

Staying Connected  
during the COVID-19 Pandemic

# Marketing Tips to Keep Moving Forward»»»

**Social distancing is critically important for all of us right now**, but so is staying connected, productive and positive. Here are 25 marketing tips to help keep your momentum going and your practice moving forward during this challenging time.

- **Call to check in** on clients and contacts.
- **Write handwritten notes** to key prospects.
- Update your **social media** accounts.
- **Research a new segment** (property investors, new realtors, HOAs, etc.).
- **Host a short online class** for first-time homebuyers.
- Create a **direct mail campaign**.
- **Add video to your website**; share on social media.
- Explore **print and online** advertising.
- **Update your CRM/database**.
- Ask clients for **testimonials**.
- **Engage via social media** (ConnectOR by The Fund makes it easy!).
- **Connect** with affiliate providers.
- **Mail “home purchase” anniversary cards**.
- **Write an article** about “safe closings” for your local newspaper.
- **Refresh your marketing collateral**.
- **Add a blog to your website** and share helpful advice.
- **Start an email drip campaign**.
- **Attend an online “meet-up”** (meetup.com).
- **Download marketing materials** from The Fund Shop.
- **Update your website content**.
- **Explore social media advertising**.
- **Add new capabilities** (digital closing, RON, commercial real estate, etc.).
- **Verify your online information** is correct and consistent.
- Make sure your website is **mobile-friendly**.
- **Sponsor a community initiative**.

Remember, all of us at  
The Fund are here for you.  
**Please stay safe, healthy and strong!**