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# WHEN CONVENTIONAL MARKETING TACTICS WON'T DO

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A REAL ESTATE EBOOK FROM

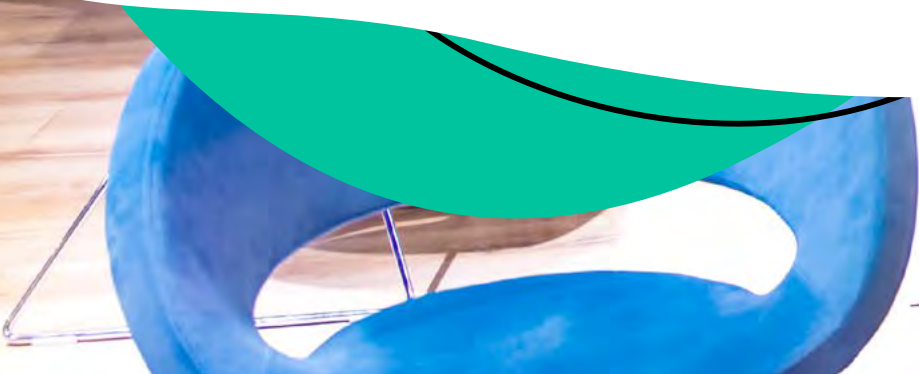


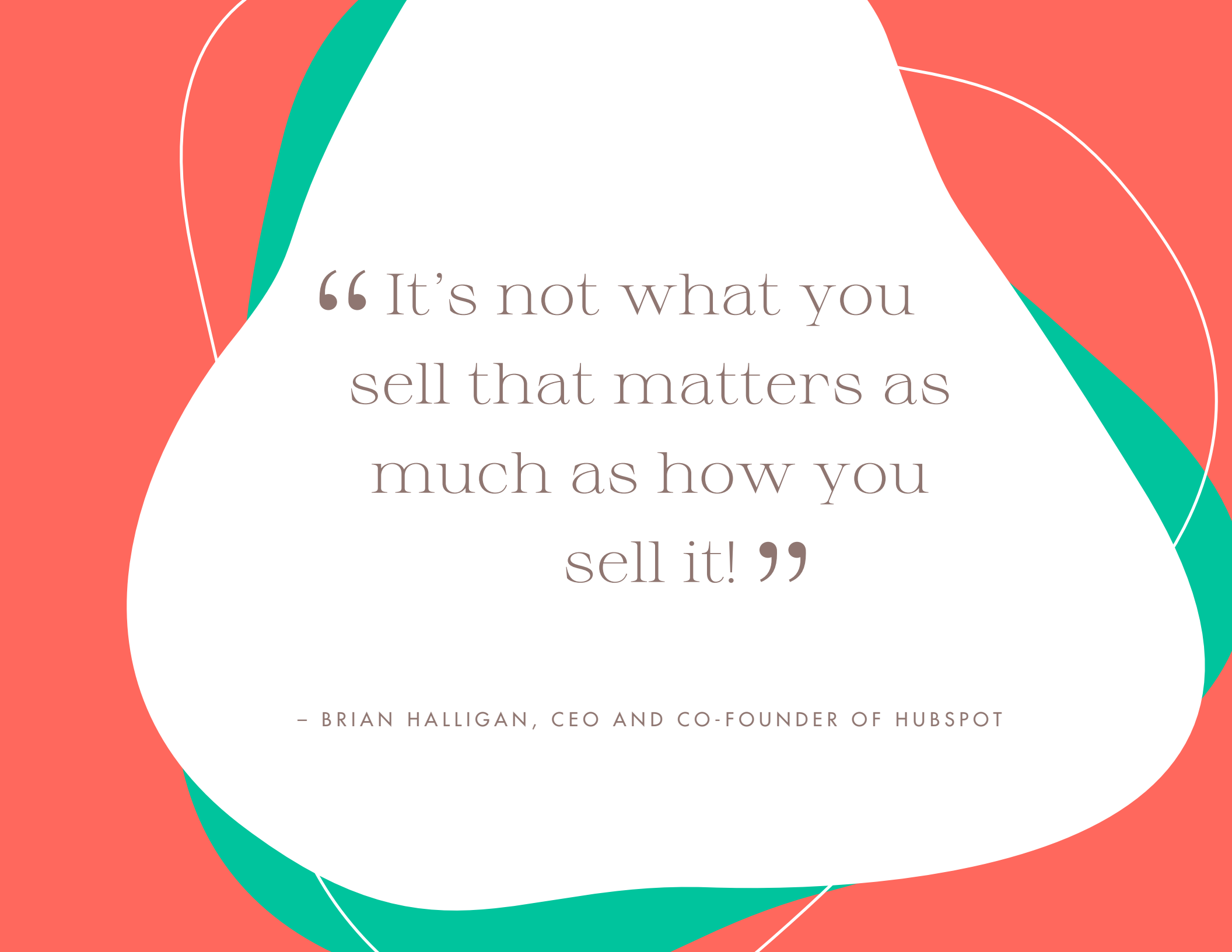
# WHAT IS UNCONVENTIONAL MARKETING?

