Marketing campaign – effective use of L2L platform by current customers

1. **Know how your marketing campaign fits into your marketing plan**

Now that you have your marketing plan ready, you should know how your marketing campaign fits into that plan. The marketing plan is the master plan for advertising your business. It provides the full picture of your marketing objectives and strategies to attain those objectives of attracting your target customers towards your services.

Marketing campaign on the other hand is a part of the marketing plan which is designed to achieve a specific objective.

1. **Set your budget**

How much do you plan to spend for this campaign greatly affects the strategies that you choose. So, you need to set a budget first before going ahead with any planning. Don't depend on free advertising and promotion strategies. This doesn’t mean that all the free strategies are ineffective, however, there is always a little to more cost involved for a good and effective marketing campaign.

Always try to question yourself-

* *Is this the best/ most effective/ most convincing way to reach my customer?*

So, if we target any free campaigning technique, we can go ahead with broadcasting an electronic document (including detailed information about effective usage of L2L platform and/or any suggestions or information about how can the customers make the best use of their services online/offline and can reach out with their queries, etc) to all the existing customers.

On the other hand, if we have some budget for this activity, we can opt for any of the multiple ways to achieve this goal - Newspaper ads, Online ads (like Facebook ads), etc.

1. **Determine the objective and parameters for your marketing campaign**

In this step you decide about your purpose for this campaign. In other words, you should be able to answer this question-

* *What do you want to achieve through this campaign?*

You should be as specific as possible. Here, our objective is to target the current L2L users to guide them how to use the platform to best possible extent in order to get benefited.

1. **Determine parameters to measure success**

For this step you should be able to answer below questions-

* *What metrics are you going to use?*
* *How will you tell if your marketing campaign has succeeded or not?*

For e.g., if you have a marketing objective like- "Revenue will increase 40-50% in three months" then, the parameter you will use to measure the success of your marketing campaign would be the total revenue generated over the three months period.

In our case, the parameter could be the count of the current customers who have been contacted by any way to help them learn about the platform to a better extent than before. The number of positive feedback that you get and the number of queries (about use of the L2L website) that you receive can also act as a performance measuring metric.

1. **Track your performance**

Tracking is a very important of any marketing campaign. After deciding the parameters to measure your success, you ought to track your performance and your progress in this step. To track and analyse your performance you should know the baseline value for the metric that you have chosen to measure your performance. This will be the base value that you will compare your current performance with. You will need it to measure your progress.

There are few tools and services available online that can help you in this step.

* For tracking **online marketing efforts**, you can use Google Analytics.

*“Google Analytics gives you the digital analytics tools you need to analyse data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.”*

* Methods of Tracking **Offline Marketing Efforts** explains some common ways to measure the success of your offline marketing campaign such as call tracking, Magazine advertisements, newspapers ads, etc. Tracking shows you what marketing equipment are working, and which ones are not.
* Track Print and Direct Mail Marketing Online

When creating print or direct mail marketing pieces you want to track when the prospective customer visits your website to gain more information. This can be helpful to you in determining which advertisement is more effective than others.

What you can do is for each of different forms of offline media of campaigning, provide a different link for your website. Different link means that it would land on different page on your website. This way you can count the number of visits to the specific page of your website and the ad that provides that particular link will be regarded as the most effective marketing campaign for that group of clients.

* Track Marketing Efforts Using Call Tracking

The best way to track the effectiveness of your advertisements and measure "call-in" volume is to have use call tracking. You can use call tracking to determine your cost-per-sale and cost-per-call rate.

It can help in determining which marketing campaigns are most effective. Each advertisement must have a designated telephone number. You can use this information to see what advertisements are working and which are not.

*“If you are not tracking, you are not marketing!”*

1. **Choose your marketing strategies to communicate with the customers**

Digital marketing might work better than direct marketing, depending on the target audience. In the case of L2L, e-mail marketing is a good idea to reach out to agents/brokers. Attending conferences and expos where you can directly interact with agents and pitch L2L and its features would also work.

1. **Create an action plan**

This is where you come up with the actual marketing campaign. Decide on how it needs to be implemented i.e., through sources like emails or social media advertisements. Example: If you decide to go with an email, create an email which would address all the key features of L2L that can be sent out to the brokers/agents.

1. **Implement the plan**

The campaigns created in the previous steps can now be implemented. For instance, send out the email to all the clients who use L2L.

1. **Measure your Performance**

Consider the metric you have chosen in step 4 to determine how well you are doing. In our case, it could be the increase in the number of customers or revenue generated.

1. **Repeat as necessary**

Based on the results, you can decide on how to proceed. If the results meet or exceed your expectations, you can conclude the campaign was a success and can repeat it. In case, they do not reach up to the expectations, you can analyse what went wrong and how to improve the campaign so as to achieve better results.

How can you improvise the effective usage of the L2L platform by your current customers?

1. **Customer Service**

Interaction with clients plays important role after having them under client list. The modes of interaction and frequency depends on their satisfaction. The clients are divided into two class as below to provide them customer service.

Recent customers:

* Schedule training sessions.
* Contact customer regularly (Every week or 15 days) to check that they are getting comfortable with platform.
* Continue this until they feel comfortable with platform.

