



3 Ways

to Win the Marketing Jackpot

Have you ever seen a professional poker game? You may have noticed some high-stakes players wearing sunglasses—an unusual sight for those of us (ahem, me) in the penny slots aisle. But wearing those shades is actually part of their strategy.

It turns out the World Poker Tour estimates that at 100 million players worldwide, more people play poker than golf or tennis, which are also games that rely on strategy. Like all these games, you can win the marketing jackpot by employing a solid game plan such as the one below.

1. PLAY TO WIN

How does marketing strategy work best? Like poker, you've got to play to win. Your job is to win through making distinctive choices. Make your first choice clear by outlining how you'll differentiate your product, your property and your company. This is often where we stumble. I was recently on a marketing call where we knew who our competitors were, but it was unclear how we planned to beat them. It's really all about deciding who – and exactly what – your customers will pay more for. If you want to play to win, first you have to get in the game.

2. CHECK YOUR ODDS

Face it, dreaming about winning a huge pot of cash is way more fun than considering that odds are you're more likely to be struck by lightning.

And your odds of retaining existing customers are much higher than finding new ones. Experts say it costs five times as much to acquire a new customer than it does to keep one you've already got. In our business, the key tactic to beating the odds is to focus solidly on our customers. Try this tip: Think really hard about your customer experience. What is it like to be them – going in, going out and in between? If you haven't already



earmarked a solid, detailed customer experience process, that's a good place to begin. Now's the time to pull out all the stops.

3. WATCH FOR THE TELL

Strategising your next move is the critical piece of any game. Here's where poker comes in handy: Learn to watch for the tell. A "tell" is where a change in behavior or demeanor gives a clue as to how a player is assessing her own options. The player who spots the tell gains an immediate advantage, such as knowing whether to bet big or to lay low.

The same is true for your marketing approach: Get to know your competitor's hand. First, take stock of what you've got, and determine what your customers' experience really is. Next, reforecast mindfully.

It can pay to play. What will be your ace in the hole? It's all about mastering the game.

Decide how you will play to win. No sunglasses required.



Real estate is a handshake sort of business. Even in today's virtual world, people want to look you in the eye and know they can trust you.

SHANNON ALTER, CPM* Owner, Leaders Exceed



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