

INFLOW MARKETING

WORKBOOK

Prospecting → 12 Direct Farm → 8 in 8 Campaign → 44 Touch Plan



COLDWELL BANKER | TOMLINSON



ABOUT THE INFLOW MARKETING WORKBOOK

Within this Inflow Marketing Workbook you'll learn methods for developing and leveraging your database to strategically generate leads and build relationships through touch marketing.

But what is inflow marketing in real estate?

In short, inflow marketing is all about keeping in contact with prospects and people you know. The reasons why to do so are easy to understand: buyers and sellers often choose a REALTOR® based on familiarity, so make yourself “familiar” or “top of mind” for them when they think about real estate. When you stay in contact effectively, you’re building your business with repeat and referral opportunities.

It sounds obvious enough, but it can often be challenging without a systemized approach in place. Throughout this workbook you’ll learn about a few tried-and-true real estate marketing strategies and campaigns, with examples of how to execute them.

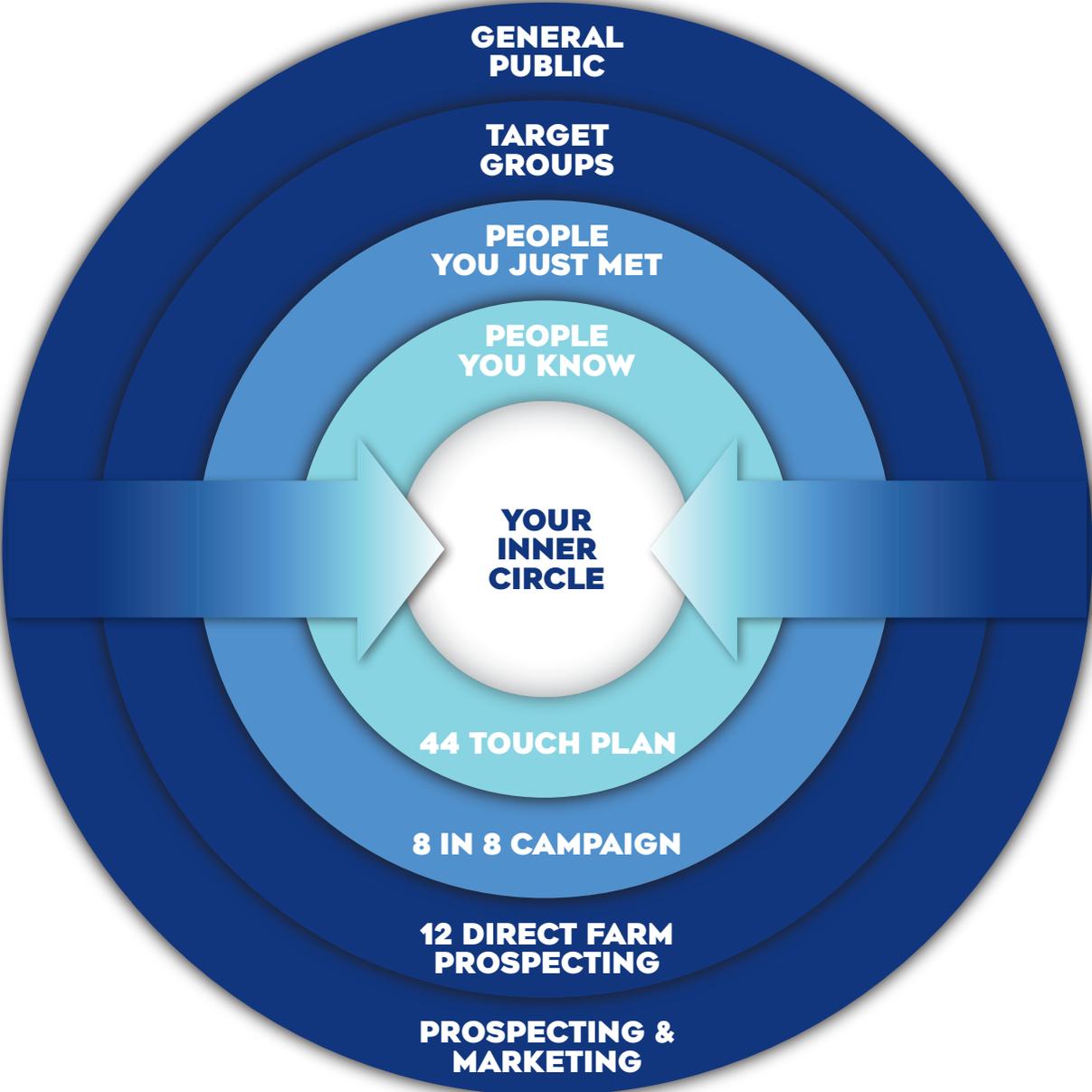
UNDERSTANDING YOUR CLIENT GROUPS

Before developing plans, it's important to identify the groups of people that you'll be marketing to. In general, the marketing plans you develop can be crafted around two separate camps of people: **people you know** and **people you don't know** – and both should be treated differently.