Old Customers:

* Take feedback regularly.
* Schedule meeting or testing session at their place to check working of the L2L platform and guide them if you feel they are not using the website to its full potential.
* Provide support immediately during office hours to answer their questions and later expand this to 24/7 via email or live chat session on website.

1. **Website Redesign**

Improvise your website. Repetitions of contents are there. Should not include the details on the home page. Organise the content systematically. Can provide a content or video link in the website that redirects to a page that provides guidelines and steps for effective use of the website.

* No home page. It directly goes to “About tab”.
* “About”, “Security” and “Sign up” pages are same. It should redirect to different (specific) page and content.
* “Contact” tab asks for too much information.
* “Feature” and “Price” page have two login sections on same page. “Tenant Screening” at bottom also have two login sections on the same page.
* In the “Price” page, there is “click here” hyperlink for agent, brokerage and landlord which is not required because they all are directing to the same page.
* In the “FAQ” page, under “FAQ security” there is link provided which has more information about security. This should be under “security” tab on website.
* Third party platforms are used: Cloud, Stripe for tenant payment process, Cisco security should be showcased on the home page for marketing purpose to show visitor the creditability of platform.
* Security tab on the bottom shows the page that is directed through “FAQ Security” link and website “security” tab shows different information which creates confusion.

**Suggestions for “Home” page**

* Include company’s tagline, logo
* Login section and sign up tab
* Upcoming events or webinar’s short introduction
* Clients reviews (1 or 2 lines)
* List of clients and associated partners (if any)

**Suggestion for “About” Tab**

* Write about company’s mission and vision
* Write short story typically around 2 paragraphs (5-10 lines) to introduce concept of launching this platform
* Client’s review (1 or 2 lines, it should be different than home page)
* About tab should not have “features information” on that page
* Navigation to different pages

1. **Search Engine Optimization(SEO)**

* Focus on organic search. Organic search means appearing in the listing on search engine results page based on relevance to the search term. This implies getting traffic from organic search. It means for e.g., visitor is looking for ‘transaction management software solution for real estate’ then he should see “Listing2Leasing” web link in the list of options appearing then.
* The big three search engines are Google, Yahoo and Bing. These search engine changes their SEO algorithms periodically and shows website ranking on search result based on their updated algorithm. These algorithms rank website based on different parameters.
* One of the most important parameter is content on website and finding search keyword on website.
* Second most important parameter is natural link meaning incoming website traffic generated through third party websites. These third-party websites are websites that deals with real estate domain for you. For example, Software solution rating website for real estate transaction management, Blogs and so on.

Considering all the above points, L2L should work on improving its website content and focussing on including frequently used search keywords (for this domain) in the web page. Additionally, L2L should make efforts to deal with popular third-party websites in order to include(market) their website link on the website of those third-party companies.

In this way L2L can improve their online

1. **Add-ons for website**

* Include few videos in your website that talk about how to use your website(services) to its full potential (to get the maximum out of it). This is called Video Story Telling. It is an easy way to stand out.
* Add your success stories in the website. You can also use (send) these stories for potential clients. This requires permission from the client. Hence, you provide a feature of permission control (for sharing the success stories) in the section where you ask for client’s review.

1. **Organise webinar**

You can organise frequent online webinars to talk about your services features with your current and potential customers. You can flash the webinar information on your website home page, so that both current and potential customer can get the information about the same and can join the webinar. You can dedicate last few portions of the webinar for Q&A session. This will help your customers ask and clarify their doubt about any services of L2L and hence can help them understand the website in a better way.

In case, L2L doesn’t provide any service that is being asked about, then this can be a useful idea for the improvement for L2L, as this will help L2L understand what other features the users of their service expect from them. This would be helpful for L2L to keep their current customer intact and provide ideas of attracting new customers.

1. **Improvise Social Media pages**

Improve your social media pages and contents as that’s one of the first and most important source that people use now a day in their process to seek information regarding any new business or firm. The contents in your social media pages should reflect authenticity and Story Telling. Social media options include – Content(Facebook), YouTube videos, Snapchat, Twitter, Instagram. All these platforms give you the ability like never before to reach your audience with your authentic story and passion in a way that brands can’t. Brands are boring, use that to your advantage and eat them.

1. **Monitor social media responses**

Focus on the number of hits or responses you get in your social media pages. This way you can learn more about your customers, exactly what segment of people mostly visit and are more interested on your website and services. And knowing about different segments of people who visit your website, can help you design different campaigns for each group.

1. **Advertising**

Advertising is a very important method adopted to spread information and awareness among your current and potential customers. As we know, big brands target more on TV advertisements, Billboards.

It’s still a great deal to target Facebook for your advertising method. If you want to target Facebook ads, it’s still an amazing deal compared to any other platforms, but the bigger brands are starting to pay attention. The big brands are always behind. They are still spending money on TV, Radio and billboards. But they are shifting. So, the opportunity costs are closing down. Advertising costs are going to go up as big brands start shifting their budgets from TV into online. But there is still an opportunity now.

1. **Keep your social Media pages updated**

Similarly, you can also include videos and other form of information and recent updates about your service, business, any future events, etc, in your social networking sites.