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INTRODUCTION

Consumers are bombarded with marketing messages every day. So how do you stand out? You need to find a way to uniquely position yourself to build your brand locally.

Look at what the **competition** is doing; make sure you have something to offer that they don't.

Become a specialist. Whether that's being the expert at lake homes in the valley or a community authority, make sure you are the go-to expert in your defined niche.

Buying, selling, and moving from one place to another is a BIG deal. Agents are there to help customers easily navigate this major life milestone. They will play many roles, including trusted advisor, negotiator, and marketer. But it's much more than just the functional steps to help customers get from point A to point B. Rather it's the ability to **provide the guidance and inspiration** consumers crave to make their homes a sanctuary.

Better Homes and Gardens® Real Estate (BHGRE) affiliates already have an advantage because they are associated with a well-known brand that automatically gives credibility. At Better Homes and Gardens® Real Estate, it is about aligning behind a simple promise to consumers. That simple promise to our customers is **Expect Better®**. Affiliated agents are armed with the tools and resources to help customers through every stage of the home buying and selling process and well beyond.

Agents have the ability to provide real value to customers to help them create the home of their dreams. As a result, BHGRE® affiliated agents can build strong relationships with their clients to **consistently earn repeat business and referrals**.

Once you have figured out what makes you unique, you need to get the word out. **So how do you let everyone know?**

First, you need a plan. As with any successful plan, you must commit to putting it in writing. This will help you crystalize what you need to do. Use this guide to help craft your plan and set the wheels in motion to make this year an amazing success.

LET'S GET STARTED ►

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STEP 1: DEFINE YOUR GOALS

You need to understand what you want to accomplish before you can figure out how to do it. Some examples might be:

Do I want my office to start getting some recognition?

Where do you want to build awareness? Define your geography. How many people do you want to reach and how often? What time of year is important?

Do I want to drive leads and grow my business?

How many leads do I need to generate to deliver a typical sale?

Do I want to attract agents?

Are you looking for new or experienced agents? How many agents are you looking to add?

Do I want to bring more people in for a specific event?

How many people do you need to attend to consider the event a success? What would your audience get out of it?

Do I want to get more listings?

How many listings do you need to count this year a success?

Do I want to add more contacts to my CRM?

How many people do you need to add?

Remember, it is important to write down your goals with specific ways to measure them. This will help you achieve success.



NEXT: DEFINE YOUR TARGET AUDIENCE ►

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STEP 2:

DEFINE YOUR TARGET AUDIENCE

One thing that's important to remember is that you can't be all things to all people.

Once you've defined your brand positioning, it will be easier to develop your target audience. If you already are in the business, how would you describe your client base? Consider demographics and geography- do they live locally, or have they relocated to work for a company in your area? Do they belong to any affinity programs like AARP®, or are they a member of the military?

Use the data available to find out more information about who to reach. Look at [census data](#) to find out information about your area. If you have a Facebook® page, go to the Insights tab and click “people” to find some basic audience information such as location and language. If you have a website or blog, use Google Analytics to find out more information about your audience. You can gather demographic data, geographic data as well as information about their interests. You can also use Google Analytics to see how your audience is accessing your content - mobile, desktop, or tablet.

Also, don't assume your current customers are necessarily your only target customers. Look to industry leaders like the [National Association of REALTORS®](#), [NAHREP®](#), [NAREB](#), [AREAA](#) and [LGBTQ+ Real Estate Alliance](#) for more data and opportunities.

Once you look at your past customers, people who visit your social media platforms and website, and analyze data from local and industry resources, you can connect the dots with your unique value proposition. This will help you build a story to see who you should target with your marketing. Remember, you cannot be all things to all people. The more targeted you are in your approach, the more efficient your marketing strategy will become.



NEXT: SET A BUDGET ►

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STEP 3: SET A BUDGET

To determine how much you need for your marketing budget, you must first look at:

OFFICE/ BROKERAGE

Evaluate sales history

How much did you
spend on brand
marketing last year?
What was the return?

Based on market
predictions, how much
do you anticipate for
this year?

AGENT

If you are an agent, how
much did you earn from
commissions?

Set aside a percent of your
commissions based on the
previous year and expectations
for this year. You can also
adjust your budget based upon
production as you go.

But you also have to take
into account not only how
much it costs you to run your
business, but how much you
need to live your life.



NEXT: UNDERSTAND YOUR MEDIA OPTIONS ►

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STEP 4: UNDERSTANDING MEDIA OPTIONS

There are many different means to building your brand and spreading the word about your services. They fall into three categories.

PAID

These are opportunities for you to pay to promote your brand or company. Examples include:

- TV
- Streaming TV
- Print
- Radio
- Out of Home (OOH)
- Direct Mail
- Paid Search
- Digital Campaigns
- Social Media Advertising
- Sponsorships

OWNED

This is the content that you create.

- Website/Blog
- SEO
- Social Media Marketing
- Video
- Email/E-newsletters
- Yard Signs
- Office
- Meetings/Events

This doesn't mean that you own all the platforms, however. For example, you may create or share original content on Facebook®, but you are merely using another platform. If Facebook were to shut down tomorrow, your page would be gone. This is different from your website that you build and host. You will want to spend more time on owned media because you can create content and repurpose it for other platforms. For example, you can create a video, post it to your YouTube® channel, share it in an email newsletter, and post it on your website.

EARNED

This is when someone else talks about your brand or company, such as through:

- Public Relations
- Word of Mouth
- Organic Social Media and Reviews

NEXT: EVALUATING PAID MEDIA OPTIONS ►

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EVALUATING PAID MEDIA OPTIONS TELEVISION

PROS

- Dynamic messaging
- Program selection controls audience composition
- People spend more time with TV than other ad-supported platforms
- Paid and free ad-supported streaming TV accessibility and usage is on the rise

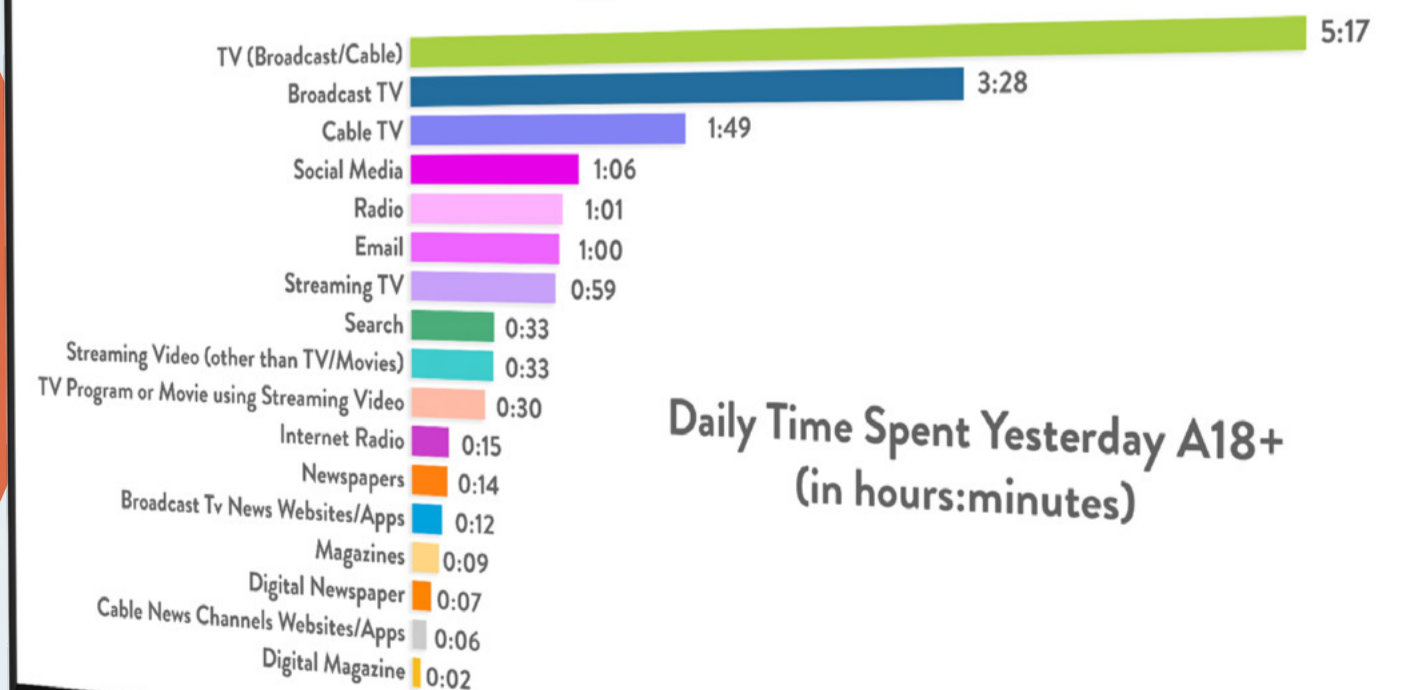
CONS

- Can be costly to purchase/produce
- Need to be mindful of talent fees
- Ad skipping

DID YOU KNOW?

