

Marketing S.M.A.R.T.
Effective marketing strategy
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- Topics of discussion**
- Introduction
 - What is marketing?
 - S.M.A.R.T.
 - Going forward with your marketing efforts



Marketing is...



The presentation of products and services to motivate customers to purchase!

We need to market S.M.A.R.T.

- S- summarize and strategize
- M- marketing mix 6P's
- A- adjust your strategy-be flexible
- R- reinforce your message & relationship selling
- T- teamwork and track your success

S-summarize & strategize

- What are your goals?
- What are you doing now? What works?
- What's your competition doing?
- How much money do you need to spend?
- How are you going to implement & execute?



I try to learn from the past, but I plan for the future by focusing exclusively on the present. That's where the fun is.
[Donald Trump](#)

M-marketing mix 6 P's

- People
- Product
- Price
- Promotion
- Place/placement
- Post-selling

A-adjust your strategy-be flexible



- Changes in the marketplace
- Technology updates and improvements
- Additional services that can be offered
- Customers' needs change
- Economic changes

R-reinforce your message

- Do we have the right message to identify, attract and retain our target market?
- Are our messages designed to boost customers' desire to live at our communities?
- Is our message consistent and repetitive?
- For example, if we run out of brochures and copy, then re-copy them, what does this do to our consistency and how does it impact our customers?

R-relationship selling

- Customer focused.
- Discover our customers' needs, wants and wishes.
- Build lasting relationships.
- Communicate effectively with our residents.



T-teamwork

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

Andrew Carnegie



T-track your success



- Use goal boards
- Run reports
- Shop leasing associates
- Weekly meetings with the entire team
- Utilize call tracking services
- Celebrate!!!

Go forward strategy

- Ongoing process
- Get everyone involved
- Be proactive
- Market S.M.A.R.T.
- Remember, marketing is the way we do everything!

Gathering information - 1-2 weeks and 3 people.

Creating & implementing your marketing plan - ongoing process.

Driving positive results for our owners and investors through marketing S.M.A.R.T.-
Priceless.



Thank you!