PEOPLE YOU KNOW	PEOPLE YOU DON'T KNOW
<p>There are two groups of people that fall into this category: people you're trying to develop a relationship with, and people you're trying to maintain a relationship with. This is the heart of your lead generation efforts. Cultivating this database through inflow marketing will grow your repeat and referral opportunities.</p> <p>People You Just Met New prospects that have just entered your ecosystem. Whether it's through a networking event, an open house or any other prospecting and marketing efforts, these are new people you've met and want to strengthen ties with. An 8 in 8 Campaign will help to quickly leverage and energize these relationship seeds.</p> <p>People You Know These are all of the contacts in your database that you know and have spoken to. Maintaining these relationships with a 44 Touch Plan will help them remember you and stay top of mind when they think about real estate.</p>	<p>Within this camp are two groups of people that aren't a part of your database. You don't know them. They don't know you. Marketing to these groups can be more costly, but it's crucial to develop consistent plans to reach these groups of prospective clients to start the funnel of creating new relationships.</p> <p>General Public The people out there that you haven't met. A wide variety of prospecting and marketing will need to be used to generate leads from this group, but can often be one of the main areas for obtaining new contacts to your database.</p> <p>Target Groups These are people that you haven't met, but you've specifically identified them as people you'd like to do business with. Individual marketing plans will be tailored to these groups to try and generate leads – geographic farming with a 12 Direct Farm is a common example.</p>

STRATEGIC MODEL FOR GENERATING LEADS

Below is a strategic model to help you understand the types of programs that can be utilized when marketing to your different audiences. By leveraging your database to maintain regular communication with your contacts, over time they'll move closer to your inner circle – a core subset of people in your sphere who you expect to do business with or receive leads from every year.



INFLOW MARKETING PLANS

To maximize your time and effort, each group of people identified will need to be marketed to with different tactics. In this workbook, four different marketing plans are outlined with examples to strategically generate leads and build relationships from these groups.



Prospecting & Marketing

The first step in the real estate sales funnel. Various forms of outreach are used here, both passive and active, ranging from designing a website and having a social media presence to email marketing campaigns and attending events.



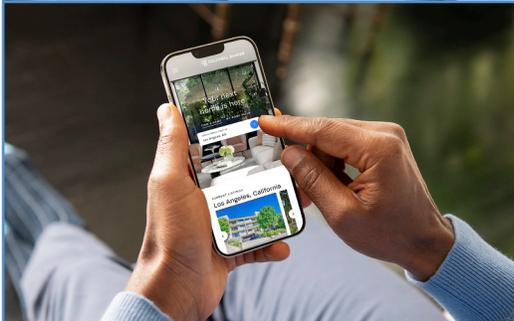
12 Direct Farm

A systemized campaign for marketing to **targeted groups** of people you haven't met, but would like to do business with. A common example is geographic farming an area with 12 individualized postcards mailings sent out once per month, over a year.



8 in 8 Campaign

This campaign is for **new contacts** to quickly energize and leverage those relationships. Once a week for eight weeks make a meaningful contact – 8 weeks, 8 touches. These will be a combination of texts, calls, emails, mail and other items of value.



44 Touch Plan

This campaign is a systemized plan to stay in touch with **all of your contacts** throughout the year. This will keep you top of mind and includes a combination of newsletters, thank you cards, birthday cards, freebies, emails and other touch points.

PROSPECTING & MARKETING

Prospecting, in all of its various forms of outreach, is a key step in the sales funnel. By utilizing a combination of passive and active methods, prospecting can be one of the main forms of adding new contacts to your database. Later, you can apply more targeted campaigns.

Before diving into the list of prospecting methods, know that you don't need to do them all. In fact, you should select only a handful of activities that fit your strengths, but make sure you are consistent with them. You can't control if a prospect will respond to a social ad campaign you placed. You also can't control the real estate market or what other REALTORS® are doing. You CAN control your effort. In the long run, effort will produce results.

