

# B2P Marketing Strategies

Effective Strategies to  
Accelerate & Grow  
Your Business

KINGSTON

**JANE FURTER**

REAL ESTATE BROKER



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# Target Markets

**Business to Government (B2G)**

**Business to Business (B2B)**

**Business to Person (B2P)**

How do you reach your target market?

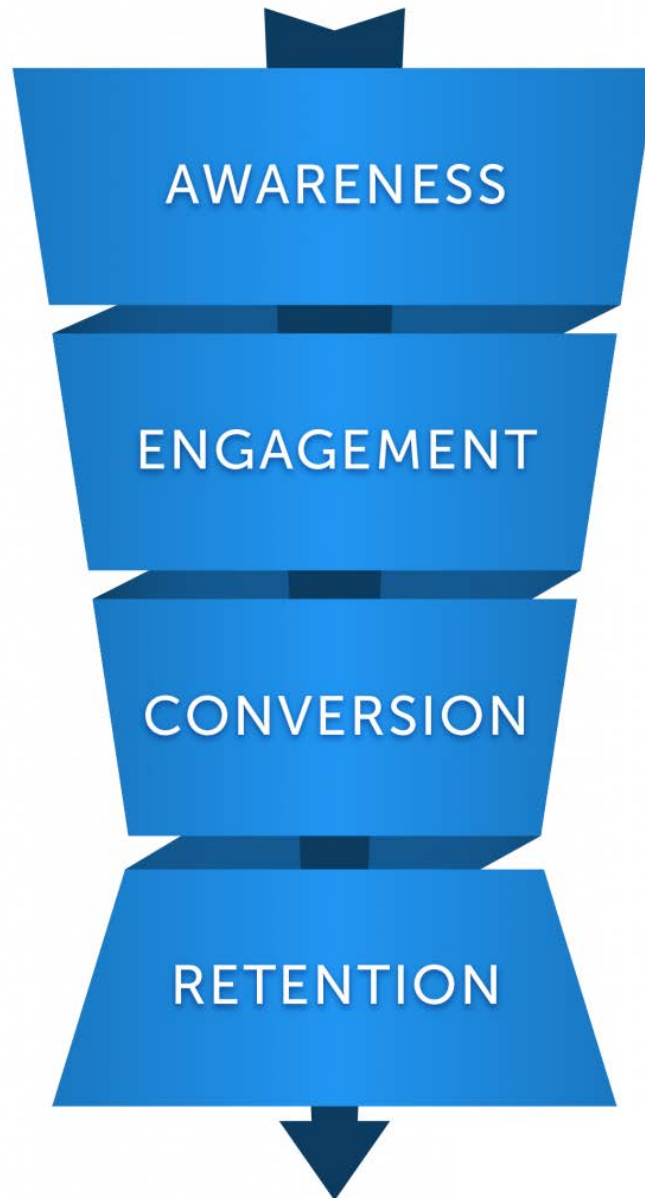
# Sales & Marketing

- Sales is a contact sport
- Most salespeople don't commit enough time to prospecting
- Many salespeople have difficulty building and maintaining a strong database/clientbase
- Salespeople/businesses are losing contact with their own clients/customers who stop buying from them and will buy from someone else

# Why is B2P Marketing Important?

- With the rise of social media and engagement, it has become increasingly obvious the importance of connecting with people who make the decisions whether or not to purchase what you are trying to sell, virtually and personally
- For any marketing strategy to be successful, it needs to be multi-dimensional
- Searching for qualified buyers

