

STRATEGIC MARKETING OF REAL ESTATE CONSULTING SERVICES: FROM CONTENT TO CONTEXT MARKETING



DO YOU BOTHER TO MARKET YOURSELF AS A REAL ESTATE CONSULTANT?



Many consultants never think about marketing until something goes wrong.



EXPERIENCE FROM TZ LAWYERS

Tanzania Lawyers Can Now Advertise Services

▲ MICHUZI BLOG © AT SUNDAY, JUNE 29, 2014



*Tanganyika Law Society president
Hon. Charles Rwechungura*

Tanzanian lawyers can now advertise their services, after a review of their rules — a move likely to increase competition in the country's legal sector.

The bar association of Tanzania Mainland has allowed lawyers to advertise while at the same time regulating the manner and media through which they do it. The Tanganyika Law Society Advocates (Professional Conduct and Etiquette) Rules, made under the Advocates Act, will also be used to regulate the conduct of advocates who have been operating largely unregulated.



EXPERIENCE FROM TZ LAWYERS



THE CITIZEN

National

Lawyer files case seeking 'right to advertise services'

Tuesday, September 28, 2021



By Bernard James

Dar es Salaam. Iringa-based lawyer has filed a case challenging laws that bar attorneys from advertising and marketing their legal services to the general public.

EXPERIENCE FROM KENYAN LAWYERS



The image is a screenshot of the Nation newspaper's website. At the top, there is an orange navigation bar with a hamburger menu icon on the left and the word "NATION" in white capital letters in the center. Below the navigation bar, the word "News" is written in white on the same orange background. The main content area has a white background. At the top of this area is a promotional banner for Manychat, titled "Creator's Secret Weapon" with a sub-headline "Drive More Sales and Conversions on Instagram, WhatsApp, And Messenger Using Automation" and a blue "Sign Up" button. Below the banner is a news article with the headline "Lawyers free to advertise services, court rules" and a sub-headline "Thursday, March 29, 2012 — updated on July 03, 2020". The article features a photograph of several men in black judicial robes and white wigs, with one man on the left gesturing towards the others. Below the photograph is a caption: "Director of Public Prosecutions Keriako Tobiko (left) consults with lawyers during a past court session. Lawyers are free to use their services, the High Court ruled March 29, 2012."

☰ **NATION**

News

Creator's Secret Weapon
Drive More Sales and Conversions on Instagram, WhatsApp, And Messenger Using Automation
Manychat [Sign Up](#)

Lawyers free to advertise services, court rules
Thursday, March 29, 2012 — updated on July 03, 2020



Director of Public Prosecutions Keriako Tobiko (left) consults with lawyers during a past court session. Lawyers are free to use their services, the High Court ruled March 29, 2012.

The US Experience

- ✓ It was not until the late 1970s that advertising was admitted in the United States as a correct and acceptable means of marketing professional services in a competitive environment.
- ✓ Stress was laid on the point that competition in professional services ought to be encouraged, as it provides the Client with the possibility of getting a better service for a lower price.
- ✓ In other countries, attitudes to the marketing of professional services have also started changing

Why Should Consultants Market their service?

- ❑ If they do not market in a competitive environment, they will not get the clients and the market share that they could and should get, and are thus abdicating their position in their competitors' favour;
- ❑ Irrespective of competition, marketing is needed to put the right consultant in touch with the client who needs and is prepared to use him or her;
- ❑ the client may not know about your firm, lack an understanding of what consulting is about, or just be timid and shy, so a professional approach to marketing will surmount these obstacles and establish the required collaborative relationship.

To start with VALUERS

- ❖ The BANK that was your bread and butter has just been bought out by its competitor.
- ❖ The Relationship Manager who used to give you leads was offered a better job and the new guy wants to bring in his own VALUER.
- ❖ The market has taken a downward turn and your regular clients are not calling you.
- ❖ Guess it's time to think about marketing!

WHAT IS MARKETING IN CONSULTANCY?

Must it really be research-based?

Should consultants have marketing plans?

Marketing is everything you do to find or keep a client.



To be the most successful, marketing is generally based on some research, even if that research is unsophisticated and subjective.

Do you have some inside scoop about one client?

Marketing is all about selling yourself and you need to use what you do best to market.

FROM 4Ps TO 7PS

Product

What is our product?

- ✓ Quality & value
- ✓ Branding & imagery
- ✓ User experience
- ✓ Features
- ✓ Warranties

1

Price

What is the value & price of our product?