ACTIVE VS. PASSIVE PROSPECTING & MARKETING

There are countless options when developing your prospecting plans, but you will need to keep in mind the difference between active and passive activities. Some prospecting activities can fall into either category depending on how you perform them. It's important to note that one is not "better" than the other; they should both be implemented into your prospecting efforts.

Active Prospecting

Includes activities that require your ongoing time and effort and can be measured with trackable results. Active prospecting takes more time investment than passive prospecting because you are actively involved, following up, and doing other tasks that take time.

Some examples can include: attending events, cold calls, door knocking and hosting open houses.

Passive Prospecting

Includes activities that don't generate an immediate response and you're waiting for others to react. These may take time (and money) to set up, but they then run on autopilot and require less active time. These plans are generally not created for a specific call to action, unless a plan relates to a time sensitive event.

Some examples can include: social media advertising, email newsletters, newspaper ads and floor duty time if working remotely.

PROSPECTING IDEAS

COMMUNITY ENGAGEMENT & NETWORKING

1. Volunteer to host an open house.

Use this as an opportunity to be in front of potential clients looking to buy or sell. Come prepared with a guest book, sign-in sheet or other materials to capture contact information. Not only will you gain exposure to potential leads, you'll maintain a pulse on the market.

2. Attend as many networking events as possible.

In addition to your real estate courses, it's crucial to attend local events that include non-real estate professionals. The key is to go in with the intention of having fun and socializing to meet new people. DO NOT push for your next real estate deal.

3. Volunteer your time at local community events and charities.

Pick something you're passionate about and engage in it. All things being equal, people want to conduct business with those they know, like and share similar interests. With volunteering, you benefit by meeting new people, while also supporting a cause you care about.

4. Join extracurricular group activities / hobbies.

Utilize the activities and hobbies you enjoy doing as networking opportunities. A simple reminder that there are potential clients everywhere.

5. Go door knocking in your neighborhood.

Door knocking in this day and age can feel quite intrusive. Focus on building relationships with neighbors, not trying to sell something. Come equipped with a monthly market report or any other free resource of value to hand off, and either move on or let conversations naturally form. Bringing your well-behaved dog along for a walk wouldn't hurt either – a win-win.

6. Engage on social media.

Simply having a social media presence can be an effective way to passively prospect, but actively engaging with others can have a big impact on building relationships. Focus on commenting over simple liking – people remember comments. It forces them stop and think about you, and may even lead to them to click on your profile and remember that you're in real estate. If done on a consistent basis, simple actions can lead to big results.

7. Don't forget to engage your immediate sphere of influence.

Always remain open to talking about your profession and the real estate market with your friends, family, past clients and other people you see on a regular basis.

PROSPECTING CHECKLIST

Check off any of these methods that you're currently using in your business.
(A) Active / (P) Passive

Networking (A)

- Host an open house
- Volunteer for floor duty (*passive if working remote*)
- Attend professional networking events
- Join extracurricular activities and get involved with group hobbies
- Volunteer your time at local community events and charities
- Get involved with activities for your pets or children – sporting events, dog park meetups and playground gatherings, etc.
- Door knock with handout resources, feel free to bring your dog along
- Connect with local businesses and form mutually beneficial relationships
- Get involved in neighborhood groups
- Use platforms like MeetUp, Eventbrite, and Facebook Events to find even more events that suit you

Your Website (P)

- Provide useful blog content
- Showcase past client testimonials
- Display past record of sales
- Add a live chat feature to your website

Print Advertising (P)

- Buy out-of-home ad space (billboards, public transportation, posters, etc.)
- Place print newspaper/magazine ads
- Send out direct mail pieces
- Mail Just Listed/Sold to neighborhood

Social Media Presence (P)

- Automate your listing posts
- Showcase your personality through video on Instagram and TikTok
- Make professional connections by engaging on LinkedIn
- Consider Facebook ad campaigns
- Join local Facebook groups to plug in to ready-made communities
- Post regularly on social media and balance science/art

Email Marketing (P)

- Setup automated eblast campaigns

Promotional Giveaway-Out Items (P)

- Purchase and mail out refrigerator business card magnets
- Mail out coupons/discounts and gift cards with local businesses you've partnered with directly

Apparel & Self-Promotional Items (P)

- Wear branded polos, exercise clothes, name badge and other apparel signaling you're a real estate professional when in public
- Use branded reusable grocery bag
- Attach car magnet with contact information to personal vehicle

Sponsorship Opportunities (P)

- Partner with community events
- Support local charities
- Sponsor child's sports team

