

# Team Mastery™

Session 9

Marketing in Today's World

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## OBJECTIVES

**During this session you will:**

- Explore Branding and why it is important to have a Brand for your Team.
- Learn about the four types of marketing and how to use them to the advantage of your Team.
- Track your marketing dollars.

## BRANDING

### Creating a Brand:

- What image are you trying to portray?
- Who is your target audience?

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## MARKETING CONGRUENCY

**All marketing pieces needs to be congruent and have the same touch and feel.**

- Samples: Billboard, Business card, Website, Yard sign, Thank you notes

**Not only does your marketing need to be congruent, but also your people need to portray the same image.**

- Buyer Agent business cards
- Email signature
- The way the phone is answered and voicemail

## TYPES OF MARKETING

### FARMING

- Choose your target area.

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- Tips on choosing your farm area:

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TEAM MASTERY SESSION 9 – MARKETING IN TODAY’S WORLD

- Locate your area of expertise.

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- Mail to target area once a week for 8 weeks.

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- Set up your mailing plan a year in advance.

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MASS MEDIA

- House ads:

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- Radio, TV, Newspaper:

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INTERNET

- Website:

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- SEO:

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- Blogging:

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SOCIAL MEDIA

- Facebook Personal page:

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- Facebook Business page:

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- Twitter:

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- YouTube:

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- Active Rain:

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## TRACKING

**Tracking your leads by marketing source – making your money accountable:**

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## ACTION PLANS – WEEK 9

1. Create a logo and Brand.
2. Engage in Social Media.
3. Create a spreadsheet to track your marketing results.