- ✓ Strategy
- ✓ List price
- ✓ Discounts
- ✓ Payment methods
- ✓ Free elements
- ✓ Credit terms

2

Promotion

How will people discover our product?

- ✓ Messaging
- ✓ Search Marketing
- ✓ Social Media
- ✓ Advertising
- ✓ Direct Marketing
- ✓ Partnerships
- ✓ Offline marketing
- ✓ Word of mouth
- ✓ Promotions

3

Place

How/where do people purchase our product?

- ✓ Website
- ✓ Marketplaces (e.g. Amazon, eBay)
- ✓ Retail experience
- ✓ International exports
- ✓ Wholesale
- ✓ Resellers

4

People

Who do we hire and how should we act?

- ✓ Employees
- ✓ Founders
- ✓ Culture & image
- ✓ Customer service
- ✓ Training

5

Process

How do we deliver our product consistently?

- ✓ Standardisation
- ✓ Measurement
- ✓ Delivery
- ✓ Complaint handling
- ✓ Response time
- ✓ R&D

6

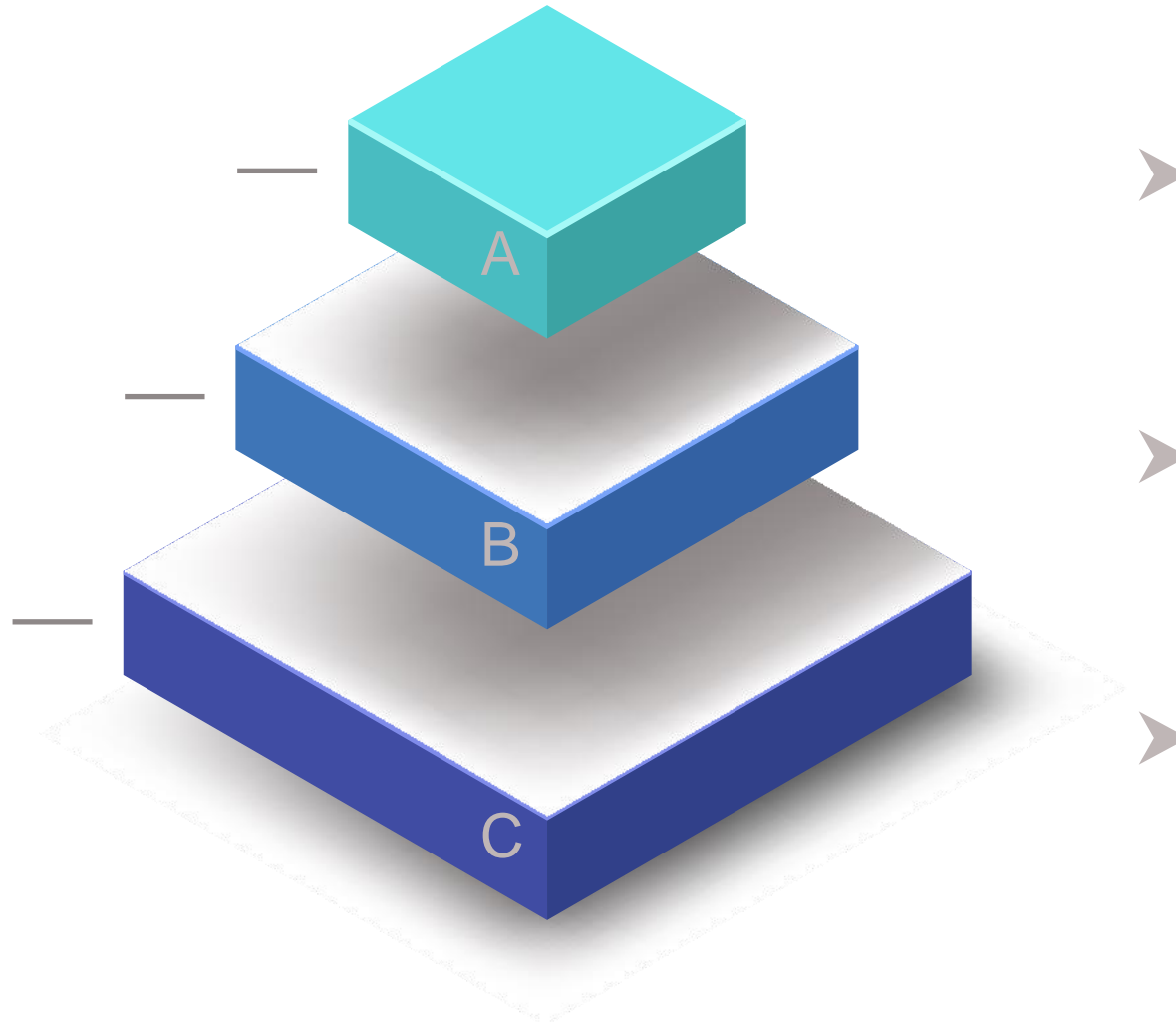
Physical Evidence

What should our environment be like?

