



MARKETING

SYNERGY

FOR BRAND ENERGY

Communicating to clients can be a tricky business, especially with so many channels out there. Elna Botha sheds light on the road to marketing success.

Estate agencies communicate with their clients in a variety of ways. Clients perceive an agency as either a trustworthy, healthy brand, or a dubious unhealthy one and, ultimately, the former will secure the deal. Even worse, in my opinion, is having no reputation at all.

Many estate and lettings agents spend thousands of pounds every year on marketing campaigns, store renovations and new corporate stationery, but will new branded stationery and fancy adverts necessarily affect the bottom-line? Company directors are hampered by this very question. On what should they spend their marketing budget?

The answer is an easy one – marketing efficiency lies in brand synergy. This means that all the company's messages should echo its marketing values. It is, at this point, that the marketing professional ought to stop for a second to analyze the company's messages.

The 'no-messages' speak louder than the 'planned messages'. Unplanned messages are all those messages that reach the target

KEY POINTERS FOR YOUR NEXT MARKETING CAMPAIGN:

- Talk to the right people – reach the connectors of society first and foremost as their opinions carry weight and influence decisions;
- Inductive marketing – your employees are the face and the voice of your company. Explain the company vision and treat them as the most effective of all your communication tools;
- Technology – talk to people in a modern, sophisticated manner. Texting, blogging, podcasting, web and personalized messages are the communication channels for the modern consumer. Convenience is key;
- Synergy and holistic business approach – marketing messages should be cohesive, like the gears of a big machine. They should represent the company business philosophy, internally and externally.

market without the marketing professional having planned it. It could be anything from a filthy dirty delivery truck, an unfriendly receptionist or an unhappy customer mercilessly blowing off steam. These things sometimes count for more than all the money poured into the advertising budget. In fact, countless big companies claim that word-of-mouth is their single most powerful marketing tool.

The marketing professional should undergo a paradigm shift and put themselves in the customer's shoes. In the past, it was a case of communicating *to* people, but this day and age requires communicating *with* people.

Not to say that the promotional campaigns aren't important. All messages, including customer service and advertising, should sing with the same brand voice. It's a voice that the customer relates to, from the visual identity to the message content. ★

THE ANSWER IS AN EASY ONE – MARKETING EFFICIENCY LIES IN BRAND SYNERGY. THIS MEANS THAT ALL THE COMPANY'S MESSAGES SHOULD ECHO ITS MARKETING VALUES