

Your Local Area Marketing Guide

Don't sit on the sidelines: Be Visible | Be present

Why is Local Area Marketing important and how will this add value to your business?

Local Area Marketing (LAM) is a prospecting strategy where you and your office participate in local activities in your community and area to build your profile, meet more people, and build your business into the fabric of your community – all while making valuable contributions and having fun.

There are 2 key outcomes you're looking for that can help build trust in you and your team:

1. Connecting and building initial relationships with people or referrers who have immediate or future lending needs
2. Brand awareness. Are more people seeing my brand, aware of how to contact me, and feel that my business is a contributor to the community.



ACT Expo Exposure

Being active in your local community, as either a new or established business, is extremely important. Many overlook the long-term advantages to this type of prospecting:

- Connecting with potential customers and building trust
- Having better conversations with potential customers
- Keeping the brand and your office top of mind
- Establish your presence & building your business into the fabric of your local community
- Building your database of potential customers
- Meeting more contacts in a fun, non-threatening environment
- Giving something back and being seen doing so
- Team involvement
- Generating PR stories and additional publicity for your office and personal Facebook pages
- Building relationships with people in key positions e.g. school principals, Mayor etc.
- Communities are a powerful source of brand advocacy
- Word of mouth growth
- Brand and customer humanization

If customers cannot connect with you, this will reduce their motivation to refer and connect you with other people in the community. It can also limit their brand recall with LJ Hooker Home Loans and sway them to brands that are more active in the community.

Ideas on how you can connect with people with Local Area Marketing

Remember, it's about being present, not just sponsorship dollars, and contribute to the success of other businesses & organisations. The ideas are endless and the rewards many.

We reached out to the LJHHL network, and here are some suggestions to start...



Ipswich | Toowoomba Car Sponsorship

INVOLVEMENT IN SCHOOLS

- Offer School Event Sponsorships, run the next sausage sizzles or provide a colouring competition prize
- Be involved in the School Newsletter
- Get involved in the next school fete or simply attend and support the vendors and get to know people
- Sponsor and/or present awards or offer to talk with students about finance
- Invest in a LJHHL Marquee and each quarter, send out a letter offering free use of it for events

YOUR LOCAL COFFEE SHOP

- Provide the cups for your local coffee shop once a month/quarter
- Dual brand a loyalty coffee card
- Pay for coffees in advance and have team hand out cards for 2 hours – be present to have conversations
- Prepay for coffees at a local shop to hand out to your clients

LOCAL SPORTS CLUBS

- Play in a golf day and sponsor a hole or provide a marquee for the day
- Sponsor your local footy/cricket/soccer club and turn up and attend game days to get to know the locals or ask where they could use help on the day (You may even get a board around the field/pitch or your logo on jumpers)

LOCAL SHOPPING CENTRES, EXPOS & TRADE SHOWS

- Have a stand & attend local farmer's markets, expos and trade shows
- Have your own stand at a Shopping Centre and run a colouring competition during school holidays
- Sponsor a colouring competition at local shopping centre during school holidays

SHOWCASE & ADVERTISE YOUR OFFICE

- Run a colouring competition or sausage sizzle at your office

PRINT MARKETING

- CoreLogic Strategic Direct Mailouts
- Advertise in your Local Paper
- Letterbox Drops / Aust Post Bulk Mailouts

PARTNER WITH LOCAL BUSINESSES

- Have coasters at your local café, bar or hotel
- Take referrers out to dinner at local restaurants
- Advertise at local motels or accommodation venues

SOCIAL MEDIA

- Be present on LinkedIn, Facebook and Instagram talking about successes, testimonials, sharing content and engaging in local groups
- Run a seasonal giveaway on social media
- Have an online presence with Google Ad words

Ideas on how you can connect with people with Local Area Marketing

COMMUNITY EVENTS

- Sponsor annual community festivals & seasonal events and get involved on the day
- Offer to run the sausage sizzle or cook the sausages at the next event
- Volunteer at a soup kitchen, local hospital, aged care home or charity group
- Get involved with a charity auction
- Get involved with road safety campaigns
- Sponsor and participate in a local fun run
- Approach the local Lions/Rotary Clubs and get involved with events
- Become a member of local networking groups/ Chamber of Commerce and attend meetings
- Invest in a LJHHL Marquee and each quarter, send out a letter offering free use of it for events

Ipswich | Toowoomba
Marquee

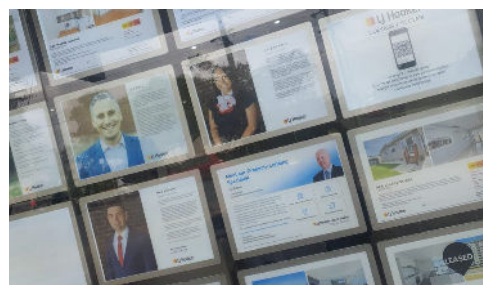


Ipswich | Toowoomba
Settlement Gift



KEEPING LIAISING WITH YOUR CURRENT CLIENTS

- Keep an eye on interest rates to request reductions for customers on their behalf to then give them a 'wow' call & email
- Schedule in sending a yearly Property Report to your clients
- Health Check/Check-in calls – each week/day/month. Make a nominated number of calls just to check in.
- Engage with ActivePipe and 'keep in touch' through automated or customised messaging



