

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Helping Keep Kids Safe Tells People That You Care.

Hyperlocal community marketing is nothing without being a brand that cares about the community. If the perception is that all you care about is listings and buyers, those things will elude you.

Being a resource for real estate AS WELL as useful, everyday resources for the community puts you first in mind not only in the category of real estate, but also community identity.

The Kenny Klaus Team created Water Watcher tags because Arizona has one of the highest per-capita child drowning rates. The concept is simple - during a party or get-together, adults take turns leaving the conversation and focusing only on the pool. However long the shift (5-10 minutes, 20 minutes, etc), as long as they are wearing the lanyard and Water Watcher Tag, they are responsible to watch the swimmers. At the end of their shift, they pass it on to another adult. Kids are safe, and should there be an accident, CPR instructions are on the reverse!

Start the Groundwork Now So That This Resource is In-Hand For the Swimming Months!



Recipe:

Teddy Bear Drive

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Ingredients:

Water Watcher Template at <http://clme.com/water>

Your office as a pick-up location

Cardstock and printer

Lanyards or yarn (lanyardstore.com)

Laminator

Hole punch

Your normal marketing

Directions:

Take the template (link above) and add your graphic in Word or a photo editing program.

Print them out on cardstock if possible, and laminate them, as people will be using them around water. Using yarn or inexpensive lanyards (it's a plus if it has your website or logo on them!), create a necklace and attach the tag to the lanyard/yarn with a hole punch.

Announce to your farm that you have the Water Watcher Tags, and what they are used for.

Tell them that they can pick them up from your office for free. If you do not have an office, set up a booth at a local event where they can pick them up. And take the opportunity to do a press release that you're providing them for free for the extra PR!!