PROSPECTING BRAINSTORM

Directions

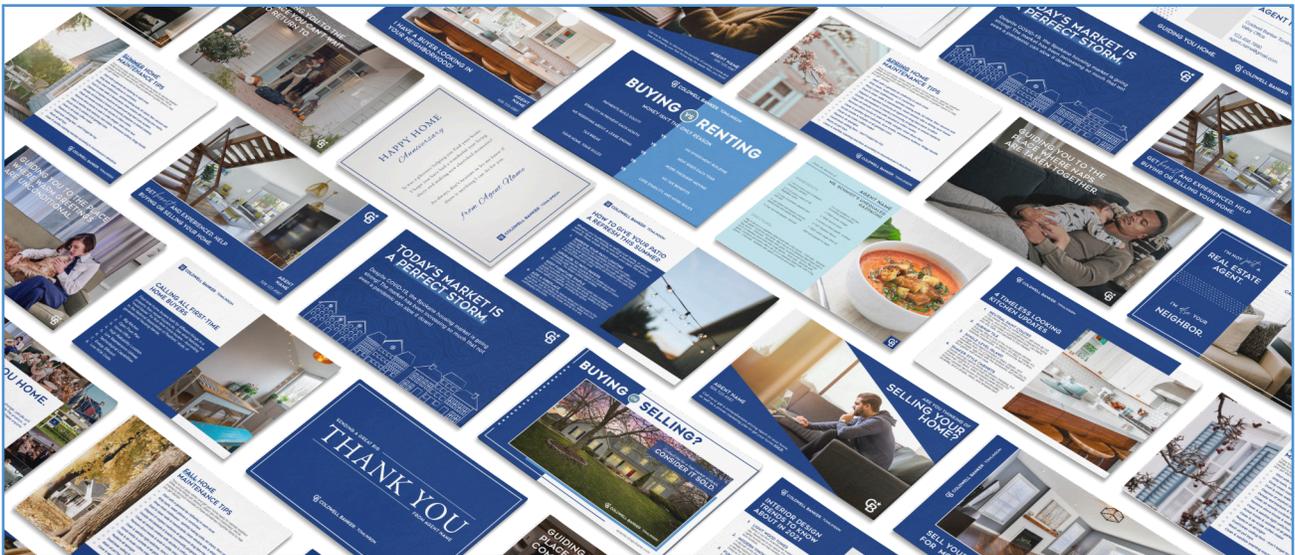
List 3-5 different ways that you could creatively expand your **prospecting & marketing** efforts over the next 3 months. Review any of the provided examples of prospecting methods or use them as inspiration to come up with your own ideas. Once you've determined your methods, identify the action steps you'll need to take to make it happen.

METHOD <i>I will grow my prospecting efforts by...</i>	ACTION STEPS <i>To make it happen I will need to...</i>

12 DIRECT FARM

Moving closer to your inner circle is a marketing plan designed for target groups of individuals that you've identified as people you'd like to do business with. The **12 Direct Farm** is a systemized farming campaign to reach those target groups with 12 individualized postcard mailings, sent out once per month over the span of a year.

By utilizing a 12-month postcard plan, you'll connect consistently with your targeted audience every single month – growing brand awareness and planting relationship seeds.



Postcard Pricing (prices subject to change)

All postcards are ordered through Xpressdocs sized at 8.5" x 5.5" (Large).

QUANTITY	FIRST CLASS (3-5 days)	STANDARD (5-15 days)	SHIPPED TO OFFICE
25-49	\$1.02	\$0.90	\$0.61
50-99	\$0.96	\$0.84	\$0.46
100-199	\$0.95	\$0.83	\$0.45
200-299	\$0.93	\$0.81	\$0.43
300-499	\$0.92	\$0.80	\$0.42
500-999	\$0.89	\$0.77	\$0.39

SAMPLE 12 DIRECT FARM

I'M NOT just a REAL ESTATE AGENT.

CALL FOR A *free* HOME VALUATION



I'M *for* YOUR NEIGHBOR.

JANUARY
I'm Your Neighbor

BUYING VS RENTING

MONEY ISN'T THE ONLY REASON.