As part of the BHGRE® network, our affiliated network members have access to [Adwerx TV](#), which offers professionally produced brand commercials customized with their DBA, headshot, and call to action. These commercials can be purchased at a 15% discount to air on streaming TV in a highly targeted area. For as little as \$338/month, you can be on your way to building your brand locally.

People Spend The Most Time With Television Of All Ad-Supported Platforms



Daily Time Spent Yesterday A18+
(in hours:minutes)

If you are interested in running on cable television in your local market, look up a [local video distributor in your market](#). Ad sales reps can help you put together a campaign.

NEXT: MAGAZINES ►

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EVALUATING PAID MEDIA OPTIONS MAGAZINES

PROS

- Long shelf life
- Geographic editions
- Pass-along readership

CONS

- Can be costly and limits frequency
- Due to long lead times, not ideal for listings

According to the Magazine Media Factbook, magazine readers find content trustworthy, inspiring, and life-enhancing. Magazine advertising in a relevant format is borne out by the fact that in 2020, Meredith magazines saw considerable increases in orders online, through Amazon and direct mail efforts.*

In addition, neuroscience indicates that paper readers are more focused, and therefore more likely to recall your ad.

*Sources: December 2018 AAM; Statista.com; Meredith Proprietary Analytics. Growth based on 3/22-6/3.

DID YOU KNOW?

As part of the BHGRE® network, our affiliated network members have access to:

- The BH&G [advertising program](#) offers exclusive deep discounts to run ads in specific states. Promote your agents, your office, or your listings to a captive audience of home enthusiasts. This is a great way to leverage the strength of the Better Homes & Gardens® brand in your community.
- BHGRE runs ads in most issues of the BH&G magazine. Agents can bring copies of the magazine to listing appointments and show the value of the BHGRE brand to prospective clients, and brokers can also add these featured ads to recruiting toolkits to help attract top-notch talent!
- The [Sky Advertising program](#) can help you build and run your print or online campaign with top publications and sites. Perfect for promoting your luxury listings.

NEXT: NEWSPAPER ►

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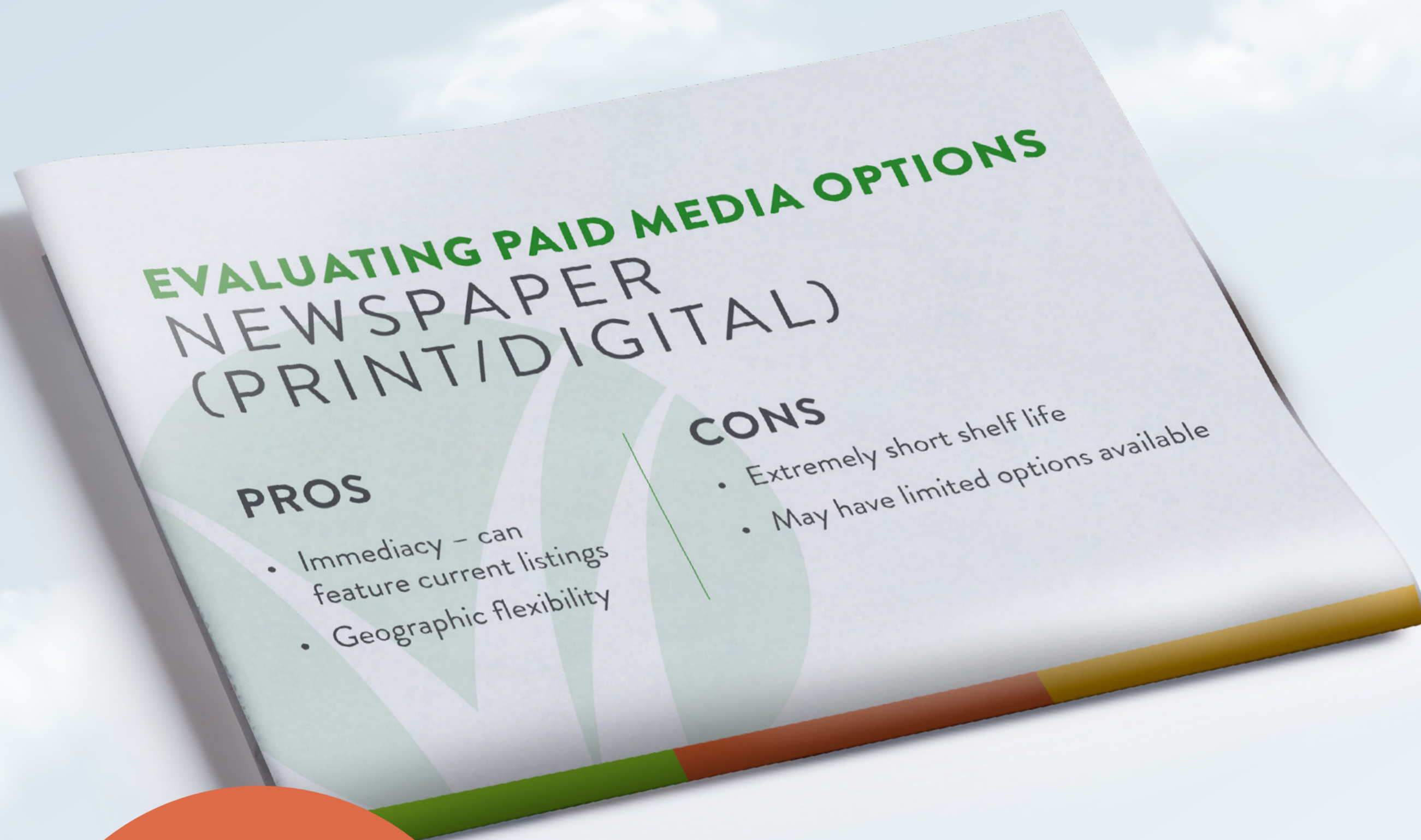
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DID YOU KNOW?

As part of the BHGRE® network, affiliated network members have access to a series of print templates that can easily be customized by your newspaper or graphic designer—check the advertising order form in the Advertising Section on the Greenhouse.

Don't count out local news!

In recent years, we've seen a decline in circulation among traditional local papers. Yet local news remains a critical resource for consumers.

As the pandemic spread and consumers became more isolated, we saw a surge in local online news consumption.

A great place to build your presence is on [Patch.com](#), a site that features news and events happening in your community. Contact Tara.Griep@Patch.com for advertising opportunities.

Depending on your market, newspaper readers may tend to skew older. If you service a retirement area, this may be the perfect media vehicle. Search online for the newspaper you are looking to partner with to find an advertising contact. An account representative can put together a proposal for you based on your budget.

NEXT: RADIO ►

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RADIO

PROS

- Low cost/high frequency
- Reach mobile consumers
- Audience selectivity through programming

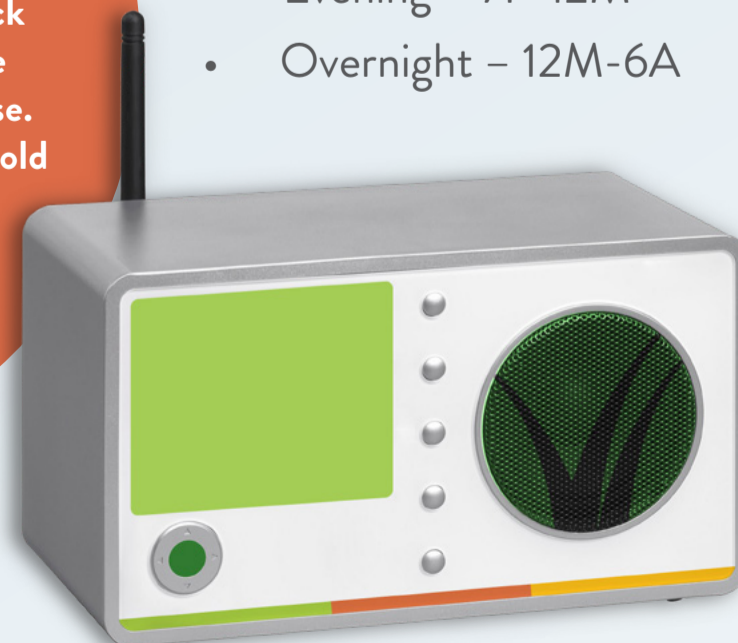
Radio is a personal medium, a communication between the station and the listener. Similar to magazines, listeners select stations based on format and programming. Radio had influencers before the term was bandied about on social media. The Radio Advertising Bureau (RAB) revealed that nearly 20% of listeners were getting ready to buy a new home.* Listeners tend to be loyal to a few of their favorite stations, which helps increase frequency.

RADIO IS TYPICALLY SOLD
IN DAYPARTS:

- Morning – 6-10A
- Midday – 10A-3P
- Afternoon – 3-7P
- Evening – 7P-12M
- Overnight – 12M-6A

DID YOU KNOW?

As part of the BHGRE® network, affiliated network members have access to a series of radio spots that can easily be customized with a call to action. Check out the advertising order form in the Advertising Section on the Greenhouse. You can loop these spots to use as on-hold messaging for your office as well.



CONS

- Competition from other devices
- Challenging for immediate CTA
- Lacks visual imagery

According to the RAB, radio drives a lift in website search for real estate needs, with the evening daypart being the highest driver of traffic. If you are a broker looking to attract talent, consider that agents are often in their cars listening to the radio.

