

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Building Incredible Experiences Helps Cement Reticular Activation

Reticular Activation, the psychological process of choosing which stimuli to pay attention to, is a central part of the science of branding. And, while a brand name and logo do a good job of making sure that your farm associates you with real estate, adding other elements like smells, touch, and sounds will cement your branding in a much stronger way.

When we think back to why we love certain brands, it usually connects with a positive experience we had with that brand. In our farms, we want to seek out ways to give those in our farm a positive experience that they can associate with us, so that when they are ready to buy or sell real estate, we are first in mind coupled with that memory of a positive experience.

The Turkey Bowl is an easy event that only requires a little set up and promotion through normal channels. This event can also be the New Year's Bowl, President's Day Bowl, or The Saturday Before Christmas Bowl. Simply put out the word, set up some cones, bring a football, and build some positive memories.



Recipe:

The Turkey Bowl

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Ingredients:

Existing Marketing Campaigns and Social Media to Get Out the Word

Football and Cones

Location to Play

Directions:

Download a Turkey Bowl Logo Template at: bit.ly/16jywJV

Find a location to play football. Whether a park or a school, make sure it is accessible at the time of the game, and if you need permission, get it. Promote the event through your normal channels, along with reminders on social media. Bring a football or two and small orange cones to mark off the field. As people come, separate the Under 30 and Over 30 and choose teams alternating to assure an even spread of ages. We recommend two-hand-touch football, but flag football is a great option as well. Having a referee is a bonus. After the game, post pics on social media!

VARIATION: Get a co-sponsor and have shirts made and give them to those in attendance for free with the name of the event and the year.

