



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



ReminderMEDIA

**with Luke Acree**

*President, ReminderMedia*



# INTRODUCTION

- **ReminderMedia helps professionals be remembered.**
- We wanted to know exactly how your clients are interacting with the magazine.

 reminderMEDIA







# 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.**



# GfK

We hired GfK, one of the largest marketing research institutes in the world to conduct a readership survey.

- Objective
- Readership engagement
- Readership profile dimensions

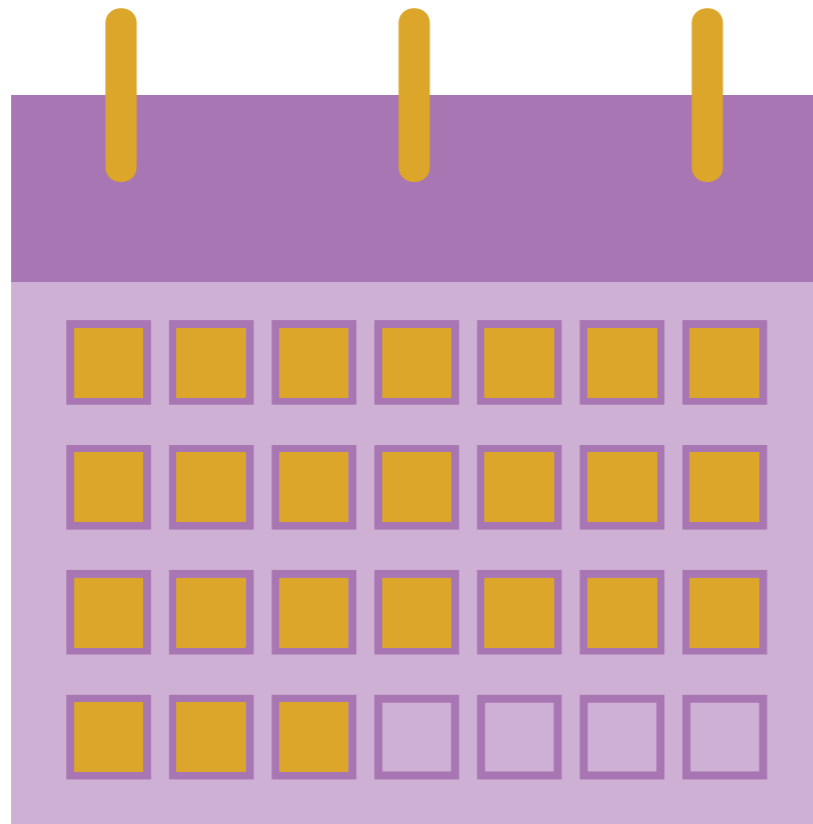




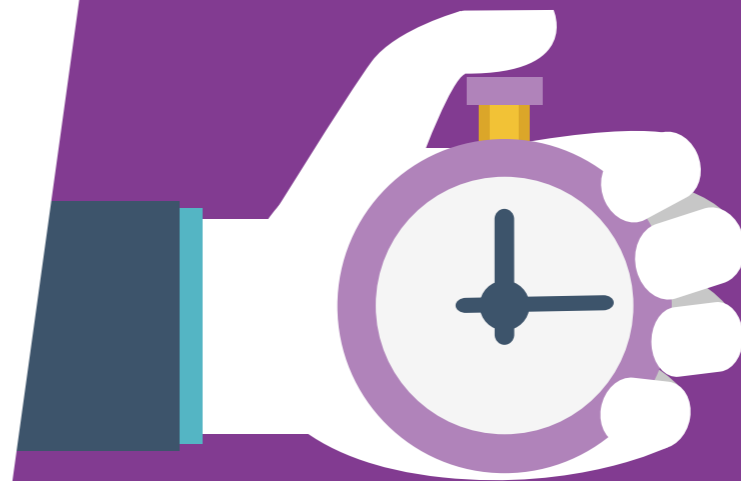
# WHAT WE LEARNED



# 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.

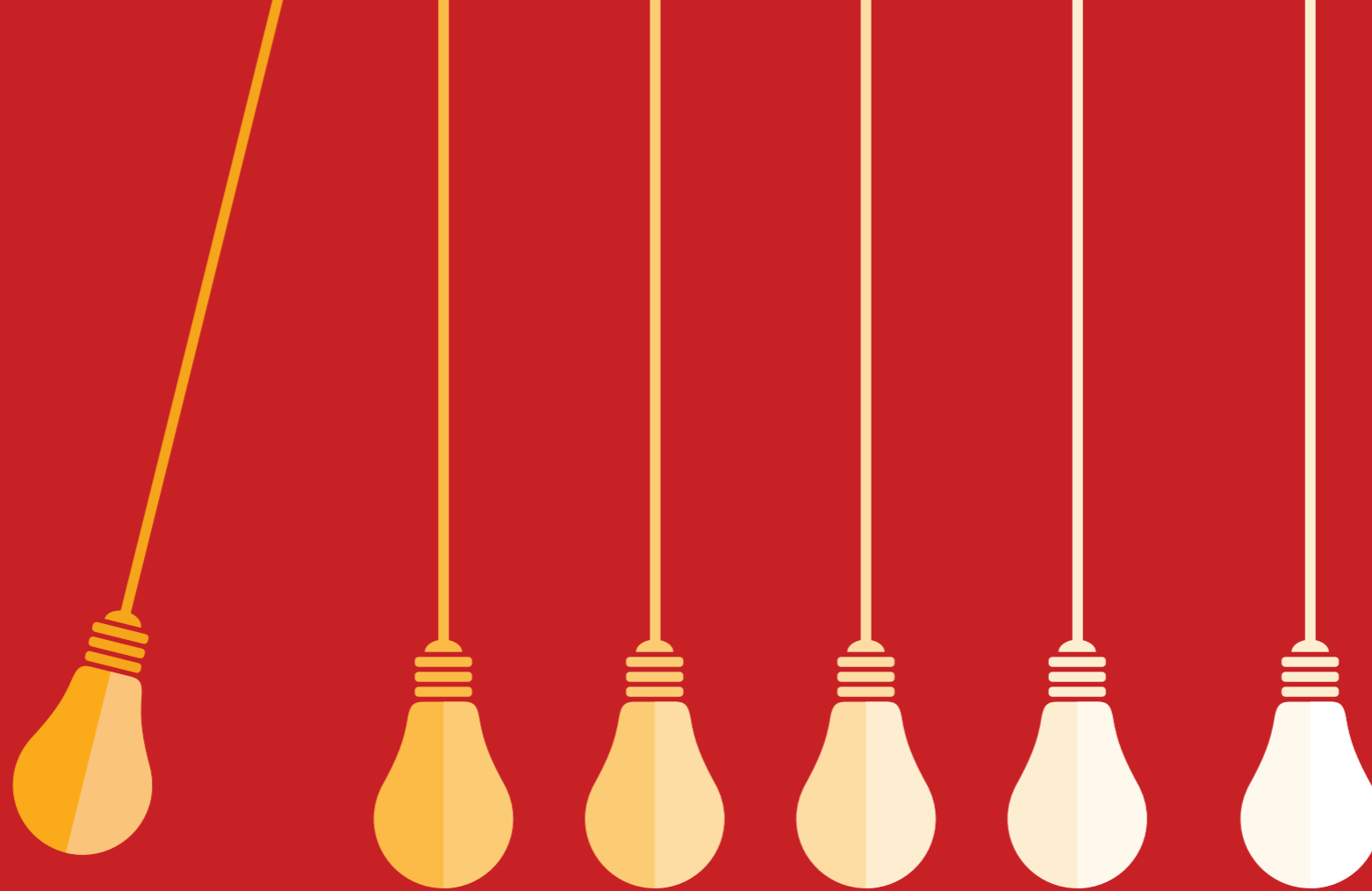




# THE IMPORTANCE OF RETENTION

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.



# POTENTIAL COMMISSION BREAKDOWN



Send American Lifestyle magazine to **50 recipients**

▼ avg **38%** referral rate



