Thank You, Thank You Campaign

Here is how the program works:

We send a postcard every 6 weeks to our client base. The post card says, "Thank you, Thank you, Thank you! at the top and then says thank you for referring clients or purchasing a home or property from me either in the past, present or future. As a very special thanks, I am offering only to my clients the chance to win_____. This year we have given away a ski trip for two, a King Salmon fishing trip for two, an iPod, a portable DVD player, a digital camera, and six $50 gift cards to American Eagle and Old Navy, etc. We allow them to enter our drawing by emailing us.

When they email me (Kristan), it gives me a chance to email them back and reconnect with them and of course let them know I will get them entered to win. This has been huge in reconnecting with my past clients. It allows me to respond to them and ask any of the FORD questions to reconnect and then of course let them know we will be entering them to win. Here is what an email back to them might say and we use it as an email signature and then I just insert something about them:

Email Script: Hi_____ (and then I type something here that pertains to them), it will be our pleasure to enter you into the drawing. You may not know, but we have drawings for our past clients and those folks who refer clients to us about every 6-8 weeks. It's our way of saying "Thank You". This past year we have given away a ski trip for two with overnight accommodations, dinner and lift tickets to Alyeska, an iPod, a King Salmon Fishing trip, 6 $50 gift cards to American Eagle and Old Navy, a portable DVD player, digital camera, and dinner for two with limo service. You should receive a postcard from us every time we have a drawing. Please enter them all. We would love for you to win. We also would appreciate it if you would continue to recommend us to anyone who is looking to buy or sell a home or property.

I blind copy another team member in on the email I send to the client. She enters them into the drawing and adds all of the correspondence between me and the client into our data base system. She also assigns a buyer specialist to call them back in 6 weeks and ask who they know that may need to buy or sell next. We use a reoccurring feature in our system so that the same buyer specialist is then calling this client every 6 weeks. Copying the conversation in our data base has been huge for our buyer specialists so that they can see what the conversation has been with me or any other team member before they contact them again in 6 weeks.

The buyer specialist then contacts them at the end of each drawing to let them know who won, what the next contest is, and to be looking for the post card in the mail and then ask "By the way, who do you know who may need to buy or sell next?". We remind them about the free moving truck, our scholarships for seniors, and our giving back program and some times we give away tickets to local plays, hockey games etc. and at the beginning of the year, our buyer specialists are also ask the clients what Free Giveaways they would like to see in 2007. If we use their idea, then they are put into that drawing twice instead of just once. If the client does not know of anyone at that time, the buyer specialist gets permission to call them back in 6 weeks by asking, "Would it be okay with you if I called you in 5-7 weeks to see if you know of anyone at that time?" It is the law of reciprocity. If you are always giving to your clients, they naturally will want to give you something back. Our data base gets set up where the call automatically comes up on the buyer specialist schedule and reminds them to call the client again. We record all of the communication in our data base too so that any time the client calls, anyone on the team knows the communication we have had with the client. I am sending this postcard out to about 1500 clients who are local. The cost of the card is about $600 with postage, and the cost of giveaways is $300. I am spending $900 every 6 weeks, or about $11,000 per year.

What I love about this program is my communication with them is always a warm communication because they are responding to US. It's also a warm call for our buyer specialists to make because these are people who have already done business with us before and/or have referred clients to us. It's a really great way to stay in touch, give our clients gifts, and ask for more business.