PAYMENTS BUILD EQUITY	VS	NO INVESTMENT BUILDING
STABILITY IN PAYMENT EACH MONTH	VS	RENT RISES EACH YEAR
NO WORRYING ABOUT A LEASE ENDING	VS	MORE FREQUENT MOVING
TAX BREAK	VS	NO TAX BENEFITS
YOUR HOME, YOUR RULES	VS	LESS STABILITY, AND MORE RULES

FEBRUARY
Buying vs. Renting

SPRING HOME MAINTENANCE TIPS

The first few weeks of spring are the best time to get your home ready for warmer weather. While some things are obvious, others are often overlooked. We've compiled a list of 20 things to check or change to ensure your home is in the best condition to help you get started.

- Start with a general de-cluttering in each room
- Strip beds, wash pillows & comforters
- Deep clean mattresses - sprinkle baking soda, let stand, then vacuum well
- Dust & clean with a damp cloth, clean window sills & sliding door tracks
- Dispose of expired medicine at approved drug take-back location
- Clean all remote controls with alcohol & cotton swabs
- Remove stove knobs & cook in white vinegar, clean stove face
- Clean & sanitize light switches, door knobs, microwave buttons, fridge handles
- Scrub inside & outside of all garbage cans
- Clean & de-scale coffee maker
- Replace all garage
- Check & tighten ceiling fans - don't forget the top
- Wash all pet toys
- Clean & sanitize washing machine according to manufacturer's directions

MARCH
Spring Home Maintenance

A PROPERTY IN YOUR NEIGHBORHOOD JUST **SOLD.**



AGENT NAME
123.456.7890

Great news, homes in this neighborhood are selling! Are you ready to move out? If you or someone you know is interested in selling their home, please contact me.

APRIL
Property Sold

INTERIOR DESIGN TRENDS TO KNOW ABOUT CURRENTLY

- LIGHT WOOD TONES**
Light wood tones are making a comeback. Opt for warm woods like oak, maple, or birch. If you're looking for a more modern look, consider light-colored painted woods like white, grey, or navy blue.
- MODERN VINTAGE LOOKS**
A mix of old and new is in vogue. Incorporate vintage pieces or replicas of mid-century modern design. Think teardrop pendant lights, rattan furniture, and geometric patterns.
- FUNCTIONAL COMFORT**
People are looking for comfort and style. Incorporate plush seating, soft textures, and warm lighting. Consider a fireplace or a large area rug for extra coziness.
- YOUR HOME, YOUR OFFICE**
With more people working from home, the office space is becoming a priority. Invest in ergonomic chairs, desks, and lighting. Create a dedicated workspace that is both functional and stylish.



MAY
Interior Design Trends

SUMMER HOME MAINTENANCE TIPS

When the sun is out and warm weather is finally here to stay, the last thing you need is a home maintenance problem. Here are some summer home maintenance tips to get the "bird's eye view" of the way at the beginning of the season.

- Remove dirt from inside and outside washer hoses and dryer vents
- Clean kitchen exhaust fan filter
- Oil garage-floor opener and chain, garage door, and all door hinges
- Clean refrigerator and freezer coils and empty and clean drip trays
- Check around kitchen and bathroom cabinets and around toilets for leaks
- Replace interior and exterior faucet and shower-head washers if needed
- Prevent insect infestation
- Wash windows inside and out
- Repair and repaint any chipped, cracked or faded exterior paint
- Inspect your house exterior for loose or rotting siding
- Power wash and re-seal your deck
- Check windows for leaks
- Clean gutters and downspouts
- Refill cracks on cement walkway or driveway

JUNE
Summer Home Maintenance

I HAVE A BUYER LOOKING IN YOUR NEIGHBORHOOD!



AGENT NAME
509.123.4567

JULY
I Have a Buyer

ARE YOU THINKING OF SELLING YOUR HOME?



AGENT NAME
509.123.4567

Call me to get a comprehensive pricing report on your home, as well as a proven marketing plan to get your home SOLD.

AUGUST
Thinking of Selling

FALL HOME MAINTENANCE TIPS

Fall is the perfect season to tackle general home maintenance projects. Because the weather is generally dry, you can complete most projects. Here are our seasonal home improvement recommendations for fall.

