

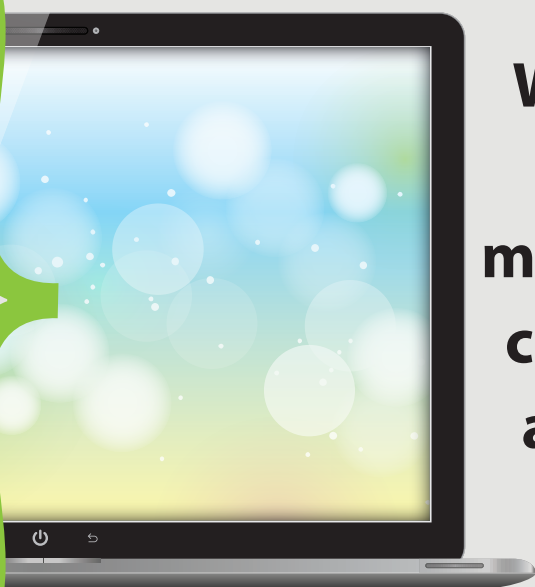
MARKETING ROI: WHAT WORKS

The **TOP 3 TRENDS** You Need to Know



DIGITAL MARKETING drives traffic

**Traditional
Direct Mail
Newspaper
Inserts
Ads
Referrals
Other**



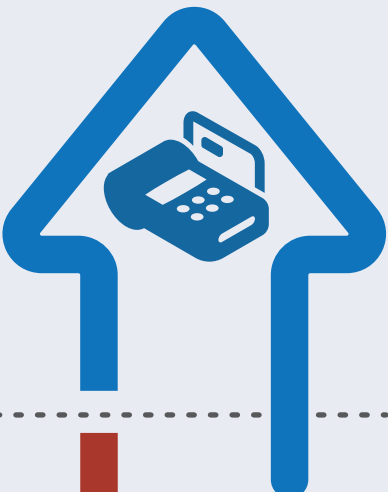
**Websites
prompt
more office
calls than
all other
means.**

It is imperative to have a digital presence in your multi-faceted marketing plan because it validates their decision to call your office.



NEWSPAPER ADS are ineffective

**HIGH
Cost**



**LOW
ROI**

**Increase
your ROI with
less frequent
inserts
that are
event-driven.**

Advertising in newspapers builds brand awareness more than it drives opportunities.



DIRECT MAIL generates the most appts

Of those who respond to direct mail:

51% of
calls lead to appts



56% of
appts lead to...



units sold



**Traditional
direct mail
still
generates
high
response
rates.**

While traditional direct mail can be relatively costly, it brings in a considerable amount of appointments for our Associates.