



33 SMART TOUCH™ *Marketing System*

*Achieve 33 QUALITY client touches a year and deepen the connection with your Client List creating momentum for repeat and referral sales by doing the following for a **120 days minimum**;*

You already have everything you need to get started and stick to the plan which is:

1. Choice of your SnapStats Monthly Report, Infographic and/or Video
2. SnapStats recommended Video-of-the-Month (3rd party & found in your monthly Toolkit)
3. Newsletter software. Cost varies from FREE to \$15/month and up.
4. If you have an *existing* MailChimp account, step-by-step instructions for steps 1 & 2 above can be found by [HERE](#). If you do **not** have an existing MailChimp account, do **not** open an account before you speak with us first. Contact us for important information at snapstatsinfo@gmail.com.

This easy system **will change your business and give you peace of mind** as you have a well thought out marketing plan for the entire year reminding people you are "Open for Business."

Using all of the above tools you will do the following each month and year *or any combination of the following that you prefer*;

12 Monthly Touches: Choose one or a combo of the following options

SnapStats current report; *or* Market Speedo™ Infographic; *or* Market Update VIDEO

Delivery time to your client list via Mailchimp email: On the 7th of each month

[CLICK HERE](#) for Sample

Plus 12 Monthly Touches: With our recommended Video-of-the-Month (third party)

Delivery time to your client list via Mailchimp email: On the 21st of each month

Option: Include also your bio, a testimonial, Just listed/Just sold etc.

[CLICK HERE](#) for Sample

Plus 3 to 4 Greeting Cards a Year

Suggested Cards to Mail (not email):

- Property Anniversary, Wedding Anniversary, Birthday, Holiday, Mothers/Father's Day
- Random Note Card Mailed (Examples: Good luck with..., Just thinking of you, Hope you feel better, Thank you card, Congratulations, Welcome Home, Bon Voyage)

Plus 3 to 4 Telephone Calls a Year

Suggested Reasons to Call:

- Are you receiving my SnapStats reports? Explain the Sales Ratio %.
- Can I help you with anything real estate related?
- Annual complimentary market review of their home/neighbourhood/price band
- Let them know sales in their neighbourhood/building for the past six months
- Asking for Referrals

1 to 2 Random Articles of Interest (ie newspaper article) to an individual client or your entire client list via Mailchimp. **Create Google Alerts such as Real Estate Vancouver to receive notification of any valuable news items that you can share with your clients.** As you are only sending out 1 or 2 a year make sure your random note is of high quality content and interesting.

Total Quality Touches a Year Achieved: 33!

The key to your success with this program is to deepen relationships with your contacts by **delivering high quality *consciously* selected content**. It's not enough anymore to just stay "Top of Mind" with your database; and it's certainly not enough to send something out just for the sake of sending something out. **It's about VALUE.**

Think as a consumer and ask yourself "Would I see value in this correspondence or would I immediately hit the delete button?" Nancy the President & Founder of SnapStats knew she was onto something with this system when a friend, a former REALTOR® told her that she actually reads Nancy's business emails but deletes other REALTOR emails.

It takes alot of time to source, put together and deliver quality content that people will read...until now. We are doing the work for you and it's all included in your SnapStats subscription....Yes, it's FREE!

33 SMART TOUCH™ YEARLY PLANNING CALENDER

SEE NEXT PAGE FOR OUR 33 SMART Touch™ Yearly Planning Calendar:

Enabling you to **plan** your Mailchimp email campaign and greeting cards one month ahead for key calendar events.



The 33 SMART Touch™ Marketing Planning Calendar

January	February	March
Valentines Day Chinese New Year (end of Jan to beginning Feb)	Easter (Mar 22 to Apr 25) Persian New Year March 20 or 21 St Patrick's Day	Easter (Mar 22 to Apr 25)
April	May	June
Mother's Day	Father's Day	Canada Day
July	August	September
BC Day	Labour Day	Thanksgiving Halloween
October	November	December
Remembrance Day Hannukah (late Nov to late Dec)	Christmas Hannukah (late Nov to late Dec)	New Years Chinese New Year (end of Jan to beginning Feb)