To get started, consider reaching out to your local radio station advertising department. They can put together proposals for you and often help with creative. Another opportunity is to leverage the iHeart Radio Adbuilder tool that can help you create radio spots and get on air in your local market. Available in most US cities, this tool can help you easily select your target audience, budget, call-to-action and on-air dates. Then, it will match your request with the best stations in your market. They are currently offering free custom creative, and they can have their pros record something for you. Just select the tone, style, and content, and they will do the work for you!

*Source: RAB custom Nielson survey from 10/1-10/5/20 based on a weighted sample of 1,000 P18+

NEXT: OUT OF HOME ►

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EVALUATING PAID MEDIA OPTIONS OOH (OUT OF HOME)

PROS

- High frequency
- Reach mobile consumers
- Low CPM (cost per thousand)
- Geographic flexibility

OOH is a mix of billboards, digital displays, street furniture, vehicle wraps, and more.

Since consumers typically receive your message when they are on the move, this medium serves as reminder advertising and is best used in conjunction with other media to amplify reach.

CONS

- Can't show detailed copy
- May have high out of pocket costs

DID YOU KNOW?

As part of the BHGRE® network, affiliated network members have access to a series of outdoor billboards and car wraps that can easily be customized with a call to action. Drive around town in a branded vehicle and tie it with a social media promotion to get people talking and create some buzz! Check out the advertising order form in the Advertising Section on the Greenhouse.

NEXT: DIRECT MAIL ►

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EVALUATING PAID MEDIA OPTIONS DIRECT MAIL

PROS

- Selective audience
- Geographic flexibility
- Response measures accountability

CONS

- Postage costs can be high
- May have high OOP costs
- Perceived as junk mail

Direct mail continues to be a viable vehicle to reach targeted audiences.

While email may be a less expensive alternative, our traditional mailboxes these days see less clutter. Use it to build awareness of your brand by sending information on listings or recently sold homes. Agents can also use it to get the listing when they build this into their marketing plan.



DID YOU KNOW?

As part of the BHGRE® network, affiliated network members have access to PinPointSM, a unique, direct marketing tool available exclusively to BHGRE® affiliated companies and agents. With PinPoint, BHGRE affiliates can access a database of 175M+ consumers, segment audiences by demographics and life stages, market directly to consumers, and create captivating market reports to showcase to clients.

To access PinPoint, click below or go to the [Greenhouse > Marketing > Marketing Center > PinPoint](#)

BH&G Personalized Subscription Program

Show off the power of the brand by taking advantage of the BH&G personalized subscription program. This allows you to stay top of mind with prospects by sending them a monthly subscription with a label customized with your headshot and personal message on the cover. For just \$13.25 for a 12-month subscription, you can provide meaningful content and information to your customers beyond the transaction.

NEXT: PAID SEARCH ►

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EVALUATING PAID MEDIA OPTIONS

PAID SEARCH

PROS

- Low production costs
- Easy to track
- Good for active house hunters for listings
- Your site is featured above the fold

Paid Search, or PPC, references the ads that show up at the top of search results for search engines such as Google®, Bing® and Yahoo®.

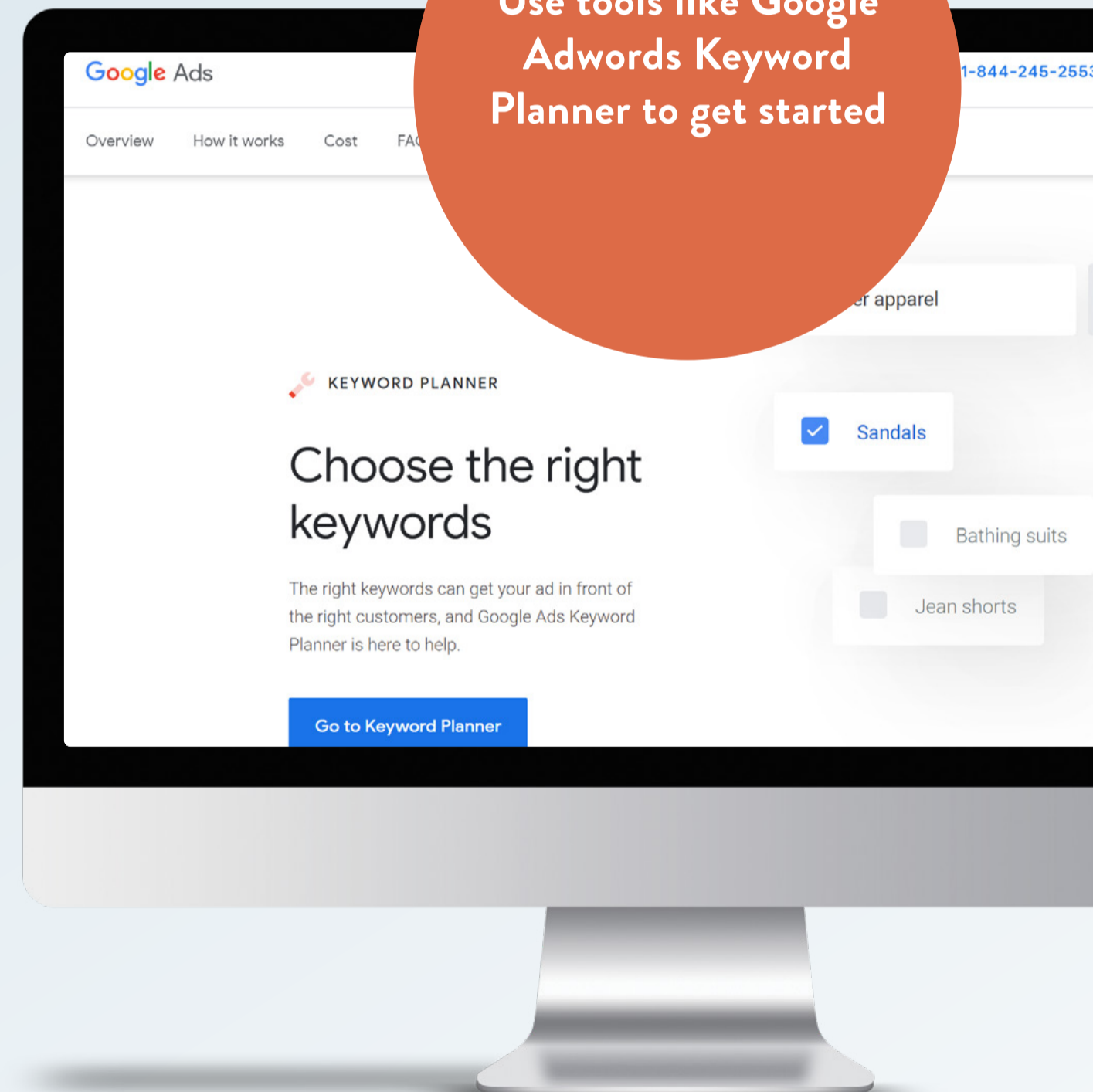
This means you bid on select keyword phrases that you want to rank high on the page of the search engine results. When people click on your ad, you pay a small fee.

You will want to first determine the keywords you want to rank highly — be sure to consider your goals and potential competition.

CONS

- Requires constant investment
- Can be expensive

Use tools like Google Adwords Keyword Planner to get started



NEXT: DIGITAL/SOCIAL MEDIA ADVERTISING ►

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EVALUATING PAID MEDIA OPTIONS DIGITAL/SOCIAL MEDIA ADVERTISING

PROS

- Low production costs
- Easy to track
- Increases customer satisfaction

CONS

- Clicks not typically guaranteed, just impressions
- Banner ads are ubiquitous, and therefore people may ignore them completely
- Online leads typically require nurturing and patience

