

Sue's Marketing Suggestion... 😊


Real Estate Agent and your local Florist

Business is "Blooming"... say it with flowers! Show your appreciation to your next buyer or seller with a 'thank-you and flowers' (or a plant that can be replanted in their new garden). Why not approach your favorite florist with a business proposition that suggests a discount for you on flowers/plants... and in exchange you will set him/her up with their own unique selling proposition on your 1-800 #. Perhaps they offer flower arranging classes but don't have time to take all the calls, or maybe they would like to advertise Mother's Day Specials, Wedding Specials, etc..

A Win for you – With a positive business relationship with your local florist that will not only lead to more referrals but ... you have exposure as a good community minded real estate agent that supports local businesses.

A Win for your local Florist – Talk to the owner about using your codes to help promote their business. Explain how your 1-800 call capture works and how you can **track each call**. Show them a print out at the end of each month of how many calls they received as a result of the cooperative ad that you placed.

Ad copy example

	<p>Flowers by Mary-Jane, we have several up and coming specials for all occasions...like a dozen roses on Valentines Day just \$19.99. To hear about all our specials call {your assigned 1-800 #} enter code 201.</p>
<p>Sponsored by 😊 Jane Smith 😊 ABC Realty Helping our community</p>	<p>We also have space left in next month's Flower Arranging class, please call {your assigned 1-800 #} enter code 202 to register.</p>

Your EXCALIBUR 1-800 # and REAL ESTATE services program can be working for you 24/7...all it takes is a little CREATIVITY.

Good luck with this simple influence marketing campaign.

Sue