



SALESTEAM live™
Your Virtual Marketing Team

DONE-FOR-YOU MARKETING CAMPAIGNS

Geography Campaign

This Campaign is designed to reach a broad audience in a specific geographic area. An excellent means of building name recognition and establishing your business in a given area, this campaign is highly effective in flat or declining market conditions and reaches a very large population in a given area. Combine this campaign with SalesTeamLive's Richard Roop Post-it Notes and you'll have one of the most effective marketing approaches in flat/declining markets.

Campaign details include:

Market

- All occupants in a given series of zip codes or counties
- Mailing list provided by SalesTeamLive (with ability for additional selects by bed/bath) at NO additional cost
- More than 75 Million prospects available nationwide
- Recommended for flat or declining markets. A much higher mail volume required in hot, post hot and emerging markets typically required.

Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to homeowners
- Expresses interest in buying property – quickly and easily
- Realtor version available

Media

- Direct Marketing using First Class mail
- Card design: canary-yellow, card stock, 4" x 6" postcard
- Alternating media mailing:
 - Personalized postcard
 - Personalized "notice" postcard
 - *Optional* Richard Roop Million Dollar oversized postcard

Multiple

- Each property receives five postcards at 90-day intervals
- Segmented mailing list provides an even monthly flow of inbound leads

Months

- Market to homeowners over a 12-month period

Money

- Investors should expect to spend from \$1000 to \$1,500 per deal for this campaign. Note: Expenditures necessary to obtain a deal vary depending on local conditions



Investor Tip:
Geography Campaigns
are the most cost-effective
approach to broadcast your
message.

"Managed direct-mail
list campaigns eliminate
the waste that is inherent
in newspaper ads or
'Valpak' mailings."

Richard Roop