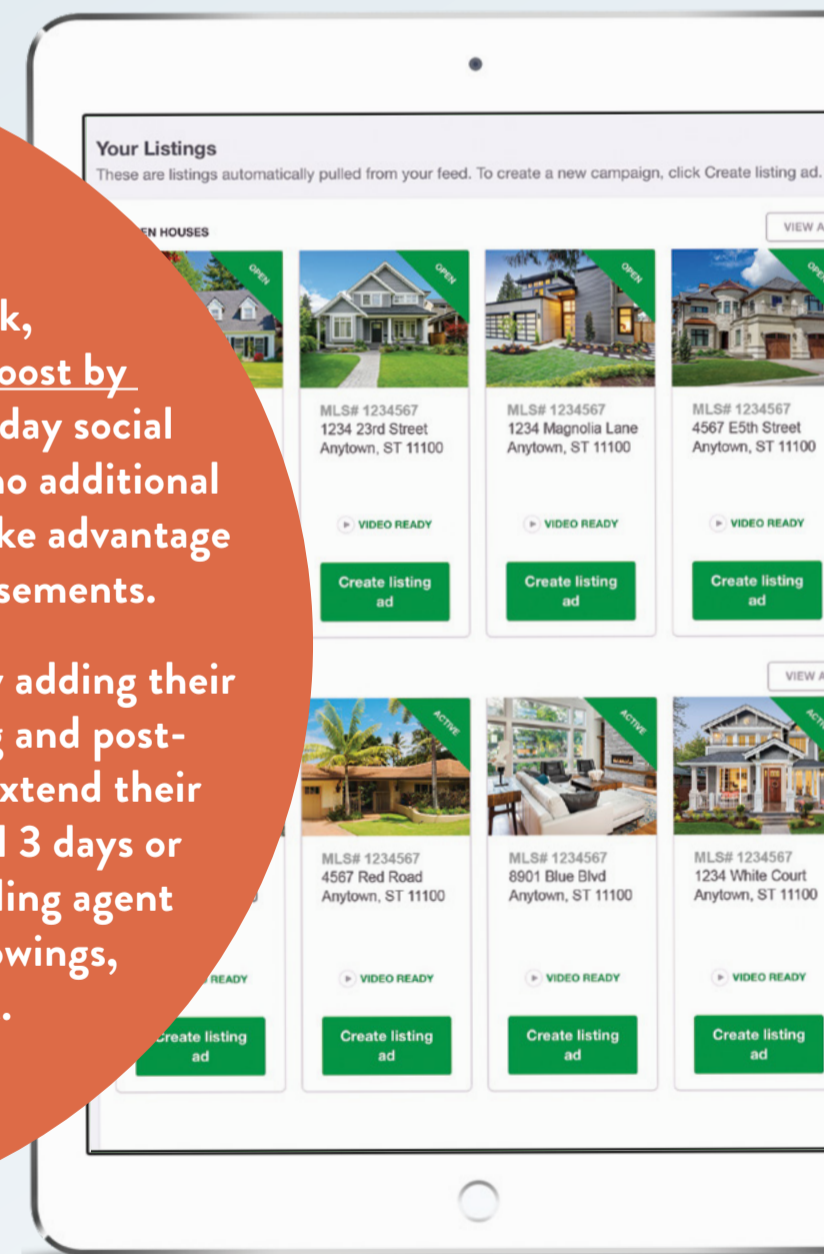
Digital display advertising allows you to bolster your brand in your market by targeting likely home buyers and sellers. They are visual ads that can be placed on a myriad of online media. You can use images, text, video and more, but static banner ads are easiest to create. You can run them on specific sites or use them as part of retargeting campaigns. Retargeting campaigns allow you to target customers digitally based on their previous online behavior.

Social Advertising is another opportunity for digital advertising that allows you to create highly targeted campaigns to reach your audience on a variety of platforms.

DID YOU KNOW?

As part of the BHGRE® network, our affiliated agents have access to **Boost by Homespotter**. This program provides 3-day social advertising campaigns for new listings at no additional cost. Agents need to approve each ad to take advantage of the program for their listing advertisements.

Agents may further optimize campaigns by adding their sellers' information for custom targeting and post-campaign reporting. Agents may opt to extend their advertising campaigns beyond the initial 3 days or launch different campaign types, including agent promotions, open houses, virtual showings, and video ads at their own cost.



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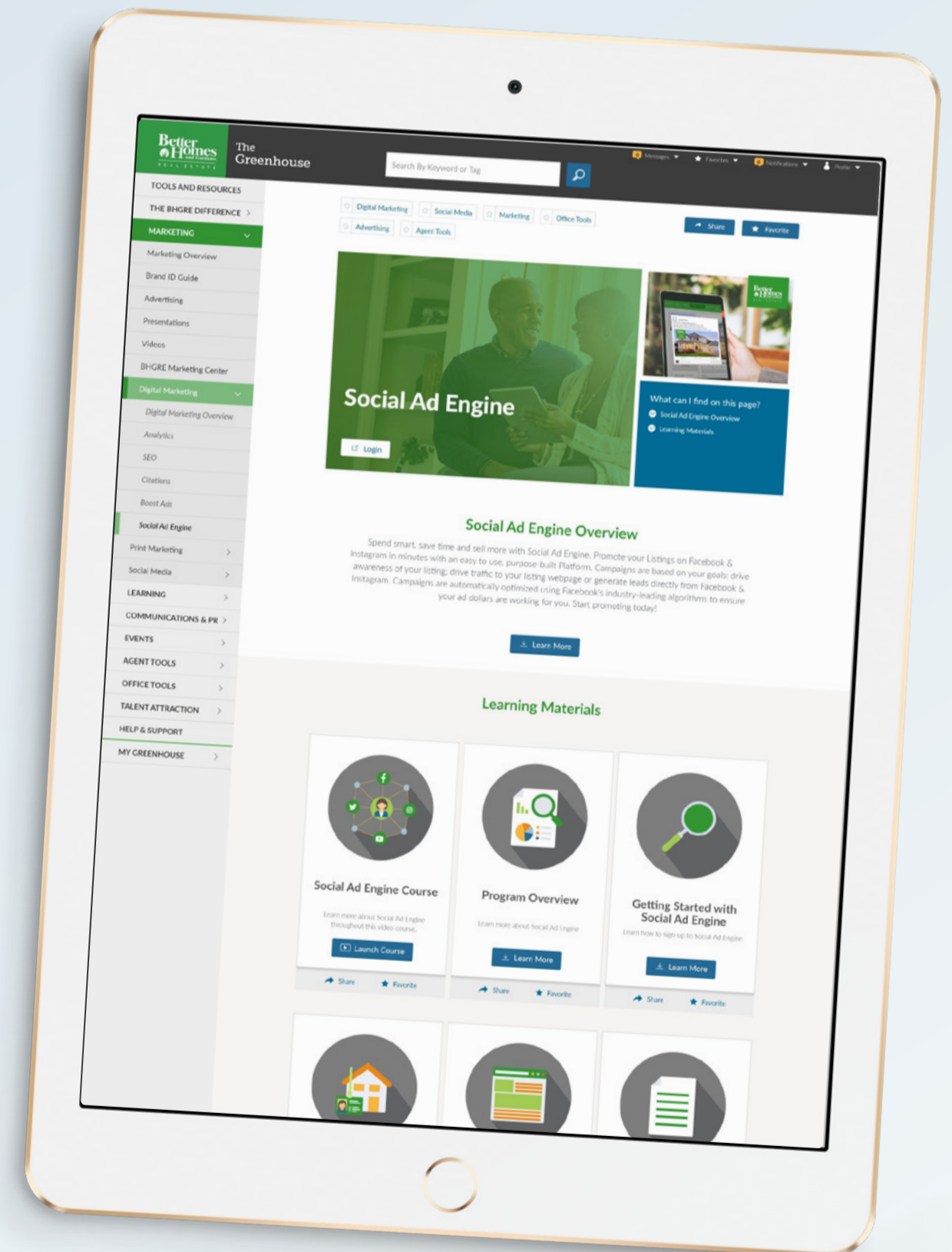
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ADVERTISING

BHGRE affiliates also have access to the [Social Ad Engine](#). This program allows you to promote your listings on Facebook® & Instagram® in minutes with an easy to use, purpose-built platform. Campaigns are based on your goals: drive awareness of your listing; drive traffic to your listing webpage or generate leads directly from Facebook & Instagram. Campaigns are automatically optimized using Facebook's industry-leading algorithms to ensure your ad dollars are working for you.

BHGRE affiliates also have access to discounted rates to run your online campaign with top publications for luxury listings through the [Sky Digital program](#).

BHGRE affiliates can use [Adwerx](#) to support their retargeting campaigns at a 15% discount.