# B2P: Marketing Strategies



# Stage 1: Awareness

## Social Media



# Stage 1: Awareness

**Building a brand is based upon establishing an intellectual and emotional relationship**

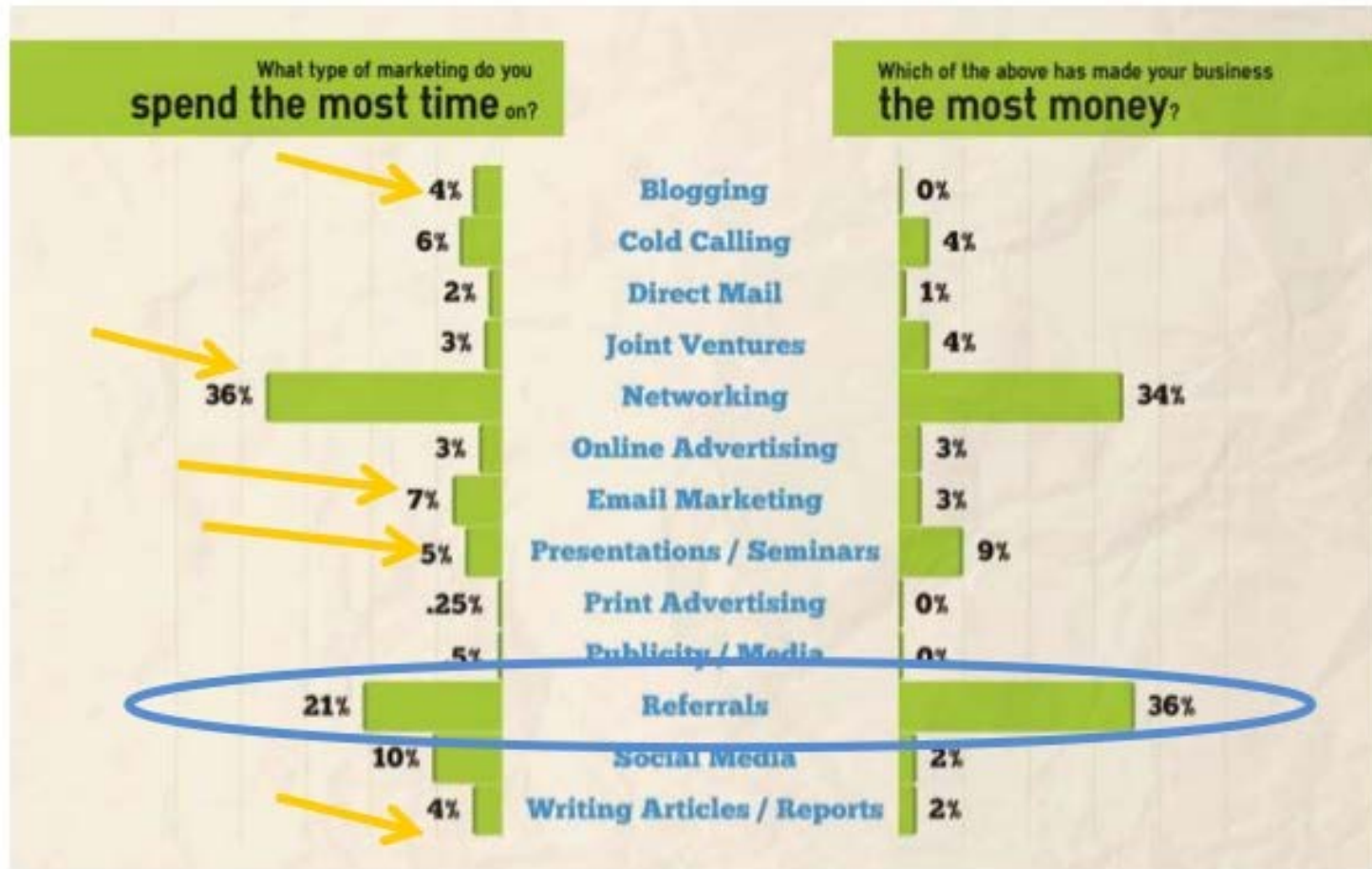
- Social media: create a conversation, post articles. Be aware of digital noise
- Website: data capture, web content, Google Analytics
- Business After Hour Events
- Open House/Business Grand Opening/Anniversary Events
- Educational Seminars
- Farming
- Articles
- Advertisements
- Landing Pages
- Web content
- Newsletters
- Lead nurturing (drip marketing) helps increase awareness and engagement levels

# Tips For New Salespeople & New Businesses

- Send a letter to friends, family and anyone else with whom you have a personal connection. Tell them about your exciting new career, don't be shy
- Learn from more experienced people in your industry. Can you shadow them or can they mentor you? It may cost some time and/or money but the investment is worth it
- Don't spend too much time behind the computer and money on marketing, it's important to just get out there. Stick with basic with marketing costs and initiatives in the beginning. As your business grows, so can your marketing strategy
- Write your annual business plan: state your business, financial and personal goals and stay on track
- Invest in a business coach



# Comparing the Success Rate of Various Business Building Initiatives



Business Consulting Buzz., research among 10,000 consultants

# Stage 2: Engagement

## Networking



# Stage 2: Engagement

## Referrals



People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.

— *Mark Zuckerberg* —

AZ QUOTES

# Stage 3: Conversion

**Requires a careful balance of encouragement and patience**

- Knowledge about the product
- Knowledge about your competitors
- Overcoming objections
- Find out what's holding them back from moving forward
- Working out contract details

# Stage 4: Retention

Client appreciation events

Keep in touch, show you care- difference between being relational vs. transactional

Personal handwritten notes

Testimonials





# Building Your Business By Referral

## WHY: Building Your Business by Referral

- When people know, like and trust you, they want to work with you
- It's relational, not transactional
- Calls, notes, pop-bys, keep in touch, send items/information of value
- Referrals increase your sales revenue
- ***Referral marketing*** is very powerful and cost-effective

# Building Your Business By Referral

## HOW: Building Your Business by Referral

- ❖ **Ask for referrals:** people tend to forget to ask or are afraid to ask. Best time to ask is once you've delivered excellent service and client/customer is thrilled
- ❖ **Teach your clients how to refer you:** they don't necessarily know how our business works and aren't think all the time about us
- ❖ **Remind them to refer you:** "You're never too busy for their referrals"
- ❖ **Always give your clients/customers extra service**
- ❖ **Reciprocate referrals**
- ❖ **Don't forget to thank them**



"The idea is to not only grow our piece of the pie, but to expand into other nearby pastries."

