

**MINDSET OF
CREATIVE
MARKETING**
**HOW STANDING
OUT MAKES YOU
MONEY**



HOW DO YOU STAND OUT? GET CREATIVE

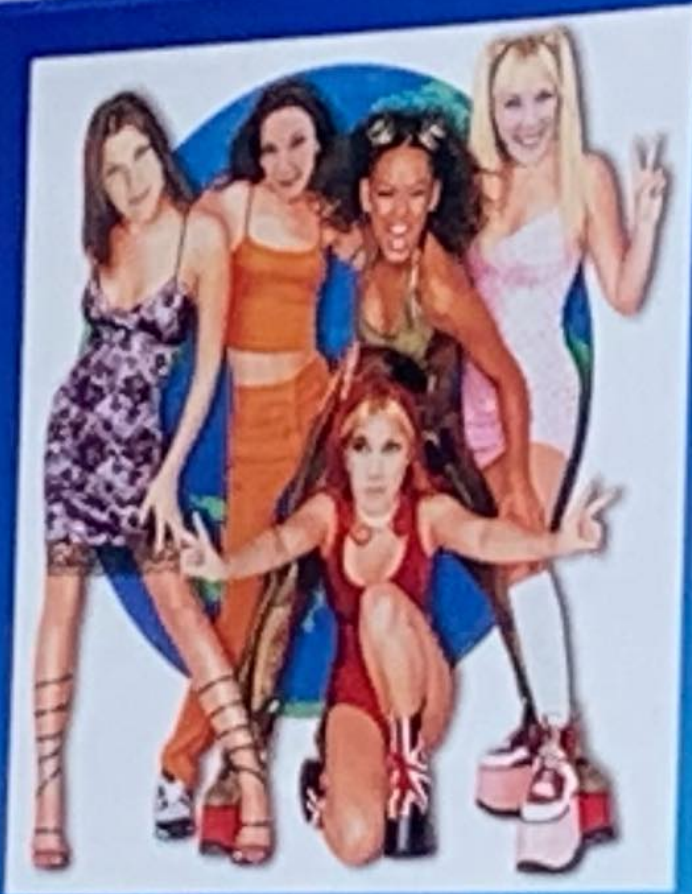
- **Definition of *creative***
- marked by the ability or power to [create](#) : given to [creating](#)

BRAND MARKETING VERSUS DIRECTED MARKETING

- Billboards, shopping carts, etc. DO NOT WORK unless you have a lot of money to spend and systems for taking inbound leads
- Directed Marketing is targeted toward specific demographics.

HOW DO YOU GET CREATIVE IN REAL ESTATE ?

- **Be YOU!**
- **Generally, we as an industry do Funny! Or Cute**
- **But You can also be more ...**
 - Informative
 - Regular
 - Present
 - Cutting Edge
 - Of a Contribution



IF I'M GONNA BE YOUR
REALTOR...

you have got to call!

BEKKI SHAE

Real Estate Broker

SMITH



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**HOUSEFUL OF
PUPPIES!!!!!!!**



INFORMED

- **Share Statistics**
- **Share Stories**
- **Recent Sales**
- **What you do!**

REGULAR

- **Consistent**
- **Interesting**
- **Dependable**

PRESENT

- **Name Tag**
- **Car Signs**
- **Advertising**

CUTTING EDGE

- **Zoom**
- **Matterport 3D**

MORE OF A CONTRIBUTION

- **20 Years in Real Estate Donate to Charity**
- **Donate from your commissions to Schools or Churches**
- **Advertising**
- **Get Involved in scouts, sports, PTA's, networking groups**

INTERESTING WEBSITES

- <https://theclose.com/real-estate-ads/>
- <https://fitsmallbusiness.com/real-estate-ads/>
- <https://3dmailresults.com/product-category/3dmail-products/>
- <https://hooquest.com/facebook-ad-examples/>