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EVALUATING PAID MEDIA OPTIONS SPONSORSHIPS

PROS

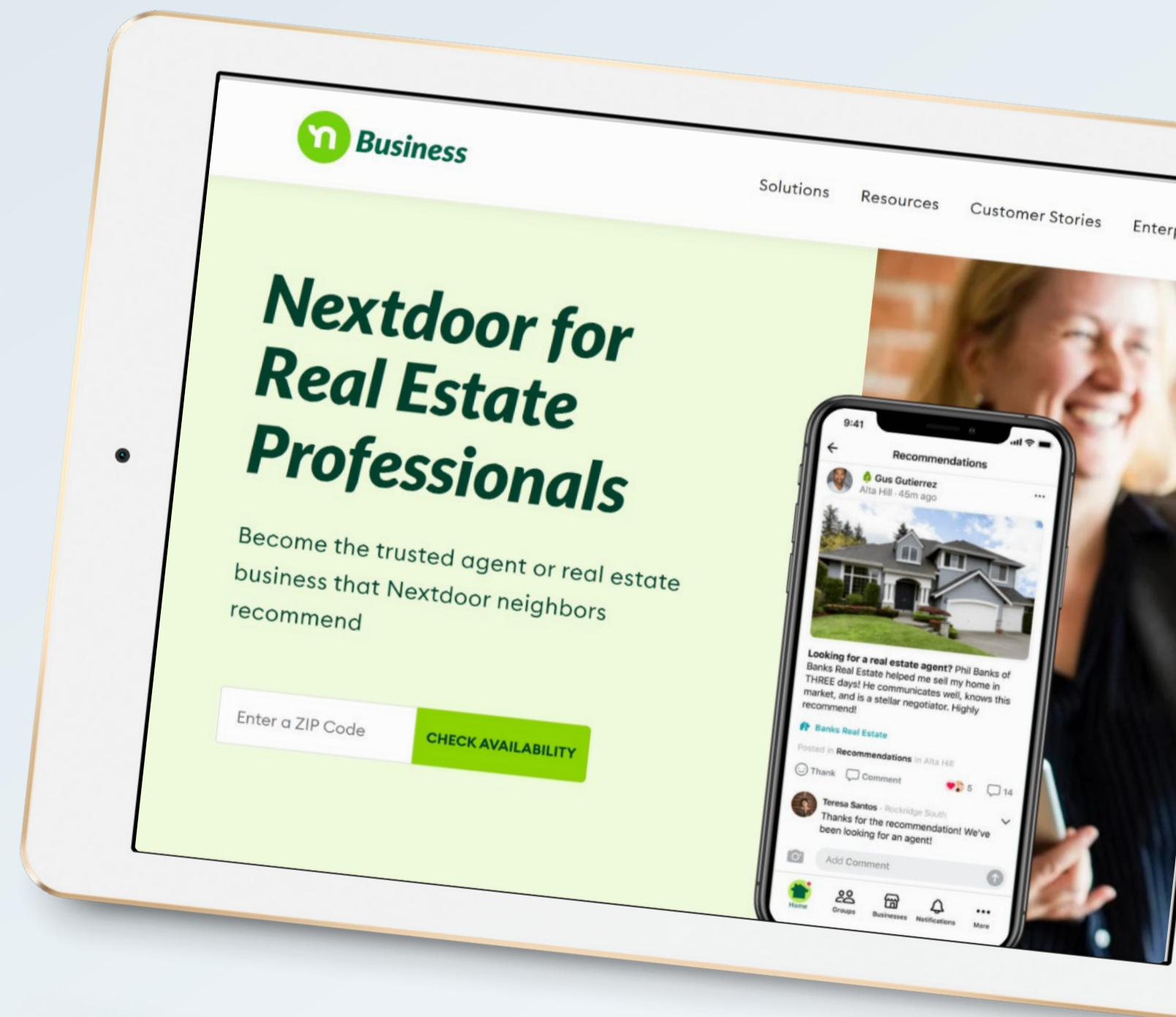
- Builds awareness
- Opportunity to align with relevant local businesses or community projects
- Can build goodwill in the community

CONS

- Potential competitors may sponsor same project
- Lack of control over messaging opportunities
- Difficult to measure effectiveness

Local sponsorship opportunities are a great way to make a positive impact in your community and simultaneously build your brand.

There are many low-cost opportunities you can consider, such as sponsoring a local sports team, a local charitable event, or a local community event. You can also pay for a sponsorship on different apps, like [Nextdoor](#), which allows you to build your brand in a targeted fashion.



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LEVERAGING OWNED MEDIA OPTIONS WEBSITE

PROS

- Place to promote your listings
- Can tailor content to your audience so you become a valuable resource
- Generate leads
- Trackable

CONS

- Needs to be maintained

THINGS TO CONSIDER

- Invest time in Search Engine Optimization (SEO), which is the process by which improvements are made to a website to maximize the number of visitors and ensure the site appears high in search engine results. There are two primary types of SEO: On-Site SEO and Off-Site SEO.
- On-Site SEO refers to all the changes a user can make within a website to improve search engine results. These changes include adding keyword-dense text, rich media (images & videos), links to relevant resources, and regularly updating content.
- Off-Site SEO refers to changes a user can make outside of the website itself to improve search results. These changes include building powerful profiles on real estate sites, social media, and reviews platforms and linking those profiles to your site. Regularly conduct an [SEO Audit](#) to optimize results.



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LEVERAGING OWNED MEDIA OPTIONS SEO

PROS

- Good for awareness/branding
- Builds credibility
- Cost per click is free (aside from time)

Search engine optimization is about making it easy for leads to find your business online via search engines (like Google®, Yahoo!®, and Bing®). It takes some strategy, but it's a great way to get new business.

Continuously adding fresh, unique content to your website will help your site rank higher in search engine results. Make sure you have information about your background and specialties. Add content and information about your local neighborhood or city. Think about specific keywords to include, like street names and points of interest. This will help you look like an expert AND help drive up the value of your site. Add content about the properties as well.

CONS

- Takes time to build
- Highly competitive landscape

Add short videos that you create (see video section) and link from your YouTube® channel. If you use the Adwerx streaming TV product, you can embed that link on your site. Ask for agent reviews from your customers to add to your site. Include free downloads with buyer or seller advice. Another way to stand out and look like a pro!

Make sure to add links to your ACTIVE social platforms. If you haven't Tweeted in 3 years, don't bother adding a link to your Twitter® profile. And always be sure to share and drive traffic to your site from your social platforms.

NEXT: SEO, CONTINUED ►

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BHGRE® affiliates also have access to unique resources for home buyers and sellers, like the Top Home Design Trends or Staging Design guides [available in the presentations section](#) on the Greenhouse.

Use these as free downloads on your website to capture leads, add value and demonstrate your unique expertise.

Local Directories, or Citations, are local business listings pages, including Google My Business, Facebook Places, Yelp, and many other third-party sites. For SEO purposes, it is important to consistently display company information and maintain a strong network of links between your website and third-party sites.

As part of the BHGRE network, our affiliated brokers have access to a local directories platform at no charge that exports business listing information to over 200 directories, including Google, Facebook, and Yelp, to ensure the information is current.



DID YOU KNOW?

As part of the BHGRE network, affiliated agents have exclusive access to the [Expect Better® Certification program](#).

With the Expect Better Certification program, BHGRE® affiliated real estate professionals will be able to elevate their real estate skills with best practices — from strategy to execution to success metrics. It comes with a complete set of resources for marketing. This is a great certification to feature on your website.

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LEVERAGING OWNED MEDIA OPTIONS SOCIAL MEDIA

PROS

- Build long-lasting relationships
- Cost-effective media option
- Easy to track
- Homebuyers/sellers increasingly check social media to vet reputation/references

Having a social media presence is a must for any real estate professional, especially in today's market. It's an inexpensive way to build awareness in a targeted fashion and connect with past, present, and future clients.

You should consider **setting aside a small portion of your budget** to boost or promote your posts on social media to **increase engagement and reach** of your content.

CONS

- Can take time to build audience without paid support
- Requires dedicated resources to consistently produce fresh content
- Without spending money, it can be difficult to get people to see your content/page

The key to building your relationships online is to provide value. You can do that by sharing helpful information as it relates to your expertise and your niche.

Your name can become synonymous with your niche for your online community. You can also connect with other real estate agents and ultimately get more referrals.

You should also be engaging with your audience. Comment on other people's posts in a meaningful way. Keep your eye on major life events that may signify a move, like getting married or a baby.

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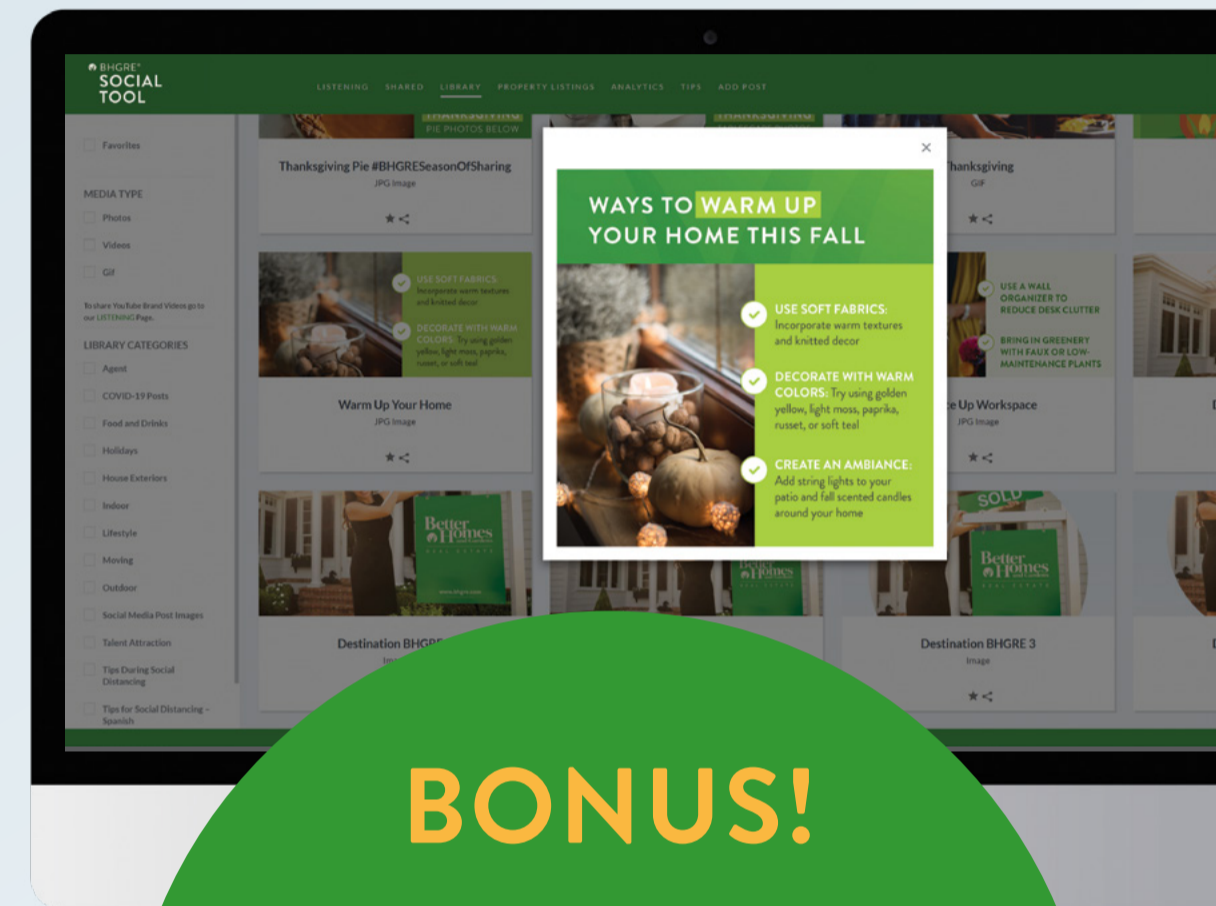
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LEVERAGING OWNED MEDIA OPTIONS SOCIAL MEDIA, CONTINUED

DID YOU KNOW?