- Rake leaves and aerate the lawn
- Check for signs of damage or hazards, and clean fireplaces
- Seal cracks and gaps in windows and doors with caulk or weather stripping
- Seal old, drafty windows for more energy-efficient results
- Pre-wash windows and siding
- Remove leaves and debris from gutters and downspouts
- Drain and winterize exterior plumbing
- Replace the batteries in smoke and carbon monoxide detectors
- Vacuum lint from the dryer vent
- Inspect exterior door hardware: fix squeaky handles and loose locks
- Wash insulation around outdoor faucets and pipes in unheated garages
- Drain and store hoses, and drain in-ground sprinkler systems
- Check water heater for leaks
- Have furnace/heating system inspected by a professional

SEPTEMBER
Fall Home Maintenance

4 TIMELESS LOOKING KITCHEN UPDATES

- NEUTRAL PAINT COLORS**
The classic and timeless look of neutral paint colors is never going out of style. And when it's time to repaint, it's easier to match the color to the rest of the house.
- SUBWAY TILE**
Subway tile is one of the most popular kitchen tile choices. It's easy to install, it's durable, and it's a classic look that adds a touch of timeless style to any kitchen.
- SINGLE-LEVEL ISLAND**
A single-level island is a great way to add a touch of modern style and functionality to your kitchen. It's a practical feature that allows you to prep meals, hold seats with the bar stools, and create a gathering spot for your family and friends.
- SHAKER-STYLE CABINETS**
There are many cabinet styles, but Shaker cabinets are always a safe choice. They are simple, clean, and timeless. Shaker cabinets are known for their functionality, durability, and a simple, clean, and timeless look.



OCTOBER
Timeless Kitchen Updates

SENDING A GREAT BIG

THANK YOU

FROM AGENT NAME

COLDWELL BANKER TOMLINSON

NOVEMBER
Thank You

WINTER HOME MAINTENANCE TIPS

Winter weather can be harsh on your home. The below-freezing temperatures can cause a number of problems, including frozen pipes and roof damage. Do your best to check these winter items off your home maintenance to-do list.

- Clean drains in sinks, tubs, showers, and dishwashers
- Vacuum bathroom exhaust fan grill
- Insulate refrigerator and freezer coils and empty and clean drip trays
- Check basement for leaks during thaws
- Inspect the roof, gutters, and downspouts for damage after storms
- Cover your air-conditioning unit
- Clean your dryer vents
- Check batteries in smoke and carbon monoxide detectors
- Reverse ceiling fans
- Prep the humidifier
- Ready showers, check snow blower
- Inspect outdoor lighting
- Cover and protect your patio furniture with a heavy tarp
- Clean the soil from city and porcelain planters and bring them inside

DECEMBER
Winter Home Maintenance

12 DIRECT IDEA BANK

Below is a list of postcard templates – both time-of-the-year-specific and non-time-specific – that've been designed specifically for Coldwell Banker Tomlinson.

Utilize any of the postcard templates below when developing your 12 Touch Campaign.
Additional postcard templates are available in Xpressdocs.

Time-of-the-Year-Specific

- Spring Home Maintenance Tips
- Summer Home Maintenance Tips
- Fall Home Maintenance Tips
- Winter Home Maintenance Tips
- Home Buying Anniversary
- Summer Patio Ideas
- Football Team Schedule
- I've Just Joined CBT
- Holidays (XD)
- Seasonal (XD)
- Wedding Announcement (XD)
- Calendars (XD)
- Invitations (XD)
- Moving Announcement (XD)
- Back to School (XD)
- Birth Announcements (XD)

Non-Time-Specific

- I'm Your Neighborhood REALTOR®
- Buying vs. Renting
- I Have a Buyer
- Sell Your Home for More
- Thinking of Selling
- Tired of Renting
- I'm Your Experienced REALTOR®
- Are You Looking for a REALTOR®
- First-Time Home Buyers
- Timeless Kitchen Updates
- Interior Design Trends
- Recipe
- Buying or Selling?
- Thank You
- Guiding You Home
- Property Sold in Your Neighborhood

12 DIRECT WORKSHEET

Directions

Develop your 12 Direct farm to your specific needs. You can view Coldwell Banker Tomlinson postcard templates at thebthub.com/postcard-templates. Additional postcard templates are available in Xpressdocs (XD) to assist you in filling out your 12 month postcard direct mail campaign.

MONTH	POSTCARD OPTION	QTY	UNIT COST	TOTAL COST
JAN			\$	\$
FEB			\$	
MAR			\$	
APR			\$	\$
MAY			\$	
JUN			\$	
JUL			\$	\$
AUG			\$	
SEP			\$	
OCT			\$	\$
NOV			\$	
DEC			\$	
<i>Subtotal</i>				\$

8 IN 8 CAMPAIGN

Now that you've made new contacts as a result of your prospecting efforts or a 12 Direct Farm, it's time to quickly energize those relationships with an **8 in 8 Campaign**.

