



Ten Steps to Effective Marketing

Facilitator's Guide

A Guide for KWConnect Subscribing Market Centers

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Ten Steps to Effective Marketing on KWConnect

In this series of videos, Todd Butzer, Vice President of Training at Keller Williams Realty, talks about 10 important aspects of marketing. Total run time is approximately 40 minutes.

Accessing Ten Steps to Effective Marketing on KWConnect

Testing your Technology

Before using KWConnect on a particular workstation, you must test your technology on that workstation.

To test your technology:

1. Go to <http://www.kellerwilliamsuniversity.com/>
2. Click on **KWConnect**.
3. Click on **Test Your Tech**.

If you have any questions about your technology, contact KWConnect support at support@kw.com or (512) 306-7191.

It is vitally important that you test your technology the **day before training** and the **morning of training**.

Even after checking your technology, have a backup plan in case of technology problems at the time of training.

Logging on to KWConnect

Once a Market Center subscribes to KWConnect, all agents associated with that Market Center have 24/7 access to KWConnect from any computer that has an Internet connection and the proper configuration.

To log on to KWConnect:

1. Go to <http://www.kellerwilliamsuniversity.com/>
2. Near the top of the page, click on **Please Sign In**.
3. For Username, enter your KW Intranet username.
4. For Password, enter your KW Intranet password.
5. Click on **Login**.
6. Click on **KWConnect**.
7. Click on **Courses**.
8. Click on **Ten Steps to Effective Marketing**.
9. Click on the appropriate session.
10. Click on the appropriate segment.

Using Ten Steps to Effective Marketing

Learning about *Ten Steps to Effective Marketing*

Start by watching all of the video segments.

While planning to use the videos, think about the following details:

- How long is the segment?
- Where will the segment fit into your training plan?
- Which teaching points will the segment illustrate?
- Will you stop the segment at certain moments to ask a question or emphasize a point?
- Are there any discussion points in which you'd like to engage your students during or after the segment?
- Do you have any personal stories or stories from the Market Center that you'd like to compare or contrast against the material in the segment?

Steps for Using Video in Your Training

1. Watch the video segments. In fact, watching the segments multiple times will allow you to internalize the content and speak knowledgeably about it.
2. Make notes about things you want to do in your training, information you want to add, or topics that you want to discuss.
3. Gather any additional resources you need for training.
4. While watching the video, always have agents identify things they are going to implement. They can make the list as long as they want, but they should implement only three things at a time. Once they have done the first three things on the list, they can move on to the next three and so on until they have completed everything on the list.

Preparing for the Unexpected

Develop a backup plan for every aspect of training that could go wrong. Have a backup plan in case your Internet connection fails. Have a backup plan in case your projector won't work. Have a backup plan in case two unannounced students attend. By planning for the unexpected, your training session will go smoothly no matter what happens.

Training Suggestions by Session

Session 1 / Part 1 (Total Run Time 12 min)

Topics:

- Creating and maintaining an image
- Being consistent with your marketing
- Focusing on a defined market

Suggestions for Use: In advance of the training session, ask participants to bring their business cards and marketing materials to the session. The instructor should bring samples of real estate marketing materials that support the concepts in the video.

1. A. Ask agents what their photograph should communicate about them.
B. Look at photos on business cards and ask if each portrait looks professional and conveys the image of a trustworthy person with whom you would like to conduct business. Suggest that photos should not be casual snapshots involving hobbies, pets, cell phones, or anything else unrelated to business. (In focus groups it has been noted that customers are turned off by cell phones to the ear of the Realtor®. You want to avoid anything that could possibly have a negative connotation, e.g. person who has been bitten by a dog would react unfavorably to a photo that includes a dog.)
2. A. Ask for a volunteer to share his or her marketing materials. Spread the materials out on a table.
B. If they do, discuss the elements that make the image consistent (layout, use of color, font, style, logo, etc.). If the materials don't have a cohesive appearance, discuss what should be done to make the pieces recognizable as belonging to a single business.
C. Use your own samples of effective marketing pieces to demonstrate consistency across various marketing pieces.
3. Use either the marketing materials you have or those brought by an agent. Ask participants to look at materials from one business and describe the homes this person sells. The point is that your materials should communicate a message about the commodity you are selling. A person selling luxury homes will portray the business differently from a person selling starter homes.
4. A. Ask participants what their farm area (market) is.
B. Ask each person to reflect on what makes their marketing materials effective for their given audience. The appearance of marketing materials should appeal to the target demographic.
C. Let the class know that in the back of their minds they should be thinking about the future and how their marketing materials will be used for the target market they would like to have a year or two from now.
5. Ask students what obstacles prevent them from successfully implementing these marketing concepts.