The Better Homes and Gardens® Real Estate brand is a leader in the social media space and consistently develops content and promotions to inspire and educate potential customers and real estate industry professionals. Our affiliates can use the content to build their own online presence and supplement with local information to leap ahead of their competition.

As part of the BHGRE® network, affiliated network members have access to the BHGRE Social Tool. We've curated the ultimate collection of content from the Better Homes and Gardens® Real Estate brand, Meredith Corporation brands, and industry/lifestyle companies we love. Schedule your posts in advance on your Facebook® Business pages and Twitter® accounts. Access all your listings and add your DBA to promote to your sphere of influence. Email links of relevant articles straight to your clients and comment on posts, all without leaving the tool. You can even use the Expect Better® image library to create your own professional-looking original content. The BHGRE® Social Tool was designed to make you look like a social pro.



BONUS!

A Social Media Content Calendar and Social Media Guide are available to help you build your strategy.

Broker Owners consider using this as a free download to capture email addresses on your career pages or using it as a giveaway for your virtual career seminars.



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LEVERAGING OWNED MEDIA OPTIONS VIDEO MARKETING

PROS

- Dynamic messaging
- Once you create a video, you can display it across all your owned platforms and use it in listing presentations, talent attraction presentations and buyer presentations
- People are more accepting of less polished videos, so all you really need is your smartphone and some great content!
- Since the pandemic, video consumption has increased

As a real estate professional, you will want to create and upload your own videos to build your brand.

Show behind-the-scenes at the office or a monthly market update. Broker/Owners can create a video reel of top listings. Create short video tips such as what to expect when buying your first home. Create videos about your community, such as points of interest, specific neighborhood information, best restaurants in the area, etc. Tell stories about the small business owners in your area to paint a picture for people looking to move to your town. Create videos like the five best things to do in your city or the five best reasons to live in your town. If you create content that shows other areas, you will need to get permission from the business owners before publishing.

CONS

- Can be costly to produce for a polished, branded approach
- Video advertising can be expensive



Agents can create videos to show off the unique features of a listing. Also, agents create some videos about you and your lifestyle to show your customers what you are about.

You will want to have a talk track and plan in place before you go live. Upload them to YouTube® and start a campaign. Go into your account, and you can advertise to people based on their search history for a very targeted approach.

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LEVERAGING OWNED MEDIA OPTIONS VIDEO MARKETING, CONTINUED

For a more formal approach, use services like [Vimeo Create](#) to build videos in an instant and create a more dynamic presence online that can be shared on social, in email, or embedded on your website. These can be customized with your own colors and branding. This service allows you to see analytics for your videos and capture leads with a lead generation form embedded directly into the video.

From there, the product syncs submissions with top email platforms like HubSpot, MailChimp, and Constant Contact, so you don't need to manually load those email addresses.

If you use a different platform, simply download a .csv file of the contacts. Product plans range from \$7/month to \$75/month.



DID YOU KNOW?

As part of the BHGRE® network, our affiliated network members have access to a series of professional consumer and talent attraction videos that can be shared on social media platforms and in email campaigns.

You can also have them customized with your DBA for as little as \$350. Visit the Video section in the [BHGRE Brand ID Guide](#) to learn more. In addition, the BHGRE brand has ample explanatory and tip videos that can be shared on social.

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LEVERAGING OWNED MEDIA OPTIONS EMAIL MARKETING

PROS

- Low production costs
- Easy to track
- Good for active house hunters for listings

CONS

- Takes time to build an audience
- Need fresh content on consistent basis
- Open rate not guaranteed

Real estate marketers should build a database of customer emails. This is another media you can own to nurture your relationships by providing relevant content.

You will not only want to provide home buyers with your latest listings and sellers with the latest market trends, but be sure to share helpful local information and updates, news about the good you are doing in the community, or helpful lifestyle content and tips. It is another way for you to stay top of mind with existing customers and prospects.

DID YOU KNOW?

As part of the BHGRE® network, our affiliated brokers have access to a series of drip email campaigns to use for talent attraction in the [Alignmark tool](#).

BHGRE affiliated agents have access to [BHGRE Moves®](#), a free program that keeps you top of mind to help drive more referrals and help you earn repeat business. This program automatically sends emails from your email address to your customers, with exclusive offers from companies like Bed Bath & Beyond, PODS and more.

 **BHGRE
MOVES®**



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LEVERAGING OWNED MEDIA OPTIONS YARD SIGNS & YOUR OFFICE

PROS

- Affordable
- Builds awareness in targeted area
- Drives leads

Having signage on your office and using yard signs are a must for real estate professionals.

CONS

- Homeowners may have to deal with strangers knocking on their door
- Could potentially put home at risk for thieves
- Most people search online first

Yard signs act as mini billboards. Make sure they look great as they are an extension of your brand. Be sure they aren't dirty, dented, bent, rusted, peeling, or faded. Consider ordering powder-coated signs to prevent some of these issues. Make sure all the contact information is up to date. If you have a photo on your sign, make sure that it is up to date as well.



DID YOU KNOW?

Affiliated BHGRE® agents have access to [Text BHGRE](#), a program that enables you to put a text code on yard signs. Interested buyers can quickly text the associated keyword or property code that is included on the sign. The buyer will instantly receive listing information via text message, including the property description, pictures, list price, and your contact information*.

As the agent, you'll receive a text message with the property they are interested in. You will have access to the potential buyer's name and cell phone number. Add your Text BHGRE property codes to your Just Listed marketing materials and share your personalized presentation flyer on social, in emails, or print it out!

*Message and data rates may apply.

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LEVERAGING OWNED MEDIA OPTIONS YARD SIGNS & YOUR OFFICE

Affiliated BHGRE® agents can easily add some personality to their listing by using these fun riders we've created with our signage partners, including Lowen, Build a Sign, Oakley, and Dee Sign.

YOUR STARTER HOME
STARTS HERE

YOU + ME = ♥

LOOKING FOR LOVE

YOUR BAE

MI CASA, SU CASA

SWIPE RIGHT?

BEAUTY INSIDE
AND OUT

BEST BLOCK
IN TOWN

I'M A CATCH

RIDICULOUSLY
GOOD LOOKING

YOUR DOG WILL
LOVE THIS YARD



NEXT: PODCASTS ►

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PODCASTS

PROS

- Ownable format to present yourself or company as an expert
- Can repurpose content to use for other platforms like a blog or TikTok account

Audio is making a big comeback, and podcast listening is on the rise. It offers you a means to make a personal connection with your audience and be heard as the expert in your field. Podcasts allow you to reach people who may be multitasking.

Before you jump into this space, you need to think about your goals, time, resources, and budget. First, to get people to tune in regularly, you will need to be able to offer compelling, helpful content on a regular basis. Besides deciding your content strategy, you will need to come up with a name, a theme, and a format (host by yourself, use a co-host, interview other guests). And while there is a low barrier to entry (all you need is headphones and a smartphone to get started), you may want to up your game and get more sophisticated equipment to ensure high-quality sound.

CONS

- Can be hard to build an audience
- Requires time to plan and consistently publish content

But just because you build it doesn't mean listeners will show up. Let your audience know about your podcast – promote on your website, blog, social media platforms, and in your email list. You can try to expand your reach by cross-promoting with other similar podcasters. Maybe you know an interior design or mortgage company that hosts podcasts, and you can cross-promote each other by advertising on each other's podcast, promoting on social media, or doing co-branded giveaways.

If you do decide to create a podcast, consider recording it on video. Then you can share portions of it on Facebook, Twitter, IGTV, or TikTok.

If you are interested in starting a podcast, check out this list of [free and paid podcast hosting platforms](#).

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LEVERAGING OWNED MEDIA OPTIONS MEETINGS/EVENTS

PROS

- Build goodwill/branding
- Agent team building
- Good for building email list

CONS

- Harder to engage virtually
- Takes time to execute effectively

Hosting an event to support a cause, help or entertain your community is an excellent way to give back and create buzz about your business. It helps you connect with your neighbors, show off your company culture and encourage team building.