This 8 in 8 introduces you as a real estate professional to **new contacts** entering your database through various touch points. It follows the format of once a week during which for 8 weeks you'll make meaningful contact – 8 weeks, 8 touches. These contact points are meant to be more personal than your standard prospecting or farming techniques, typically combining text, calls, emails, direct mail and other items of value tailored to individual people. Each of these activities should be structured and planned out.

When your 8 in 8 campaign is over for that contact, congrats! Now add your contact permanently to your database and include them in your **44 Touch Plan** efforts and go find a new contact. Rinse and repeat.

HOW IT WORKS

Let's say you were hosting an open house over the weekend and one of the attendees named Joe provided their contact information when signing in at the guest book. You end up chatting briefly about the home and you provide them your business card. You then add Joe to your new contact database.

Then over the next 8 weeks, you utilize an 8 in 8 campaign to help establish that relationship. The first touch point is typically a phone call, text or email to follow up on your first meeting to see if they have any real estate needs you can assist with. It might look something like:

Hey Joe, it was nice to see you at the open house the other day. I was checking in and thought you might find this market report useful (if you're emailing or texting). Can I keep in touch? Hope you have a great day.

PS: If you have any real estate needs or questions, I'm always available to assist you or anyone you know. Don't hesitate to reach out.

It's important to make sure they know you're available in help if they need anything. Also, be sure to ask if you can stay in touch because you'll be making contact over the following 7 weeks.

SAMPLE 8 IN 8 CAMPAIGN

Week 1 - Intro call/text/email

The first week's touch is a quick introduction call, text or email to follow up and see if they have initial real estate needs. Make sure to ask if you can stay in touch.

Week 2 - Mail or drop off an item of value

If you've identified from initial conversations whether they may be looking to buy or sell, send out a home buyer or home seller guide to their home or business address.

Week 3 - Add them on social media

Whether it's Facebook, Instagram, LinkedIn or any other social platform, connect with them. If you've already added them on social media, consider commenting on one of their recent posts.

Week 4 - Email/mail/drop off a monthly market report

With last week connecting more on a personal level, approach them on a professional level this week by sending monthly real estate market stats.

Week 5 - Call or text following up

Last week they received your monthly market report, so this week can be a quick call or text conversation if they have any questions about what is happening in the real estate market.

Week 6 - Mail or drop off a handwritten card + item of value

Send them a handwritten notecard with a simple item of value. This can be a coffee card, gift card from a local shop, notepad, etc. Don't overspend or overthink here.

Week 7 - Email an informational piece

Back to something professional/informational. Maybe you just read an interesting blog post or know of a valuable web resource for buying/selling, email them an informational piece of value.

Week 8 - Closing call/text/email

Final week! At this point, your prospective contact knows you are a real estate professional. A simple message letting them know you're always available if they need anything.

Upon completion, add the contact into your database to be included in your **44 Touch Plan**.

8 IN 8 BRAINSTORM

Directions

Design your 8 in 8 Campaign to suit YOUR time, budget and style. It's more important for you to modify this campaign so it works for you, than just doing it inconsistently or haphazardly. This could mean doing fewer mailings/drop offs and more phone calls, or doing 12 weeks instead of 8. The key is commit to it and to be consistent.

WEEK	METHOD <i>I will make contact by...</i>
1	
2	
3	
4	
5	
6	
7	
8	

PERSONALIZED 8 IN 8 CAMPAIGNS

Now that you've developed a standard 8 in 8 campaign to fit your budget and style, it's time to dial in your efforts by crafting different 8 in 8 campaigns to target specific groups. Utilizing more targeted messaging will help make your campaigns more effective when contacting different groups of people.

Directions

Below is a list of various target groups you may want to create individualized 8 in 8 campaigns for. Put a check next to any of groups you will develop an 8 in 8 campaign for.

- Prospective Buyers
- Prospective Sellers
- Builders
- Open House Attendees
- CRM Lead Captures
- Relocation
- Friend and Family Acquaintances
- For Sale By Owner (FSBO)
- Expired/Withdrawn Listings
- Neighbors
- Social Media Captures
- Other _____

44 TOUCH PLAN

Through prospecting, targeted marketing and 8 in 8 campaigns, you now have a database of people you know and have spoken to. Great! Now it's time to make sure that you're staying top of mind and keeping in touch with these contacts throughout the year with a **44 Touch Plan**.

The strategy is easy enough to understand: reach your database with 44 touch points per year.

You may be thinking, "44 times in a year, doesn't that seem like a lot to try and figure out"? Once you break it down, it's not nearly as daunting as it may seem. This systemized approach typically combines email marketing, calls/texts, direct mail, handwritten cards and in-person visits – a lot of which can be automated with existing Coldwell Banker Tomlinson resources.



