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## Noteworthy Newsletters – Minimum Effort, Maximum Results

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### 2012 RESA Convention Presentation – Key Points

- Identify your target market, who should be in your database?
- Recognize that your success depends on your ability to follow-up
- Home staging requires a relationship between the home stager and the client
- What does your marketing plan look like? Newsletters are an excellent marketing tool because they are personal, yet not intrusive
- Recognize the value newsletters bring to your business
- Your subscriber list must be consent based
- Newsletters are a time saver, not a time waster
- The key to any successful endeavor is the pre-planning or the foundation
- Establish what your year of newsletters will look like and build to that
- Make sure your newsletter follows with your other marketing branding
- Proofread every edition before it goes out
- Content: As long as it is applicable, it is valuable to your audience
- Keep a database for your ideas
- Keep a database with previous issues and topics
- Use an online newsletter delivery service
- Use reports to follow-up

\*\*Please feel free to contact me with any specific questions you may have.