You could host a virtual fundraiser for the school, a first-time homebuyer webinar, a happy hour with Q&A for home buyers, a design event with tips from interior or landscape design pros. Partner with local restaurants that deliver and have them offer discount codes to eat dinner while your neighbors watch and learn.

Broker/Owners can also host career events and cover the basics of starting a career in real estate or a real estate market forecast for your area to attract new agents.

Depending on the event you do, you may be able to get some local press coverage as well. Do a wrap up after the event of the key takeaways and re-purpose that in an e-newsletter and post on your blog. Share the individual tips and posts on your social media platforms. Take pictures, even if it's a picture of Zoom image of faces to share afterwards on social.

NEXT: MEETINGS/EVENTS, CONTINUED ►

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LEVERAGING OWNED MEDIA OPTIONS MEETINGS/EVENTS

BONUS!

BHGRE® affiliates can also use the
[Virtual Events Best Practices guide](#)
available in the Events section
on the Greenhouse.

JOIN US  LIVE
Tune in to our next
Open House Live!

DID YOU KNOW?

As part of the BHGRE network, our affiliated professionals have access to downloadable PDFs of the top design trends and buyer and seller design guides. You can also order printed versions from XpressDocs customized with your contact information. Use these as giveaways for people at your events or use them to talk about the latest trends yourself!



NEXT: GENERATING EARNED MEDIA ►

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GENERATING EARNED MEDIA PUBLIC RELATIONS

PROS

- Media gives third-party validation
- Builds credibility
- More affordable than advertising

CONS

- Media controls final version
- No guarantee

PRO TIP

Proceed with caution if you decide to participate in a media story that could be potentially viewed as controversial. You run the risk of alienating your audience and it could result in more risk than reward.

How to Get Media Coverage in Your Local Market and Why it Matters

Public Relations is an effective tool in communicating newsworthy stories about your brokerage to potential clients and agents. Whether it is positioning yourself as the go-to real estate expert in your local market or sharing the news of an important award win, media coverage is a great way to build brand awareness - the more people who read about you or your company, the better!

Make it Newsworthy!

Newsrooms are shrinking and reporters are being pulled in more directions than ever before. It's important to understand what makes something newsworthy so you have the best chance of securing media interest and coverage.

Before you reach out to the media, always ask yourself, "Would this be something that I would like to read about tomorrow?" If it is, then it is probably a newsworthy idea.

ELEMENTS OF NEWSWORTHINESS:

Timeliness: Is the news current or new?

Human Interest/Emotions: Is it about other people's lives and emotions?

Proximity: Is it happening nearby?

Prominence: Is it well known to your readers?

Consequence: Will it affect your readers in an important way?

Conflict: Does it involve tensions, surprise, or suspense?

Unusualness: Is the event uncommon?

DID YOU KNOW?

The BHGRE® Communications team offers a Public Relations Toolkit. You can access it on the Greenhouse under Communications & PR.

The Toolkit includes press release templates, media training guides, "How To's" and more.

NEXT: LEVERAGE YOUR ASSETS ►

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GENERATING EARNED MEDIA LEVERAGE YOUR ASSETS

Where do you start?

Local media stories may highlight homes on the market with a unique story vs. a standard listing, a significant hire, housing trends or a special milestone. Consider linking the story to a larger local trend that has greater impact or reflects the community at large.

DID YOU KNOW?

The BHGRE® Communications team works closely with our affiliated brokers on thought leadership opportunities for real estate media outlets and event sponsorships. If you are interested in highlighting your thought leadership and insights about important industry topics, please reach out to marie.vanassendelft@realogy.com

Content resources you can tap into to help you tell your story:

- **Existing Market Data**
 - MLS Data
 - Brokerage reports
 - Listings
- **Agents**
 - Trends they are seeing in the marketplace
 - Expertise
- **Better Homes and Gardens® Real Estate**
 - Toolkit
 - Best Practices
 - Tips
 - Press Release Templates
 - Appointment to Leadership
 - New Agent Affiliation
 - Thought Leadership opportunities
 - Inman Contributor Series
 - Diversity
 - Luxury
 - Leverage national BHGRE consumer pitches with a local angle
- **Current News Cycle**
 - Keep your eye on your local news to find out what is being covered and the reporters that are covering the relevant topics.

NEXT: HOW TO PITCH THE MEDIA ►

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GENERATING EARNED MEDIA HOW TO PITCH THE MEDIA

Things you should do before you start:

- **Identify the right reporters**
 Read and become familiar with the publications and websites you want to appear in. This will help you identify the right people to reach out to.
- **Begin media outreach but keep it simple**
 Send an email but keep it concise and straightforward
 - Use a professional email address that affiliates you with the BHGRE® brand. For example, *broker.last@bhgrefranchisename.com*
 - Create an email signature with the franchise name, title, your email, phone and social media information
 - Make sure to treat the email with the same importance you would treat a formal interview or conversation. If you don't want to see it in the newspaper, don't write it!
- **Follow up AFTER you've given your recipient time to read and digest your pitch**
 - Rule of thumb is to email twice before giving it a rest
 - Is the reporter interested? That's great. Work with them to determine next steps and deadlines so you can move quickly and get the info they need
 - Build relationships! As real estate professionals, we know the importance of relationships. It may be a story or pitch was not the right fit at the current time. That's okay! This is still an opportunity to build a relationship with the reporter that will hopefully lead to a future story.

PRO TIP

If you advertise in a publication, ask your contact to refer you to someone in the editorial department. This introduction can help start a successful editorial relationship.

NEXT: MEDIA TRAINING 101 ►

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GENERATING EARNED MEDIA MEDIA TRAINING 101

Congratulations! You've secured an interview with a reporter. Now what?

Here are a few things to remember
when speaking with the media:

- Everything is “on the record”
- Show you are an expert! Be confident (but not boastful)
- Make sure your key messages and talk track are ready to go. You should also have the proof to back up any claims/statements.
- Speak positively and diplomatically
- Always consider your audience
- Be quotable; make it stick!

PRO TIP

If you have a media interview coming up and need advice or training, please reach out to the BHGRE® Communications team at communications@bhgre.com

PRO TIP

Always give the media source credit. Avoid posting the entire article. It's a best practice to include a short blurb and link directly to the media source so your audience can get all the details!

Don't forget to share!

If you, your staff, your agents or your brokerage are positively featured in the media, it's a fantastic opportunity to promote the story to your sphere. Here are a few things you can do:

- Share on social media, linking directly to the story.
- Include a short blurb on your blog/website and link back to the media outlet.
- Promote the story in your company newsletter.
- If the story is behind a paywall, just make sure you call that out in your post.

NEXT: ORGANIC SOCIAL MEDIA & REVIEWS ►

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GENERATING EARNED MEDIA ORGANIC SOCIAL MEDIA & REVIEWS

PROS

- Builds trust with your audience
- More credible when it comes from third-party

When someone shares your content on social or comments about their experience with you on their own platforms or through a third party, it is considered earned media. What others say about you is important. That is why you need to think about your brand beyond just a logo or a color palette. It is everything about how you behave, professionally, in person, and online. Agents are their own brand, and when they work for a larger company, they represent that brand as well.

When you deliver superior service, and your clients talk about you, it can lead to more referrals and business. Reviews are also a critical component to your search ranking. Sign up for Google alerts to see who is talking about you (or your competitors). Make sure you respond to all public reviews, good and bad.

CONS

- Can't control the message
- Difficult to monitor

DID YOU KNOW?

BHGRE® affiliates have access to a Customer Satisfaction Survey. This service sends out surveys to any closed transaction. When the client returns the survey, the agent can view what the client rated them as, and if they left a review, the agent can post it to a public-facing page. This review is sent to the BHGRE Marketing Center for agents to post to print, digital, or social media outlets.