**19 referrals**

▼ avg **50%** close rate



**9.5 clients**



Average home sells for **\$200,000**

▼ **3%** commission



**\$6,000 GCI**

▼ x **9.5 clients**

**\$57,000**  
PROFIT

# 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



of recipients say that a cover photo helps them identify a professional for future business.



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



of recipients think that ads are repeated too often.  
*Change your ads more frequently*





# TEAR OUT CARDS

# 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.

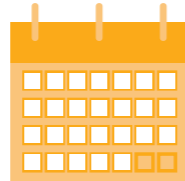




# CONSISTENCY IS KEY TO MARKETING



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



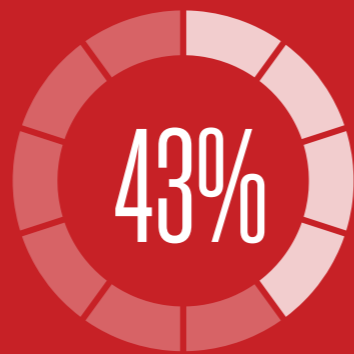
**\$5,875**  
PROFIT

# GAINING CLIENT APPRECIATION

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

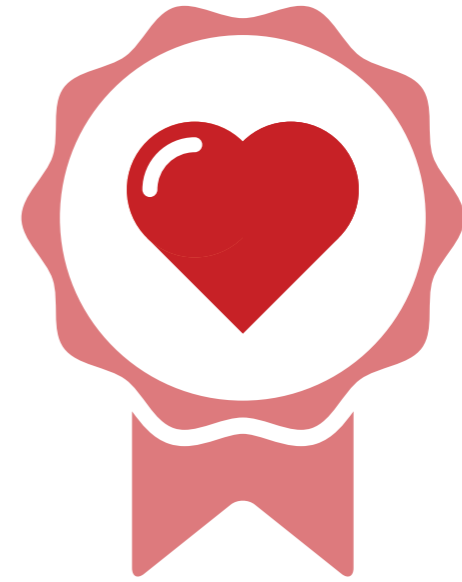


DINE OUT REGULARLY



PLAN ON REMODELING  
THEIR HOME

- Localize your magazines through customization.



