



MARKETING FOR THE RED PIN
CASE STUDY



ABOUT THE CLIENT

TheRedPin is a different kind of real estate and mortgage brokerage company. Serving the greater Toronto, Canada area, TheRedPin focuses on delivering an exceptional real estate experience through specialized, neighborhood-specific service designed to meet each customer's needs. Additionally, TheRedPin offers a unique agent model, where agents are salary-based employees, who receive bonuses based on the customers' selling experience.

capabilities: strategic marketing brand positioning lead generation campaign development and execution
copywriting direct mail marketing print design





TheRedPin[™]
A Different Kind of Brokerage

choose
your
neighbour.



THE SCENARIO

TheRedPin approached SRM with a common real estate issue: they wanted to build a lead generation program that would deliver more sellers and more buyers. Their agents operate in a healthy real estate market, but one that is saturated with other agencies all vying for the same clients. They needed to develop agent marketing tools that would help TheRedPin differentiate itself in the marketplace and grow their sales.

THE SOLUTION

To match TheRedPin's unique business model and approach to real estate, SRM developed an equally unique two-pronged marketing campaign designed to strengthen awareness of TheRedPin brand and the company's unique value proposition and drive sales.

Part one is the "Choose Your Neighbor" campaign, inviting homeowners to refer potential neighbors—friends, family or colleagues—interested in buying a home currently listed by TheRedPin in their neighborhood. A series of direct mail postcards featured clever and quirky scenarios in which the recipients may find themselves—living next door to all-night partiers, garden gnome enthusiasts, the cat lady or other less-than-ideal neighbor. To save the recipients from this unfavorable outcome, they were guided to visit a landing page to refer their ideal neighbors, generating prospective buyer leads for TheRedPin.

Part two is the "Meet Your Neighbor" campaign. Each time TheRedPin sells a home, postcards are dispatched to the neighborhood promoting TheRedPin's success for the seller. Recipients are prompted to visit a customized landing page if they have been considering selling their home or if, now that they've met the new neighbor, they are eager to move! The landing page capture form generates new sales leads for TheRedPin agents and offers an easy way for prospective home sellers to find an agent.

FRONT



FRONT



BACK



BACK



POSTCARD (1st touch)

POSTCARD (1st touch)

TheRedPin POSTCARDS



TheRedPin
A Different Kind of Brokerage

Whether you've been planning a move for some time or your new neighbour already has you packing up boxes, we'll help you find the community that's best for you.

Starting with an in-depth conversation about the home you're looking for, your full-time personal agent will zero in on properties for you and buyers for your home.

- Get more service, pay fewer fees and be stress free.
- Have your home listing exposed to more than 5 million buyers that you won't find on MLS®.
- Work with a hand-selected, local agent backed by TheRedPin brand. Our agents are salaried, not commissioned, so their motivation is your satisfaction!
- Receive cash back* when you buy and list with us...because who doesn't love savings?

*Cash back is applied to TheRedPin standard listing rates. For more, please visit TheRedPin.com/offerings/home.
This message is not intended to solicit clients currently listed or under buyer's agency agreements.

Check out this mega sweet card.

Thanks for taking a look.

TheRedPin
A Different Kind of Brokerage

Talk with an agent now.
413.800.0812
Begin your search today.
www.TheRedPin.com

Your new neighbour is here.

TheRedPin
A Different Kind of Brokerage

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TheRedPin IGNITE MAILER - INSIDE & OUTSIDE