

CASE STUDY



GLOBAL REALTY CO.

Agent Effectively Achieves 30x ROI With Trusted Marketing Tool

Customized direct mail newsletters generate leads and engage local readers.

One of the first things Kevin Cole learned at the start of his real estate career was that if he wanted to sell real estate he needed a multitude of listings.

That realization has stuck with him throughout the years and been the foundation of his business. It remains the heart of his marketing plan.

THE PROBLEM

Traditional real estate marketing is very expensive.

Kevin has used postcards as his primary marketing method for 20 years. He went from mailing 100 postcards each month to 2,500 every three weeks.

They performed well, but Kevin ran into trouble when he decided to create a newsletter. This costed him \$1.50 each and took him well over 30 hours to complete.

Kevin needed an easier and more cost effective way to set himself apart from his competitors and generate more quality real estate listings.

THE SOLUTION

Customized direct mail newspapers

Kevin turned to Bright Publications to meet his financial goals. He discovered that customized direct mail newspapers turbo charged his lead generation efforts because they're:

- Attractive and visually appealing.
- Preferred by many people over postcards.
- Read by multiple people time and time again.
- Sources of information that prospective customers want.

"When I first saw the samples Bright Publications offered, I was immediately impressed," says Kevin. "I was further amazed when I first got them and discovered what they were all about."

Kevin has also effectively integrated the newspaper into his overall marketing efforts. In addition to advertising for listings he's offering a free market analysis and sending out a bunch of tips with helpful information.

"I wish I had invested in customized newspapers 15 years ago."



THE RESULTS

Tailoring Content To The Local Real Estate Market Produces Instant Success

Kevin did extensive research on his target customers. His findings revealed that many people he targeted were financial professionals in their 40's. With this information in hand, he tailored his newspapers to include statistics, facts, and figures he knew his target demographic would respond well to. He also included a lot of fact based information regarding home values.

The newspapers were an instant success. Realizing his ability to distribute more newspapers for a small price increase, Kevin has continued to increase the number of newspapers he sends. Currently, they represent close to 80% of his marketing budget.

"I'm the only one in my area who's doing this. After incorporating these newspapers into my marketing strategy, I saw instant success. I've been able to exceed my financial goals with much less effort."

Customized Newsletters Deliver A Mind Blowing ROI

"Most agents simply don't have the mindset to do what I'm doing," Kevin says. " But, I've seen a 30x ROI from using these customized newsletters."

"I've also further benefited from the exclusivity aspect," Kevin further explains. "I'm able to target specific zip codes which gives me a competitive advantage."

Kevin further says of Bright Publications: "I wish I had invested in customized newspapers 15 years ago!"

About Bright Publications

"Founded in 1997, Bright Publications is a national marketing firm offering unique, customized direct mail solutions for real estate agents. In the last two decades, Bright Publications has mailed over 90 million publications for clients who continue to be impressed with our powerful marketing newsletters. Bright Publications is the gold standard when it comes to marketing for real estate agents.

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