Session 1 / Part 2 (Total Run Time 8 min)

Topics:

- Building and maintaining a database
- Establishing a budget

Suggestions for Use: Ask agents to answer the following questions. Feel free to add your own activities or questions.

1. A. Facilitate a discussion about databases. Emphasize that the best database in the world is the one you will use. A fantastic database is no good unless it is used.
B. Ask participants what kind of database they use. Ask about the pros and cons of different database options as well as the cost of each.
C. Follow with a question about what the agent does with the database he/she uses. Suggest that the database should be used for marketing—8 x 8 and 33 Touch Plans, in particular.
2. Let agents know that we have found that it is important for them have a minimum of 500 entries in their database within the first 18 months.
3. A. Ask what percent of gross income agents use for marketing.
B. Follow-up with questions about how they arrived at the percent they use and ask what the budget allows them to do.
C. If many agents don't have a budget, have them calculate that number for the previous year. (This assignment may need to be done outside of class.)
D. At KW we promote leading with revenue not expense. We understand that at first you may be investing in yourself by attending classes to learn about the business as well as marketing materials. Watch what you invest each and every year so you don't get caught upside down with expenses over revenue.
4. Review the first five marketing concepts Todd discusses. Add any personal experiences that are appropriate.

Session 2 / Part 1 (Total Run Time 14 min)

Topics:

- Understanding basic advertising
- Evaluating your efforts
- Using technology to your advantage

Suggestions for Use: Collect examples of the following advertisements to use for demonstration purposes: full page real estate ads, full and partial page ads in magazines and newspapers.

1. Show a periodical with partial page ads. Let participants know that they will have a short time to look at the layout. Let them look at the page(s) for about ten seconds, then remove the periodical. Ask what they remember about the page. What attracted their attention? Talk about page placement and other elements that attract attention such as contrast, use of positive and negative space, and other design elements. Discuss the fact that readers tend to flip pages very quickly, making it challenging to get seen, no less leave a lasting message.
2. Show examples of full page real estate ads and ask what is or is not effective. Have participants think about things they can do to leave a lasting impression and make sure their print materials get noticed.
3. Ask agents what evaluation questions they ask that provide the most informative feedback. Also find out who they ask. Follow-up with a question about how they use that feedback to support their business.
4. Ask agents what they want technology to accomplish for them.

Session 2 / Part 2 (Total Run Time 5 min)

Topics:

- Provide exceptional service
- Working from a plan

Suggestions for Use: Get a marketing plan (preferably a copy of your own) and bring it to the session. Show agents the things that should be included in a marketing plan. Ask agents to answer the following questions. Feel free to add your own activities or questions.

1. Ask how many agents agree that great customer service generates repeat and referral business. As a follow-up, ask what they value about repeat and referral business. Talk about how much easier and less expensive it is to keep a client than to find new clients.
2. Ask what steps agents are taking to make sure they are number one in the minds of the target audience when it comes to real estate.
3. Ask what percentage of business is by referral. If participants don't know the answer, let them know that they need to track this information. Mention that referrals of more than 40% mean that you are maintaining your business yet to grow your business it is important to remember marketing base prospecting enhanced.
4. Ask how many agents have a marketing plan and what is included in the plan. Ask an agent who has a marketing plan what effect the plan has on efficiency and productivity of their business. Topics should include:
 - how much can be spent on advertising and marketing;
 - what marketing strategies will be used;
 - what needs to be completed;
 - when each task needs to be completed;
 - who will perform each task; and
 - how various elements of the marketing plan relate to one another for a cohesive effect.

Need Help?

Technical Support for **KWConnect**: support@kw.com or (512) 306-7191

About KW Connect

Keller Williams University's world class training is available **online and on-demand**.

- This custom education delivery system offers training in a format that includes interviews, demonstrations, tutorials and video presentations.
- In addition to courses, KWConnect hosts **Power Perspectives** videos that share the culture of Keller Williams Realty.

For the low subscription cost of just \$500 per month, receive:

- Unlimited on-demand access for everyone within your market center
- Free at-home access for all market center associates
- The benefit of planning your training schedule to meet the needs of your team.

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