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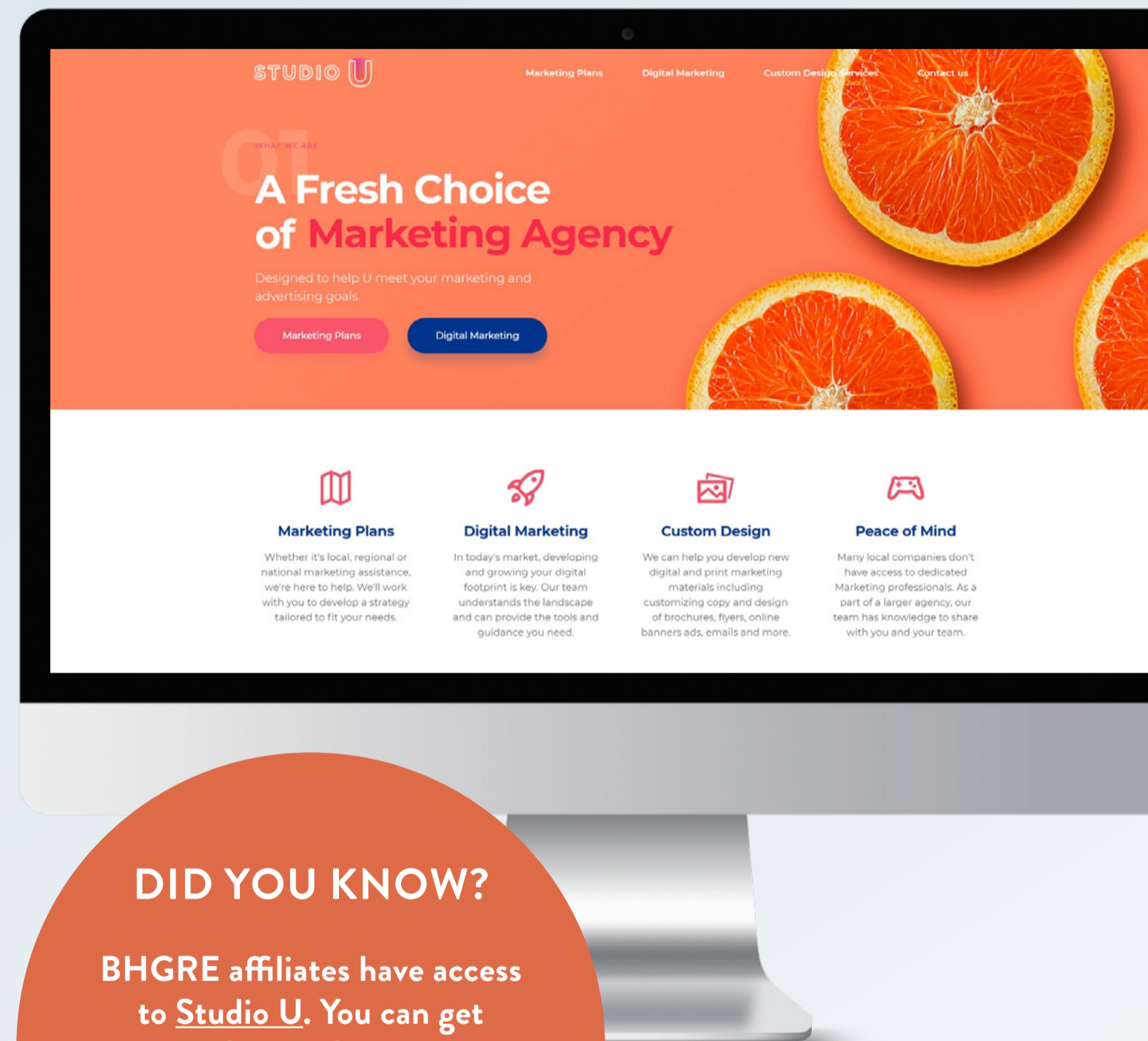
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PUTTING IT ALL TOGETHER

You've figured out what your brand is and why it is special. You've determined who you are trying to reach and your goals. You've determined how much money you have to spend. You've done your research and determined the best media vehicles to get you there.

Make sure you have it written down in a plan. This will allow you to stay on track. Make sure you measure, measure, measure along the way. You may have to test and learn throughout the process to ensure you are putting your efforts against activities that drive a positive return on investment (ROI). A good rule of thumb is to use a mix of brand building and lead generating activities. Your plan should be updated annually to make sure you are evaluating any new competition and media opportunities.

Remember putting together a marketing plan that works requires you to do the work!



DID YOU KNOW?

BHGRE affiliates have access to Studio U. You can get access to big marketing agency thinking for small business pricing. Their team of brand experts can put together and activate a plan for you.

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BONUS FOR AGENTS!

BUILDING YOUR DATABASE AND PROSPECTING:

Are you a new agent? You never know where your next lead may come from. You probably have more contacts than you think. Add as many as possible:



- Look at your phone! How many contacts have you gathered? Start there.
- Leverage your social media contacts from LinkedIn, Facebook, and more. Use the suggestions feature to widen your circle.
- Think about the groups you belong to... do you volunteer locally, belong to a church group, or have a group of golfing buddies? If you are looking for more fun ways to expand your network, checkout [meetup.com](#).
- Take a class in something you are interested in to meet new people at the local community center, high school, or join a gym.
- Participate in your local chamber of commerce, this will help you get connected with other local businesses.
- Use NextDoor to connect with other local professionals.
- Set up Zoom calls to network with other professionals such as contractors, stagers, lenders, inspectors, etc. to get more referrals.
- Get a business card with your headshot on it and carry it with you everywhere. Become a regular, make personal connections so people remember you.
- Wear a name badge. This is a mini billboard that shows you are a real estate agent that may help you spark up a conversation in your daily activities.
- Use [Adwerx Streaming TV](#) to build and run your personalized video on Streaming TV in a highly targeted area. BHGRE® affiliated agents can access deep discounts beginning at just \$335 a month! Share the link of your commercials with your sphere on social and in email.
- If you are on Instagram, encourage your satisfied client to take a picture in front of the home with your yard sign, post it to their Instagram story and tag your account. This will broaden your reach and act as social proof to your followers. Then repost it to your own story.

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BONUS FOR AGENTS!

BUILDING YOUR DATABASE AND PROSPECTING:

DID YOU KNOW?

BHGRE® affiliated agents can use:

- PinPoint – An exclusive direct marketing tool to reach brand loyal customers and build your personal brand in your community. Demonstrate the tool and include in your marketing pitch to get the listing.
- Text BHGRE – This program enables you to put a text code on yard signs. Interested buyers can quickly text the associated keyword or property code that is included on the sign. The buyer will instantly receive listing information via text message, including the property description, pictures, list price and your contact information. As the agent, you'll receive a text message with the property they are interested in. You will have access to the potential buyer's name and cell phone number. Add your Text BHGRE property codes to your Just Listed marketing materials and share your personalized presentation flyer on social, in emails, or print it out!
- BHGRE Global Referral Platform – This best-in-class global platform will help take your business to the next level. You will have the ability to send and receive referrals from not only other BHGRE affiliates, but now sister brands, like Century 21 and ERA Real Estate. Just remember though, the priority will always remain BHGRE to BHGRE referral first. Please remember that access to the Global Referral Platform is managed directly at the brokerage leadership team. For more information on how or if your company leverages this tool, please be sure to contact your management team directly.



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BONUS FOR AGENTS!

BUILDING YOUR DATABASE AND PROSPECTING:

Leveraging your CRM – Every agent should reach out multiple times a year, CONSISTENTLY

- **Call your clients to touch base.** See how they are doing. Ask if they need help.
- **Sign EVERY customer up** for a personalized gift subscription.
- **Use Zap** drip email campaigns to ensure they are getting at least one email a month.
- **Connect with your customers on social.** Use the BHGRE social tool to schedule posts in advance every week. Post answers to questions your clients frequently ask you. Make a video series around these topics to position yourself as an expert.
- **Leverage Facebook Live Events:**
 - o Host Facebook Live Open House Events and invite your database. Offer a free download of the BHGRE Design Guide for those that register in advance.
 - o In a hot market, host a Facebook Live after you sold a property and promote to people in the same neighborhood.
 - o Host a Facebook Live and talk about the top design trends for 2021. Offer a free download of the BHGRE Design Trends PDF as a giveaway. To up your game, use Be. Live software and partner with a local designer to talk about the latest trends and broadcast on Facebook.
 - o Host a First Time Homebuyer Webinar.
 - o After the event, email a link to your sphere to those who may have missed it.
- **Once in person events are safe, consider hosting/sponsoring events:**
 - o Spring: Easter Egg Hunt, Community Garage Sales, First Time Homebuyer seminar, partner with local landscaper to give outdoor design advice.
 - o Summer: Host an outdoor movie night in the parking lot of your office or work with your community park, partner with an interior designer to give design tips for a summer refresh, rent a food truck and give away tickets for free food.
 - o Fall: Host a costume party with prizes and candy for Halloween, or a fall pumpkin giveaway.
 - o Don't forget to document with videos and pictures to share on social media!
 - **Give back!** People want to do business with those that care and have a higher purpose. Take a look at the [UN's Sustainable Development Goals](#) for inspiration on how you can contribute.
 - o Coat Drive.
 - o Food Drive.
 - o Give away local restaurant/store gift cards to support local businesses AND the community.



QUICK LINKS

LOCAL MARKETING 101 INTRODUCTION

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BONUS FOR AGENTS

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BONUS FOR AGENTS!

BUILDING YOUR DATABASE AND PROSPECTING:

DID YOU KNOW?

BHGRE® affiliated agents have **FREE** access to the Expect Better® Certification Training to learn about all of the BHGRE Exclusive tools.

This will serve as the foundation to help you differentiate yourself from your peers, build your personal brand, and provide exceptional service.

PRO TIP

Customers expect a seamless experience with you across all platforms. Do an annual brand audit on social, digital and offline marketing to ensure consistency in brand messaging.

DID YOU KNOW?

The BHGRE® brand supports New Story Charity, a non-profit organization that provides homes to people living with inadequate shelter. The organization has helped fund community projects in four countries, building over 2,200 homes, and changing the lives of more than 11,000 people. This charity helps support many of the UN Sustainable Goals.

You can easily create an online campaign to change the lives of a family in need.





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bhgrecareer.com | bhgre.com

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