



The National Finance Institute

## 50 Ways To Market Your Business

### **The only limit to this list is your imagination!**

You don't need to have a huge marketing budget to promote your business in your local community. Here are 50 simple ideas that work. Often, simple cheaper programs work because you can be more consistent and focused with them. The list was reproduced from an MIAA mail out in response to an article that appeared in the Mortgage Brief.

**Try a combination of these ideas and quickly reap the rewards!**

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1. Obtain Testimonial letters from customers and satisfied referrers and forward with all your proposals.
  2. Create postcards and a handwritten "thank you" every time you talk to a prospect.
  3. Leave a larger than normal (cash) tip at a restaurant along with your business card.
  4. Hold a thank you barbecue or breakfast for referral sources.
  5. Send personal Thank You cards with movie passes or scratchies.
  6. Attend 'Open Houses' to meet Real Estate Reps.
  7. Offer personalised interest rate sheets to an Open House.
  8. Investigate your opposition and work out a way to 'differentiate' yourself.
  9. Ask your local Bank Manager for leads on loans that he can't set.
  10. Initiate a 'call program' to follow up all enquiries.
  11. Have a distinctive business card.
  12. Hand fridge magnets to everyone you meet along with a few business cards.
  13. Leave your brochures and business cards at the local hairdresser, doctor, and dentist - anywhere people have to wait.

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14. Send cards to your customers on Australia Day; you'll be recognised better than Christmas.
15. Hold a 'Homeowners night' with your local Real Estate agents.
16. Provide 'Repayment Guides' specialised to homes for sale.
17. Call on your referrers at least weekly.
18. Put a sign on your car.
19. Send a 9-volt battery advising clients to change the battery in their smoke alarm.
20. Send personal 'Welcome to your new home' cards to all your customers upon settlement.
21. Profile your referrers so that you know their likes and dislikes, family situation, etc.
22. Donate funds to the local scouts or guides and have them wash your customers' cars.
23. Tell everyone what you do.
24. Offer a guarantee of service to your customers and sign it in front of them at the beginning of the initial interview.
25. Attend Real Estate sales meetings regularly and provide a sumptuous morning tea.
26. Letterbox drop your neighbourhood with special offers and a free mortgage check up or analysis.
27. Send a monthly newsletter to your customers.
28. Get permission to do a lunch room seminar from HR departments of companies.
29. Drop in information of Lo-doc loans to the local industrial estate businesses.
30. Make weekly calls to your 'hot prospects'.
31. Always ask for referrals when you correspond with your customers.
32. Ask for referrals at the end of the initial interview.

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33. Contact your local press offering to provide quotes, interviews or question and answer series for the publication.
34. Always insist on an 'advertorial' when placing adverts.
35. Offer donations for referrals from your groups of influence such as sporting clubs, churches, etc.
36. Ask if you can place a small sign saying 'Finance available for this property from.... and phone number' next to the Real Estate Agents 'For Sale' sign.
37. Develop a recognisable slogan for your business.
38. Find a niche group to market to such as Firemen, Teachers or an ethnic group etc. and become their 'expert'.
39. Create a networking team from local people in different industries and have a monthly breakfast meeting.
40. Target Houses for Sale and drop bridging loan or loan information into their letterboxes.
41. Target Real estate Agents you wish to meet at Open Houses, in the Saturday morning paper and plan to offer them something.
42. Create a loan application status matrix to keep your referrers fully informed.
43. Create a regular and persistent marketing program to your prospects.
44. Regularly survey your new customers on performance levels and offer a small gift for replying. Ask them for leads at the same time.
45. Offer to sit in at Open Houses and Builders' demonstration homes.
46. Prospect local architects for referrals.
47. Prospect your referring Real Estate Agents Landlords and Tenants database (implement the Privacy Act requirements).
48. Try and find unusual or cute items for giveaways to your clients and referrers.
49. Send a nice bottle of wine (if appropriate) to a referrer upon the first referral.
50. Always wear your Company Hat and T-shirt when walking or jogging.