- ✓ Offices/stores
- ✓ Packaging
- ✓ Equipment/facilities
- ✓ Recommendations
- ✓ Cleanliness
- ✓ Word of mouth
- ✓ Interior design
- ✓ Music/sounds
- ✓ Smell
- ✓ Staff appearance

7

THE ABCs OF SERVICE MARKETING



A: Assess the Situation

Examining from an internal and an external perspective. Internally you will examine your consulting company. Externally you will examine your competition and your customers.

B: Build a Potential Client Base

Data analysis, develop a marketing plan then target and identify a specific CLIENT

C: Contact Potential Clients

contact potential clients and convince them to use your services.

SO,

- ✓ Define your market,
- ✓ Identify your clients,
- ✓ Find out what they need,
- ✓ Sell the consulting service to them,
- ✓ Deliver the service to the clients' full satisfaction and
- ✓ Make sure that once you have good clients you do not lose them.

How Do You Handle Objections and Other Challenges?

- ❑ An objection is simply the way clients identify their needs.
- ❑ It is a request to provide more information about why a client should buy from you.
- ❑ If a client says, “Your price is too high,” it may simply be a desire to get full value for the project.

What if the client mentions your competitor?

- ❑ You should state that your competitor is good at what they do and ask whether the client wants to know how you differ.
- ❑ Your response will, of course, not criticize your competitor, but will clarify the differences.

CONSULTANCY FEE

- ❑ **Have you ever offered a free advisory service?**
- ❑ During first meetings with prospective clients, the cost of your services should be discussed.
- ❑ If the client does not bring it up, you may want to.
- ❑ Many clients think that consulting fees are ridiculously expensive, so you need to be prepared to explain your fees.
- ❑ It is usually better to spend more time explaining the value of the benefits to the client.

Never be forced to provide a price quote before you are ready—and especially while in the potential client’s office. When pushed you can say, “Let me go back to my office and put a proposal together that will outline a work plan and cost. It will be on your desk tomorrow.” Then do it.

REMEMBER: As a consultant, you should consider your business margin, your remuneration, pay all your own taxes and insurance, have staff and office overhead, and so on.

DO NOT RUSH TO INVOICING

- ❑ Instead of closing techniques, think in terms of mutual problem solving.
- ❑ If you are solving a problem and truly communicating with the client, you will spot the closing signals, words, gestures, requests for more information, or even returning to earlier discussion.
- ❑ A sale is not something you close; it closes itself while you are busy serving your client.

FROM CONTENT TO CONTEXT MARKETING

- ❑ The Context Marketing has brought a new way of thinking that's set to change the way we communicate with our target audiences on a fundamental level.
- ❑ Context marketing is about delivering the **right** campaigns to the **right** customers at the **right** time.
- ❑ Having a larger, more telling picture – you know, those little details that lend more clarity to things that would otherwise be pretty general, unspecific, and, well, uninteresting.
- ❑ Leverage context about your audience, leads, and customers in your content marketing.
- ❑ Create audience profiles and buyer personas and use that information to create more effective marketing and advertising campaigns.

Content vs Context Marketing

- ❑ **‘Content’** is the material you deliver to your customers: blog posts, articles, offers, newsletters, emails, campaigns, and advertisements.
- ❑ **‘Context’** refers to the timing and circumstances surrounding your delivery of this content.
- ❑ Context helps you add personalization to your content, making it more unique and relevant.
- ❑ Today, many people want more personalized content that is tailored towards them.

why context marketing is important for a REAL ESTATE CONSULTANT?

1. Having context provides more personalized content
2. Targeting the needs of the audience is more effective

Context Marketing is the Next Evolution
of Content Marketing - Without context,
you risk reaching the wrong people at
the wrong time.

CONCLUSION

- ❑ To succeed in your work, you need to find and keep clients, no small feat—especially in today’s world where the marketplace is filled with consultants parading, displaying, and revealing their offerings.
- ❑ There are more consultants than ever before, all acting like they know what they are doing.
- ❑ Your challenge is to know what you are doing, to find clients who value what you do, and to consult in a way that fits with your larger life.
- ❑ Use this work of consulting to become your better self.



Thank You
For Your Attention

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