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Top 5 Marketing Tips For Agents

(with Happy Turtle Marketing's Founder Courtney Brophy)

Courtney runs Happy Turtle Marketing, a digital-marketing company that strives to help real estate businesses grow and serve their audiences better. Her are her 5 marketing tips for agents!



1. One Size Does NOT Fit All

Just because an agent in a Facebook group said something worked for them doesn't mean it will work for you. I know that can be a hard pill to swallow. But some markets are more competitive, some have populations that skew older or younger, etc. Listen to the successes and failures of others… But understand that you have to beat your own path in business.

2. Be Malleable

You've got to be malleable and understand your market inside and out to make the necessary adjustments and do what works for you and your area. Don't be afraid to adjust on the fly or zig when others are zagging.

3. Just Because You Can Buy It Doesn't Mean It's Valuable

If you don't know how to use a tool, what good is it? Stop writing checks to folks at conventions until you know what it is you need and how to use it. Start by defining what problem you want to solve, then find a tool that solves that problem. Don't just throw money at the next shiny marketing tool.

4. Focus

Focus on the things you're good at and hire out the rest. You can't be good at everything. So focus on the things you do better than most. Leverage your strengths instead of "improving" your weaknesses.

5. Have a Great Website

Make sure your website matches the level of excellence at which you do your job. Your website is a 24/7 business brochure and it's your digital front door. You can't expect great results from the web if you don't have a great site.





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