



Local area marketing

Workshop wonder

Workshops or information sessions are a tried and tested strategy to build a broker's brand and client base

The current economic climate has left people hungry for advice and information. And workshops and information sessions are an ideal way for brokers to feed them.

For Lyn Duke of Q Finance in Queensland, monthly workshops contain multiple levels of value.

One of the main benefits is that they are a great way for Q Finance to build its name and reputation in the local community.

"Because we're not a franchise brand, building awareness is really important," Ms Duke says.



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Lyn Duke, Q Finance

Most importantly, as with any marketing initiative Q Finance is able to generate leads and referrals from its regular workshops – though conversions might not necessarily be immediate.

"I look at it from a long-term point of view, not short," says Ms Duke.

"Because our business is purely based on referrals it's really about building a strong name for yourself. It's about generating long-term relationships rather than instant leads – although that can happen as well."

Q Finance's workshops generally attract 10 to 15 people, which Ms Duke says is the perfect size to facilitate interaction. They are held at a local restaurant, which pitches in to do a special deal for her. A local winery even supplies the beverages.

Ms Duke says the cost involved in holding her workshops is minimal – around \$100 per session. She keeps costs down by printing off workbooks and information sheets in the office, and leveraging off business relationships – such as with the local restaurant.

"It doubles as an opportunity for (other local) businesses to promote their services," she says.

"They look after me by arranging their home loan with me so in return I look out for them by creating business opportunities."

She adds: "If I can help someone out I like to think it will come back at least twofold." A good philosophy for all brokers to do business by. ↑↑



TIPS FOR A SUCCESSFUL WORKSHOP

- Hold workshops at the same time and venue so clients remember to attend
- Encourage clients bring along a friend to grow your lead potential
- Engage the local business community to reduce costs
- Take advantage of lenders' marketing budgets and ask for free marketing collateral that can be handed out



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