, appointments and meetings as well as compiling notes from those follow-up calls and meetings, how can you possibly manage to develop relationships with 200 - 500 new prospects each and every month? Ideally, you should investigate one of the new web 3.0 technologies that will allow you to utilize video and audio content, create profiles and newsletter campaigns and measure the effectiveness of those campaigns all from one convenient platform. Customer relationship management or CRM can increase revenue by as much as 50%.

You can then easily and comfortably fill your pipeline. How confident are you going to be on a listing presentation when you know that it's just one of dozens of listings that will be available to you?

Relationship marketing is a very powerful and very appropriate marketing program for professional real estate agents seeking to build or expand a real estate business with clientel.

About Relationship Marketing 3.0

Headquartered in Myrtle Beach, SC Relationship Marketing 3.0 is an independent, national provider of coaching, training and information on the newest Realtionship Marketing technologies to clients within the internet marketing, network marketing, Real Estate, Insurance, Automotive Sales, Internet Entrepreneur, Tourism, B2B, and financial industries. The agency provides ideas, insights, design, brand strategy, and customer relationship marketing solutions to individuals and companies around the World.

Interested in implementing any of the tools in this report?

www.VideoEmail30.com Probably the most essential and newest Relationship Marketing 3.0 tool we use. We use this system for Video/Audio Emails and Newsletter Campaigns as well as Live Webcasts Worldwide.

www.ONLINEMARKETING30.com Free 90 minute training on Online Marketing. This is in my opinion the fastest way to learn and have the internet start producing for you.

www.Cards30.com We use this system to easily create, deliver and automate our Card campaigns and follow ups.

www.MarketingSystem30.com We use this system to promote multiple websites and automate the email campaign follow up.

www.ArticleWizard30.com Create an article and have the Article Wizard automatically create 100's of variations and then submit to 100's of online publishers for website traffic.

www.TwitterFriendAdder30.com Automatically build your Twitter data base – Twitter is the fastest growing social network on the Web!

www.MyspaceFriendAdder30.com Automated Friend Adder for Myspace

www.YouTubeAdder30.com Automated Friend Adder for YouTube

www.Facebookadder30.com Automated Friend Adder for Facebook

www.Texting30.com Even though this website promotes text messaging business cards the system allows us to upload our own contacts and do unlimited group text messaging. We use this system to reach clients and team members to remind them of important conference calls or live webcasts minutes before they begin.

Join our Monthly Relationship Marketing 3.0 Newsletter and receive the latest information on the newest internet marketing techniques and programs available.

www.RelationshipMarketing30.com

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