

## Overview:

- The general overview of this strategy is to promote your growing business. Dave Ehlke contacts a local ice cream parlour to partner with him on his business.
- Dave then provides his leads with an ice cream voucher, that can only be redeemed if they take a photo of themselves with their ice cream, tag Dave and the parlour, and post it to Facebook.

## How to implement this method?:

- Instead of providing your leads with a more typical voucher, search for a local shop in your area that you can promote.
- Look for a business that will partner with you, so both parties benefit.
- Build the promotion so some kind of social aspect is involved.
  - Facebook tag
  - Twitter
  - Instagram
- These vouchers can be mailed, or delivered as door knocker items.
- If possible, have your meetings at this new location

## Value:

- Providing your leads with added value provides you with a memorable wow factor.
- Providing them with a voucher from a local area shows you know the neighborhood well, which provides you with an advantage amongst other realtors.
- Your name, as well as promotions will be more widely known on social media and in the community.
- You will be building a trusted name and brand for your business.
- Leads will be more inclined to open any mail or door hangers you provide them with.
- Trusted member of the community
- Assisting other businesses