




Corporate Contact Program

This marketing plan is specifically designed to effectively target and obtain corporate accounts, with the intent of gaining prospective new clients by adding high value to the partnership.

The strategy has three key elements

-  Value Added Employee Offering
-  Educational Seminar Series
-  Ongoing Marketing Campaign

Value Added Employee Offering:



Each business partner involved in the account will offer an item of value to the employees, such as a free consultation, specific discount, or free report.

Educational Seminar Series:

Instead of limiting the offer, we will engage a variety of business partners in order to provide a wealth of well rounded knowledge and experience. Each partner has the ability to provide a brief seminar on a topic of interest. This is designed to obtain more accounts and leads by adding a very high value to the relationship. We want to offer the opportunity to participate to business partners of your choice first. We will ask for you recommendations, or use our own if you have no preference.



Ongoing Marketing Campaign:



The attendees will be added to our databases, so that they may continue to receive valuable financial and home-related information, and we also retain “front of the mind” awareness. Marketing flyers will also be provided to the business, for positioning in common areas or “paycheck stuffing”.

For more information on this program, visit:
www.StevesRealtors.com/Marketing