Sydney Penrith Real Estate Office Display

ENGAGE WITH YOUR REAL ESTATE TEAMS

- Offer to jointly run a First Home Buyer or Investor event
- Have a display within the office
- Offer to run a joint marketing campaign with your Real Estate Agent or a Buyers Agent
- Attend Open Homes with your RE agents
- Offer to provide a coffee cart for major property open homes or auctions once a quarter/month
- Sponsor Grand Opening days with builders/ developers by having a marquee and/or coffee cart
- Is there something you can gift your RE agents to keep you front of mind? (E.g Coasters)
- Ask if you can add content to newsletters or Rent Roll mailouts

OTHER IDEAS

- Go talk to people in your community (as many as possible) - the local florist, at the bank, meet up groups
- Put your face on a bus! Or Advertise on Bus Stations/Shelters
- Give settlement gifts as part of your customer experience
- Get your car branded
- Try traditional avenues such as Radio, TV advertising or Door Knocking

You're not alone!

You don't have to do this on your own! Talk with other LJ Hooker Home Loans offices in your State. Combining your efforts, you can share the set-up and expenses, as well as the profile, brand awareness, and goodwill you generate.

Suggested programs you can implement to promote your Franchise/brand



PROGRAM ONE

MONTHLY	QUARTERLY	YEARLY
<ul style="list-style-type: none"> Attend Open Homes with Real Estate Agents Monthly Newsletter to your database Walk the streets of your local shops and talk to people Attend local sports games 	<ul style="list-style-type: none"> Send letter to Schools etc re: events and offer assistance Do some volunteer work in your community Offer content to Real Estate Office for newsletter / magazine 	<ul style="list-style-type: none"> Sports Club Sponsorship Community Event Sponsorship & attendance

PROGRAM TWO

MONTHLY	QUARTERLY	YEARLY
<ul style="list-style-type: none"> Provide content for School Newsletter Send Property Reports to a nominated number of your database contacts' Run Google Ads Walk the streets of your local shops and talk to people 	<ul style="list-style-type: none"> Run a sausage sizzle at my office Run a competition and promote it online, via email marketing, through your RE Agents etc 	<ul style="list-style-type: none"> Sponsor Easter Competition for Local School Participate and/or Sponsor a local fun run

PROGRAM THREE

MONTHLY	QUARTERLY	YEARLY
<ul style="list-style-type: none"> Health Check/Check-in calls – make a nominated number of calls just to check in Join/attend local business networking groups &/or Chamber of Commerce Walk the streets of your local shops and talk to people 	<ul style="list-style-type: none"> Invest in Print Marketing via local paper or flyer distribution to your local area Offer to provide Coffees/Cart at a Real Estate or Referral Partner Event Pay for a number of coffees for the locals at your local café 	<ul style="list-style-type: none"> Sponsor a local sports competition / Golf Day Attend a trade show (join forces with other Franchisees)

Questions to ask yourself to gauge what you can be doing in your local community

1. What organisations (charitable, sporting, school, network related) am I already involved in where I could offer my time or investment?
2. Do I know people who I am comfortable with to ask about becoming involved or assisting with events?
3. Are my referrers active in the community? Can I assist them or invest with them to help them out at their next event, and learn along the way?
4. Am I on social media groups where I'm alerted to upcoming events that may be seeking supporters? Sometimes organisers of these events make it easier as they will guide you and will have set advertising structures

These are just a small number of questions you can ask yourself to help identify opportunities.

! **Remember!** Don't overcomplicate or overthink these things. Once you identify an opportunity, you have the Franchise Support Team, other franchisees, and event organisers who can help make it easy for you!

Tips on how the Franchise Support Team can assist on the ground



- Use experience | knowledge from what other franchisees have done which has been successful or provided learnings
- Direct you to material available to make your activity easy – and guide you on what more can be designed and tailored for you
- Connect you with other franchisees who can assist in several ways
- Be there with you. If needed we're happy to get our hands dirty and jump in!



Gold Coast Auction night Coffee Cart



Gold Coast Car Branding

How do I get started?

- Start small – this keeps it simple and helps you build confidence
- Ask your peers what they have done
- Think about what type of event or activity excites you or you believe suits your business
- Look at your referrers. What are they doing, and can you assist?

From there

- Review the ideas on how you can connect with people and make a list of the things that might suit you and your business
- “Fail to Plan, Plan to Fail” – Start to map out what you can be involved in monthly, quarterly and yearly and set yourself a goal or target
- Start to approach your local businesses, groups and/or schools that you have identified and start connecting
- Ask your State Manager for guidance – we're here to help!



Gold Coast Magazine Advert

Brisbane Central | Inner North
Bottle Opener/Coaster



LJ Hooker Home Loans