# 810%

of recipients  
appreciate the  
professional because  
of the magazine.





# THE RECIPROcity EFFECT

- 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.



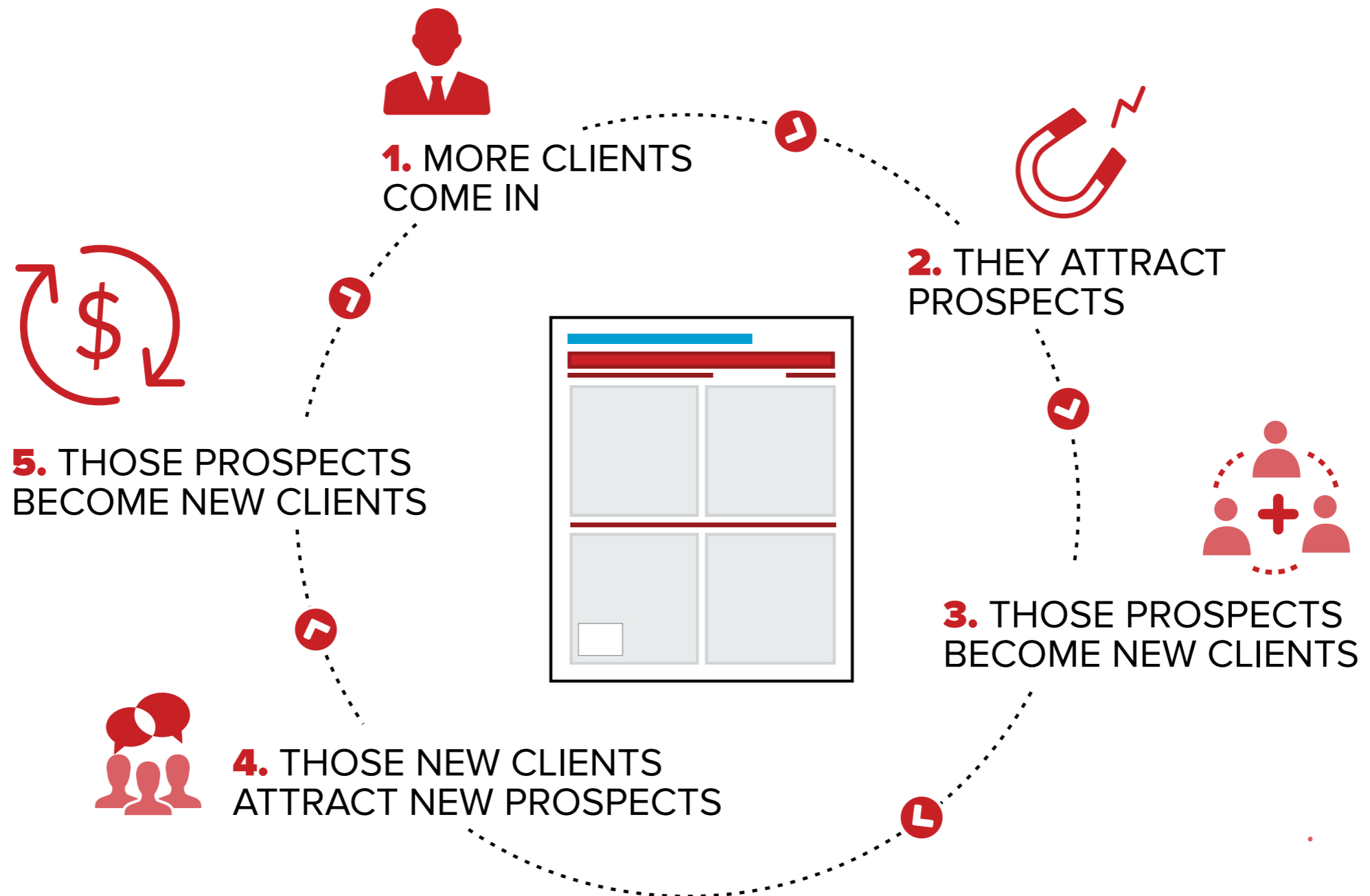




# SALES IS ABOUT RELATIONSHIPS

American Lifestyle magazine creates in-depth connections at a time when engagement has never been so crucial.

# 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.



# QUESTION & ANSWER

- 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

