WHAT YOUR CLIENTS HAVE TOLD US AND WHAT TO DO ABOUT IT

with Luke Acree
President, ReminderMedia
INTRODUCTION

- ReminderMedia helps professionals be remembered.

- We wanted to know exactly how your clients are interacting with the magazine.
MARKETING HAS CHANGED FOREVER.

Humans see
5,000 PIECES
of advertising a day.

- Information overload.
- People are tuning out.

WHAT MAKES MARKETING VALUABLE?

1. Useful information  
2. Beautiful design  
3. Entertainment

AMERICAN LIFESTYLE MAGAZINE IS ALL THREE.
We hired GfK, one of the largest marketing research institutes in the world to conduct a readership survey.

- Objective
- Readership engagement
- Readership profile dimensions
WHAT WE LEARNED
SHELF LIFE

3-4 WEEKS in homes.

44 MINUTES is the average time recipients spend reading the magazine.

American Lifestyle magazine ends up on the coffee table.
CONTACT = ENGAGEMENT

Every issue is read by 3.2 people

• 76% of readers are more likely to contact a professional who sends American Lifestyle magazine.

• You stay top of mind.
THE IMPORTANCE OF RETENTION

According to study on retention by Baylor University, “...given the influence of family and friends in maintaining clients’ loyalty to the firm, [professionals] should be encouraged to engage and reach out to family and friends to foster and maintain such relationships.”

AMERICAN LIFESTYLE MAGAZINE CONNECTS WITH ENTIRE FAMILIES.
92% of readers have taken action as a result of the magazine.

PROVEN VALUE
50% say American Lifestyle magazine is the best branded product they receive.
38% of readers have made a referral because of the magazine.
Send American Lifestyle magazine to 50 recipients

- 19 referrals (avg 38% referral rate)
- 9.5 clients (avg 50% close rate)

Average home sells for $200,000
- $6,000 GCI (3% commission)
- $57,000 profit (9.5 clients)
Repeat Transactions

• Being remembered is essential.

• Repeat clients can make up 40% of your book of business.

55% of recipients have been influenced to conduct repeat business.

COVERS

- **80%** of recipients say that a cover photo helps them identify a professional for future business.

- **79%** of recipients say advertising in magazines provides them with useful information about products and services.

- **28%** of recipients think that ads are repeated too often. *Change your ads more frequently*
84% of readers save tear out cards.

- 14% saved a tear out card to pass along contact information.
- 78% favor culinary content.
- When magazines get left in high-traffic areas, the tear out cards make for a perfect take away.
CONSISTENCY IS KEY TO MARKETING

Invest $3.79 an issue into someone

$24 for a year of mailing

$125 for 5 years of mailing

Average home sells for $200,000

3% commission

$5,875 PROFIT
GAINING CLIENT APPRECIATION

- Partnerships lead to repeat and referral business, and offsets cost.

- Localize your magazines through customization.

90% DINE OUT REGULARLY

43% PLAN ON REMODELING THEIR HOME

81% of recipients appreciate the professional because of the magazine.
People have a natural inclination to return a favor.

American Lifestyle triggers the reciprocity effect.

Leverage by reaching out.

According to a 2009 Keller Center study on gratitude by Robert W. Palmatier.
FOLLOW UP

• Passive vs. Proactive marketing.

• Call within the first week of American Lifestyle hitting mailboxes.

• Culinary articles are the most popular.

• Make your CTAs a clear request for referrals.
SALES IS ABOUT RELATIONSHIPS

American Lifestyle magazine creates in-depth connections at a time when engagement has never been so crucial.
EXONENTIAL CYCLE OF NEW BUSINESS

1. More clients come in
2. They attract prospects
3. Those prospects become new clients
4. Those new clients attract new prospects
5. Those prospects become new clients

EXPONENTIAL CYCLE OF NEW BUSINESS
THE MAJOR TAKEAWAYS

• Put your photo on the front cover.

• Choose recipes for your TOCs.

• Partner with your local businesses.

• The magazine is shared with 3.2 people.

• 38% of your list should be giving you a referral.

• Proactive follow up.
Bites of Spring

Spring cooking is all about keeping it light and fresh, and utilizing ingredients you can only get in this renewed season. These two recipes feature the best of spring flavors for meals you'll want to recreate again and again.

Spring Onion Pizza

Spring Polenta with Radishes and Garlic Scapes

- Type all questions in the chat box!
THANK YOU FOR LISTENING!

- Recorded session and slides will be e-mailed to you.

- For daily Real Estate coaching tips and motivation, follow us on social media.
  - Instagram: @remindermedia
  - Facebook: RMconnect
  - Youtube: ReminderMedia
  - LinkedIn: ReminderMedia