

WHAT'S ON YOUR BOOKSHELF? Books are a great resource for new marketing ideas and strategies



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RECENTLY, I TOOK A LOOK AT A FEW OF THE MILLENNIUM'S TOP MARKETING BOOKS FOR SOME THOUGHTS ON HOW TO GENERATE NEW BUSINESS AND GAIN A FRESH PERSPECTIVE ON THE INDUSTRY. Marketing books can often offer you some new concepts and ideas you may not have tried. Here are just a few ideas I found in the texts I've read:

Get used to the new rules

It's fairly safe to say it isn't your parents' marketing world out there anymore. How many of us even heard of *LinkedIn*, *Twitter* or *Facebook* five years ago, much less considered social networking an integral part of our marketing plans? If you believe that it takes more than routine advertising to successfully market your properties and your company, then the new rules are for you. Now, more than ever, real estate managers have the opportunity to create visibility, credibility and loyalty—and generate new business—all through the Internet. If you are unfamiliar with e-marketing or you just want to take your e-marketing platform to the next level, books are a great resource for finding out how you can use the latest technology to generate new business.

Make it contagious

Whether you're starting a new management company or adding to your current client roster, don't underestimate the power of word-of-mouth. Contagious behavior has a compounding effect too. If a prospective tenant has a less-than-positive experience with your company,

will he tell other tenants, and possibly other owners? You bet! Similarly, if you give your client the best service on the planet, he is much more likely to sing your praises to colleagues and fellow property owners. I like this advice from Walt Disney: "Do what you do so well that that they will want to see it again and bring their friends."

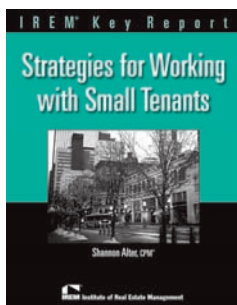
Think like a buyer

What's the secret to understanding buyers of real estate services today? Help them hire you by keeping some important points in mind. First, remember it's all about them. Clients today are in the driver's seat, so find out what they want and focus directly on their needs. Second, the ability to both problem-solve and implement solutions rests squarely on your shoulders. It's your job to ferret out a property owner's pain points and figure out how to resolve them.

Following my own advice to include social networking as part of my everyday marketing activities, I polled my colleagues on *LinkedIn* on which business books are "must-haves." Here are a few excellent choices to give your marketing plan a jump-start:

- *Made to Stick*, by Chip Heath & Dan Heath
- *The Tipping Point*, by Malcolm Gladwell
- *The New Rules of Marketing & PR*, by David Meerman Scott
- *Purple Cow: Transform Your Business by Being Remarkable*, by Seth Godin

What's the best marketing path to follow? You may find some answers in the bookstore. ■



PURCHASE A COPY OF THE IREM KEY REPORT, *STRATEGIES FOR WORKING WITH SMALL TENANTS* AT WWW.IREM.ORG.