

# HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

**“Man, you guys are EVERYWHERE!”**

That’s what we heard in Mesa, AZ in our farm. It’s important to keep the brand out there, so that everywhere people look, the reticular activators are picking up and recalling that brand imaging, so that when they ARE ready to buy or sell real estate, you’re the first Realtor that comes to mind.

One way to be everywhere is to buy pens with your logo on them. (Be sure to include brokerage and any other required marks and logos to be in compliance.) Pens are actually quite cheap online - some sources include Crestline.com and 4allpromos.com, but look around for the best match and price for you.

Then, connect with local restaurants. If they take cards, they need pens. Be their #1 supplier of free pens, so that when anyone is paying for their meal, once again, your brand pops up in their face. Hopefully you’ll hear those magic words - “Man, you guys are EVERYWHERE!”



## Recipe: Restaurant Pens

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### Ingredients:

Custom pens with your logo imprinted

Local Restaurants

A couple hours to drive around, build relationships, and give away your pens

### Directions:

Perhaps one of the easiest marketing ideas we’ve shared. Simply order some custom imprinted pens. Go to local restaurants and begin to build long-lasting relationships by giving them a bag, box, or rubber-banded handful of pens to give to their wait staff to give with the bill for credit card signatures.

Set yourself a reminder every thirty days or so to go around and replenish to make sure that you’re staying top of mind in your farm!