SAMPLE 44 TOUCH PLAN

#	DETAILS	TYPE
12	<p>Monthly Newsletter Print or Email Monthly newsletter sent to your database either direct mailed or emailed through your CRM.</p>	Direct Mail or Email
12	<p>Monthly Real Estate Market Report eBlast Monthly market report email providing information on the local real estate market.</p>	Email
4	<p>Quarterly Market Snapshot Postcard Quarterly direct mailed postcard with local quarterly market stats.</p>	Direct Mail
4	<p>Handwritten Notecard Handwritten birthday/thank you/home anniversary/holiday/thinking of you card mailed.</p>	Direct Mail
4	<p>Annual Freebie Send or deliver a free item of value. This could be sports calendar magnet, free coffee, etc.</p>	Direct Mail or Pop-By
4	<p>Special Occasion Contact Make contact with a call or text on special occasions such as birthdays, anniversaries, holidays, etc.</p>	Call/Text
4	<p>Catch Up (FORD) Make Contact with a call or a text to touch base about their Family/Occupation/Recreation/Dreams</p>	Call/Text

Tips

Automate your processes whenever possible. Certain items will take more effort than others, so utilize CRM and other existing tools to make this campaign easy to execute and affordable for **YOU**.

44 TOUCH IDEA BANK

Check off any of these methods that you're currently using or want to use in your 44 Touch Plan to you database.

Print

- Quarterly Market Snapshot postcard
- Monthly newsletter
- From Your Friends monthly postcard
- Birthday/home anniversary card
- Handwritten thank you/thinking of you card
- Holiday card
- Just Listed/Sold postcards
- Recipe postcards
- Miscellaneous real estate postcard (Thinking of Selling, Tired of Selling, Interior Design Trends, etc.)

Email

- Monthly Newsletter from CRM
- Market Market Report Statistics
- Blog content
- Just sold emails
- Recipe emails
- Seasonal home maintenance tips
- Any existing CRM campaigns

Call/Text Scripts

- To home owners
- To sellers on the fence
- To home buyers
- To catch up with family and friends
- To past clients

In-Person

- Attend client/networking events
- Charity events
- Never eat lunch alone

Promotional Freebies

- Pop-by gift
- Sports calendar with contact information included
- Calendar
- Notepad
- Free coffee card
- Branded hand sanitizer
- Client appreciation gift

Social Media

- Comment on client post
- Direct Message to catch up

INFLOW MARKETING AVAILABLE RESOURCES

Numerous resources have been created specifically for Coldwell Banker Tomlinson real estate professionals and are available to utilize. These resources range from office supplies and collateral to CMR technology and direct mail programs available for you to opt into.

Look through this breakdown of available resources in your region to help you develop all of your different inflow marketing plans.



RESOURCES BREAKDOWN

		SPOKANE	BOISE	IDAHO FALLS	TRI-CITIES	QUAD CITIES
12 Direct Plan	Custom Postcard Templates	✓	✓	✓	✓	✓
	Xpressdocs Postcard Templates	✓	✓	✓	✓	✓
8 in 8 Campaign	Quarterly Market Snapshot Postcard (unaddressed)	✓	✓	✓	✓	✓
	Monthly Market Report (print)	✓	✓	✓	✓	✓
	Monthly Market Report (email)	✓	✓	✓	✓	✓
	Monthly Home Sales Report	✓				
	Logo/Thank You Notecard	✓	✓	✓	✓	✓
	Home Buyer/Seller Guide	✓	✓	✓	✓	✓
44 Touch Plan	Quarterly Market Snapshot Postcard (direct mail)	✓	✓	✓	✓	✓
	From Your Friends Monthly Postcard	✓	✓		✓	
	@HOME Monthly Newsletter	✓				
	CRM Email Newsletter	✓	✓	✓	✓	✓
	CRM Miscellaneous Email Drip Campaigns	✓	✓	✓	✓	✓
	CRM Monthly Market Report Email Campaign	✓	✓	✓	✓	
	My Customer For Life Email Newsletter Campaign	✓	✓	✓		
	Notecards	✓	✓	✓	✓	✓
	Holiday Cards	✓	✓	✓	✓	✓
	Custom Postcard Templates	✓	✓	✓	✓	✓
	CMA Evaluations	✓	✓	✓	✓	✓
	Community Fundraising Postcards	✓	✓	✓	✓	✓



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