How Not to Fail at Print Marketing

Print marketing has been around for ages, and while that’s given real estate agents plenty of time to become experts, many are still making big-time mistakes.

Market Leader asked real estate agents and bloggers on partner site ActiveRain for their experiences and tips about what makes for great—and not-so-great—print marketing campaigns. We compiled their expertise and feedback into a list of seven print marketing pitfalls to be sure to avoid.

1. Unclear Messaging

You have a lot to offer a potential client, but agents often try to include too much information in one short marketing piece, making it confusing, cluttered, and overwhelming. Instead of throwing a lot of disjointed information at leads and seeing what sticks, focus on one main theme and relate that theme to what consumers in your area might be looking for: local neighborhood information, home values, interest rates, or market trends, for example. And, highlight the value you can provide—what sets you apart from other agents? Also remember that your print pieces serve as your first impression, so professionalism is key. Always have someone proofread your campaigns for spelling, grammar, and clarity before printing.

2. Missing or Confusing Call to Action

It’s important to let consumers know what you’d like them to do next. It’s great that once they’ve read your piece they know a little more about your business, but providing a clear call to action is the only way to get the lead conversion process started. And, while it’s important to include your phone number and email address, always give consumers a reason to visit your website. If you can get leads onto your website, it will benefit you both: they’ll be able to see home listings, learn more about you, and request more information, and you’ll be able to start capturing valuable data about their needs.
3. Poor Design

Don’t settle for an amateur, homemade look in your print marketing campaigns—you need to stand out! Simple, eye-catching design; clear, colorful photography; and printing on high-quality paper can make all the difference. If you can’t afford the services of a graphic designer, use one of the hundreds of templates that are available as part of your Market Leader system.

4. Infrequent or Sporadic Mailings

Many agents make the mistake of assuming that a one-time mailer is all they need to generate leads. In print marketing, consistency is key, as is repetition. It may take multiple impressions for a consumer to start recognizing your name, picture, tagline, and logo. Commit to a long-term marketing strategy to convert these leads. Sound like a lot of work? A contact management system paired with a campaign tool, like Market Leader’s, can do the heavy lifting for you. Simply design your pieces, choose an audience, and schedule multiple deployment dates. Set it and forget it!

5. Overlooking Segmentation

Agents are often so eager to get campaigns out the door that they don’t take the time to consider their audience. Do you really want to send the same message to first-time homebuyers, potential sellers, empty nesters, investment buyers, and condo owners? Get more bang for your marketing buck and increase your chances of connecting with qualified, relevant leads by sending specifically targeted messages. For each consumer group, anticipate and speak to their needs while showing how you can add value.

6. Being Resistant to Change

Once you’ve found a layout you like and messaging you’ve given your stamp of approval on, it can be tempting to sit back and keep sending out the same campaigns over and over. But, the beauty of marketing is the ability to constantly develop and evolve your strategy as you discover what’s working and what’s not. Although it might take a bit of extra time, try your best to keep statistics on which campaigns are yielding the highest ROI, and which are wasting your time and money. That way, with every new batch of postcards, door hangers, or brochures you print, you’re getting the most for your effort.

7. Avoiding Print Marketing Completely!

There’s no doubt that digital marketing is more cost effective and quicker to produce than printed pieces. Because of that, a lot of agents have abandoned print marketing completely. But, that means that consumers are getting a lot less mail than they used to, and your pieces could stand out with far less competition. And, by diversifying your marketing campaigns and using a wide variety of media, you’re more likely to fill your pipeline with leads. Set yourself apart with high quality, impactful pieces!

By avoiding these seven common print marketing no-no’s, you’ll ensure that you’re sending effective, interesting, and worthwhile campaigns that will help you grow your business. It’s time to log in to your Market Leader system, create some beautiful and compelling marketing pieces, and wait for the clients to come rolling in.