



## *Building a Relationship Development System in Detail*

- *Purpose- Build Top of Mind Awareness & Communicate Vision*
- 4 laws of RDS & Lead Generation
  - 1) Build a Database
  - 2) Feed it everyday
  - 3) Communicate with it in a systematic way
  - 4) Service all the leads that come your way

(1-3 are team activities)

### (1) Building the Database:

- Aggregate current contacts into one database
- Established analytics to track campaigns

### (2) Feed it Every day:

Just Mets +Website Portal

- Develop Touches for Just Met Campaign
  - Build Local Sphere through networking
- Develop offers for website subscription
  - Review current website & make recommendations to webmaster

(Already)Mets – (Referral) 24+ touches

- Develop systematic touch plan (see (3) below for examples)
  - Starting with re-introduction letter

### (3) Communicate with it in a systematic way and “repurposed”:

Examples of communications:

- E-Newsletters- Established branding
- Offers
- Blogs
- Testimonials
- Surveys
- Videos- YouTube Channel
- Website- new content, add compelling offers
- Events
- Thank you for referrals
- Social media
- Industry specific websites