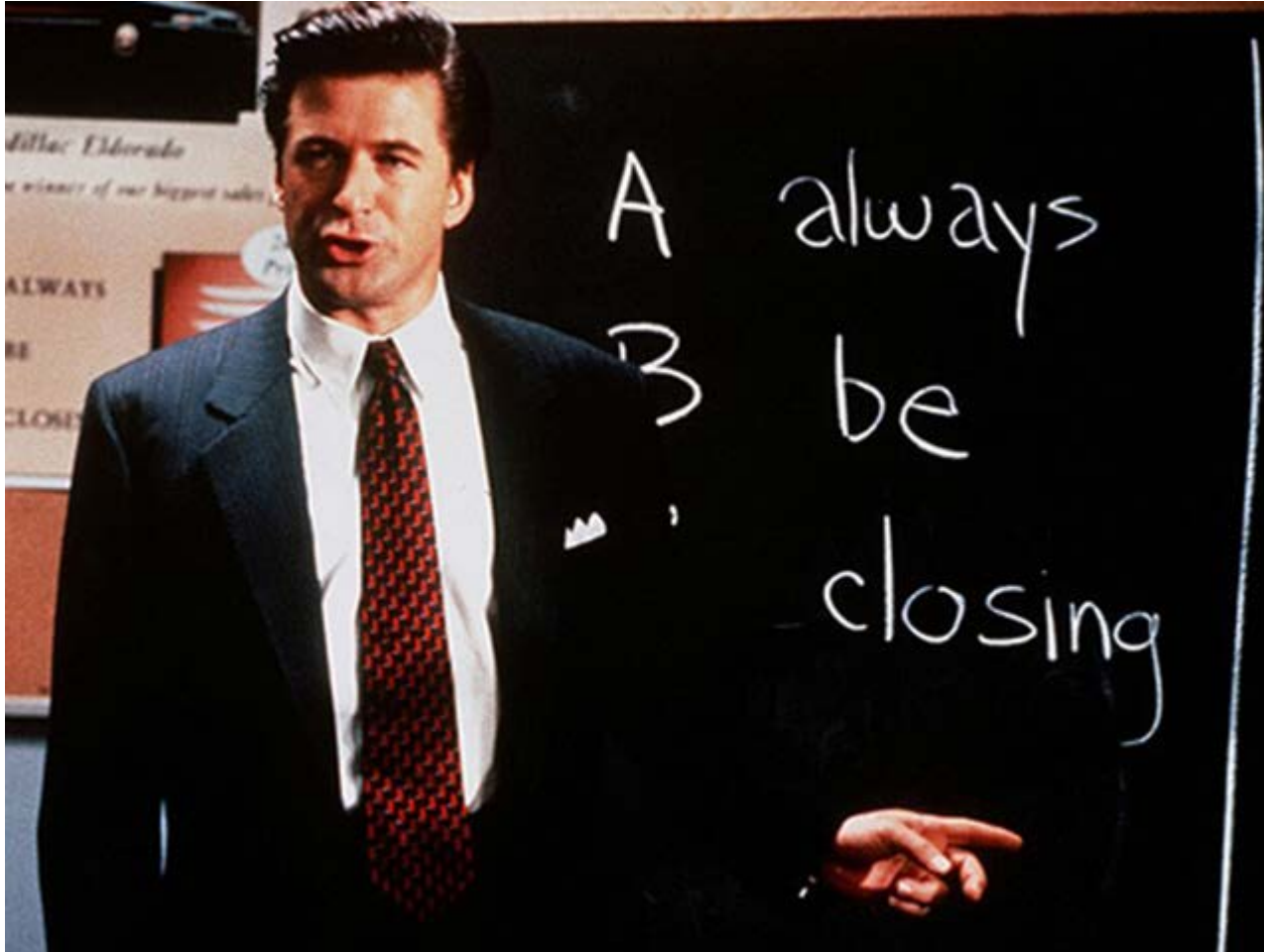


# 7 Steps to Successfully Grow Any Business

Regardless of the industry you are in, you can be highly successful if you live by these very simple ideologies

1. **Know what you do and what you don't do:** don't try to be all things with all people, go narrow and deep
2. **Stay focused on the prize:** you can only improve what you measure, track your goals
3. **People work for people, not for companies:** culture, values, benefits. A company cannot grow without talented people and it's important to show how much you care about the people who work for you

# Not an Effective Management Style



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# 7 Steps: continued...

