



## Smart Marketing in a Slower Market

We are sure you are well aware that the mortgage and real estate industries are experiencing a bit of a slow-down right now. During times like these, many professionals cut back on marketing – which is the worst thing they can do. Staying in front of your referral sources is critical to keep new and repeat business flowing.

Don't believe us? In October 2008, the American Business Press released the following information: "Companies that cut back their marketing during the 1974-75 recessions barely increased their sales by 50% two years later. Companies that continued to market during the downturn saw an increase of over 200% in sales 2 years later."

Here are 5 marketing suggestions to help you continually and effectively market **and** use your marketing dollars wisely:

### 1. Send a Digital Newsletter

Deliver a **Digital Newsletter** to as many contacts as you want for only \$35 per month! This website is packed with interesting home-related articles and helpful tips and is updated each month. This affordable option will allow you to stay in front of your clients and provide valuable information – month after month.

<http://www.intouchtoday.com/mortgage/digitalnewsletter.htm>

### 2. Request Referrals

One of the best things you can do is remind clients and professional partners that you work on a referral basis. Three different **Referral Request Postcard** series offer fun and whimsical reminders to send referrals your way. Send a Referral Request Postcard each month and remember, just one solid relationship can make a world of difference in your business.

<http://www.intouchtoday.com/mortgage/referral-request-postcards.php>

### 3. Pair up for Corporate Affinity Relationships

**Corporate Affinity Marketing** is an untapped and potentially profitable market. Now is the perfect time to pair up with your favorite professional partners and target this niche. Offer your services exclusively to corporations at a discounted price. The corporation wins because they can offer 'free' benefits which increase employee retention. You win because you establish more relationships to increase more business and referrals.

<http://intouchtoday.com/mortgage/corporateaffinity.htm>

### 4. Mortgage Matters... so keep them informed

Very few people outside of the mortgage business have the time to keep up with mortgage industry news. That is where you come in. Provide up-to-date **Mortgage Matters** to your professional referral sources every Monday morning. Sending this valuable information will not only make their jobs easier, but they will know just the professional to refer *their* clients to.

<http://intouchtoday.com/mortgage/mortgagematters.htm>

### 5. Add value... mail a Newsletter

According to a recent study, 75% of newsletter recipients save articles for future use, AND visited the company's website. Even better, 25% said they have gone on to contact the issuing company for more information!

**Newsletters** are an excellent and affordable way to keep in touch with your clients. You may also want to partner with one of your professional referral sources too!

<http://intouchtoday.com/mortgage/newsletters.htm>

We hope these affordable and effective marketing suggestions help you to *gain* new clients, *retain* your current clients and *attain* new business building relationships! Remember, never stop marketing. If you aren't contacting your clients, someone else probably is.

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*In Touch Today is a marketing company based in Denver, Colorado, that assists professionals in increasing their repeat and referral business as well as building professional referral sources and prospecting new clients.*

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