

# 10 Tips for Successful Branding

*By Jim Sedgwick, Homes & Land of Bucks & Montgomery Counties, PA*

- 1. Look at other industries and follow their lead.** Branding and name recognition are vital to your success. Greater recognition will result in more market share.
- 2. Specialize in some aspect of your industry.** It not only simplifies your life, but allows you to speak directly to a targeted audience. Trying to speak to everyone dilutes your message and becomes ineffective. This is a fundamental business mistake made throughout the real estate industry time & time again.
- 3. Choose your “brand” wisely.** This is a step most widely ignored and underutilized in the real estate industry. Consult an advertising company for ideas.
- 4. Don’t place all your eggs in one basket.** Create an integrated marketing mix to reach the greatest number of consumers. Over 70% of today’s consumers are multi-channel shoppers...and this number is growing. This includes print, radio, television, online, digital format, and even smartphones.
- 5. Make efficient use of your time.** Look at businesses who offer a multitude of services to maximize your marketing across different channels. Homes & Land, for example, provides their advertisers with a powerful personal website, virtual tours, website syndication, a national relocation service, provides local pickup distribution for consumers, direct mails their magazine, provides the consumer with a digital magazine, and makes you and your listings smartphone accessible. The cost is far less than what you would pay for each individual service on your own, in both money and time.
- 6. Most important: be clear, be consistent and keep your advertising uncluttered.** According to a study by 3M Company and Guerilla Marketing, consumers see 3,000 ads on average every day, they ignore 8 out of 9 ads, it takes 4 times to make an impact, and 27 times to sink in. Be patient, it will pay off in the long run. Branding and name recognition does not happen overnight.
- 7. Use print advertising to point the consumer to your website.** Your goal is to have them type in your URL directly rather than rely on them finding you in an Internet search.
- 8. Consumers want information.** The more photos and information you can provide on your website without making them jump through hoops in an effort to capture their personal information, the better your chances are that they will see you as a valuable source and return to your website. Statistics show that consumers most value multiple photos, map features, number of bedrooms and baths, price, and neighborhood & school information.
- 9. Join a social network such as Active Rain, Facebook, LinkedIn, etc.** There are a growing number of social networking sites out there. Find the ones used most by your industry and focus on special areas or just the real estate community to better target your efforts. You can quickly become a valuable resource while rapidly creating a huge network of contacts.
- 10. Stay in touch, but don’t be pushy.** Statistics show that most online shoppers are at the beginning stages of buying or selling a home. Keep them on your list to stay in touch or offer them a monthly newsletter as a reminder that you can be a valuable resource for them when they ARE ready.

One last suggestion: just as hiring a real estate professional is highly recommend to market and sell a home, it is highly recommended that Realtors® consider using an advertising professional to help brand and market their business. Homes & Land has spent the last 35 years helping the real estate community through quality print and cutting-edge technology. Contact your local Homes & Land Publisher to strengthen your brand today.

*Brought to you by*

**HOMES&LAND**  
HOMESANDLAND.COM