- 4. Running a business well is different than being good at a trade or profession:** having a good business mind, strong overall skillset, process, people-management, accounting
- 5. Passion is contagious:** when you love what you do, it's contagious to your clients and the people working around you
- 6. Challenge yourself to always keep improving:** technology is always changing, stay relevant, it's important to innovate as well as get better at what you do (improve product, client relations, become more efficient). This drives growth and profitability

# 7 Steps: continued...

7. **Forget “Build it and they will come” mentality:** consumers are incredibly discerning about their money and as a result, they generally buy products that they have either sampled or have been referred to them

THE BIGGEST  
**MISTAKE**

A SMALL BUSINESS  
CAN MAKE IS TO

**THINK**

LIKE A SMALL BUSINESS

- POSTFILM DESIGN

# The Key to an Unstoppable Business

## Find something you love

- ❖ What are you good at?
- ❖ What do you enjoy?
- ❖ What would you do if you didn't need the \$?

## What makes your services unique?

- ❖ List features and benefits that make it unique (list 3)

## What emotional need does your product or service meet?

- ❖ Identify the aspects of your business that couldn't be duplicated by your competitors

# The Key to an Unstoppable Business- continued...

## Promote, promote, promote

- ❖ Yourself
- ❖ Trust your service
- ❖ Promote clients & customers (sell stories)

## Exceed client expectations

- ❖ Can you put your name to it?
- ❖ Notice their need

# The Key to an Unstoppable Business- continued...

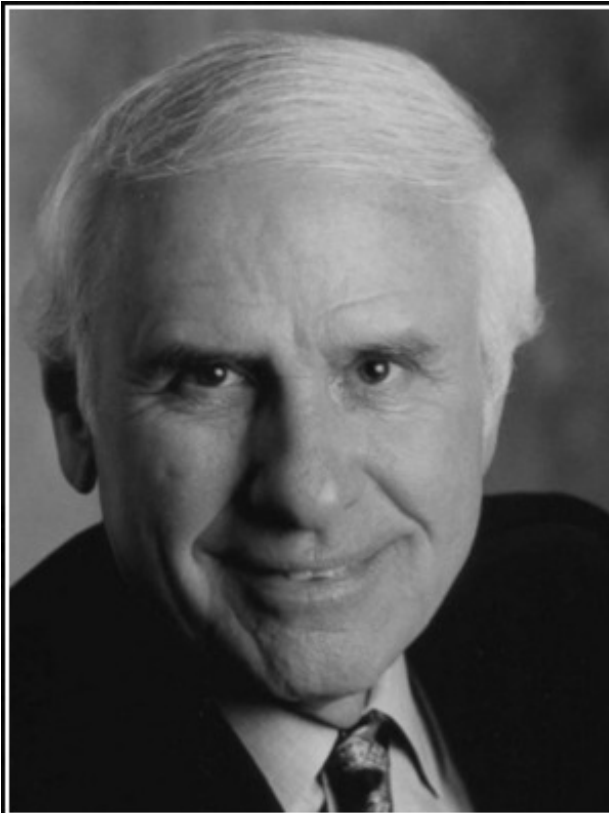
## Keep in touch

- ❖ Be consistent
- ❖ Be unstoppable

## Create and cultivate a community advocates

- ❖ Connect with your clients: event, client appreciation, social media, involve in personal life





Don't join an easy crowd; you won't grow. Go where the expectations and the demands to perform are high.

— *Jim Rohn* —

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*Thank you*

*I enjoy the opportunity to create long-term relationships  
and build my business through referrals  
of your friends and family.*

*I'm never too busy for your referrals.*



# 2017 Kingston Real Estate Report



## 2017 KINGSTON REAL ESTATE REPORT



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### WELCOME TO MY ANNUAL REPORT ON KINGSTON'S REAL ESTATE MARKET

There are numerous realities and challenges in buying and selling a home in today's market. My goal is to provide you with valuable market information, advice and a forecast for our local real estate market.

Warmest wishes,

### IN THE NEWS

In 2016, Kingston enjoyed the spotlight in numerous media articles: "Canada's Best Places to Retire in 2016" by MoneySense, "The 5 Hottest Housing Markets in Canada under \$500,000" by the Huffington Post, "The Best Cities in Canada to Find a Job," by the Bank of Montreal, and "Kingston's Among the Best Places in Canada to Be a Woman," by the Canadian Centre of Policy Initiatives.

Strong tourism, almost zero vacancy for most hotels in Kingston for the majority of the summer and the low Canadian dollar have created positive publicity for the city. <sup>1</sup> This has also impacted the choice for more Canadians to relocate to Kingston as evidenced by the most recent positive interprovincial migration numbers.

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