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Unconventional marketing strategies (also known as “guerrilla marketing” thanks to Jay Conrad Levinson’s 1984 book, [\*Guerrilla Marketing\*](#)) are marketing efforts — or stunts — that are executed outside of the traditional realms of reaching people with the goal of eliciting an emotional response from the consumer, thereby increasing brand engagement. Oftentimes, guerrilla marketing campaigns can be abrupt, surprising, and/or edgy.

Of course, in the mid ‘80s, Conrad’s idea of traditional marketing involved billboards, magazines, newspapers, radio, television, and direct mail, but for the sake of relevancy, let’s include most activity on social media as well.





“ It’s not what you  
sell that matters as  
much as how you  
sell it! ”

– BRIAN HALLIGAN, CEO AND CO-FOUNDER OF HUBSPOT

# EXAMPLES OF UNCONVENTIONAL MARKETING

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Perhaps one of the most well-known and most recent examples of guerrilla marketing came to fruition thanks to Elon Musk when his electric car company decided to generate some brand hype by [launching a Tesla Roadster](#) prototype into outer space.

The stunt generated plenty of press, and rightfully so, but you don't have to spend hundreds of thousands of dollars to get your space litter in front of people. Acts of guerrilla marketing can be simple, relying on your creativity rather than your wallet.

For example, promoters of the movie [Deadpool](#) made a dating app profile for their movie's main character calling himself "a semi-professional bad guy" among other witty quips alluding to the film. Another notable example of unconventional marketing occurred when the Discovery Channel chose to market their [Shark Week](#) series by placing branded "shark bitten" surfboards in beachy areas hoping to get some "bites" on social media.

What do these examples have in common? Each act of unconventional marketing aimed to engage its audience (and the press) in a new conversation based on their stunt, garnering both free publicity and increased interest in their product.



# PROS AND CONS OF UNCONVENTIONAL MARKETING

## PROS

- Generally lower cost than traditional marketing efforts
- Plenty of creative license
- Can reach a plethora of local customers
- Social media makes these efforts more effective than ever
- Boosts brand awareness when executed correctly



## CONS

- No guaranteed return on investment
- Can take time to resonate with audience
- Shouldn't be used as the only form of marketing as unconventional marketing is more about reaching and intriguing new clients than nurturing current clients
- Easy to get carried away and either produce strategies that don't align with your established brand or upset and alienate clients



# UNCONVENTIONAL MARKETING IDEAS IN REAL ESTATE

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In our blog [“The New King of D.C. Manors: A Millennial Real Estate Agent”](#), we profile the TikTok prowess of Washington, D.C. real estate professional Daniel Heider — a top local agent who’s taken a more unconventional approach to staging and presenting listings.

In one case, he even threw a high-end pumpkin patch party at a property and frequently spends thousands on things others might find frivolous. For example, he once placed \$1,500 scent diffusers throughout a home to create a pleasant olfactory experience and [spent \\$4,000](#) on flowers alone for a TikTok shoot.

The results, however, are difficult to dispute with. As this is written, Heider has a substantial amount of followers on social media and is widely regarded as one of the area’s most successful agents.

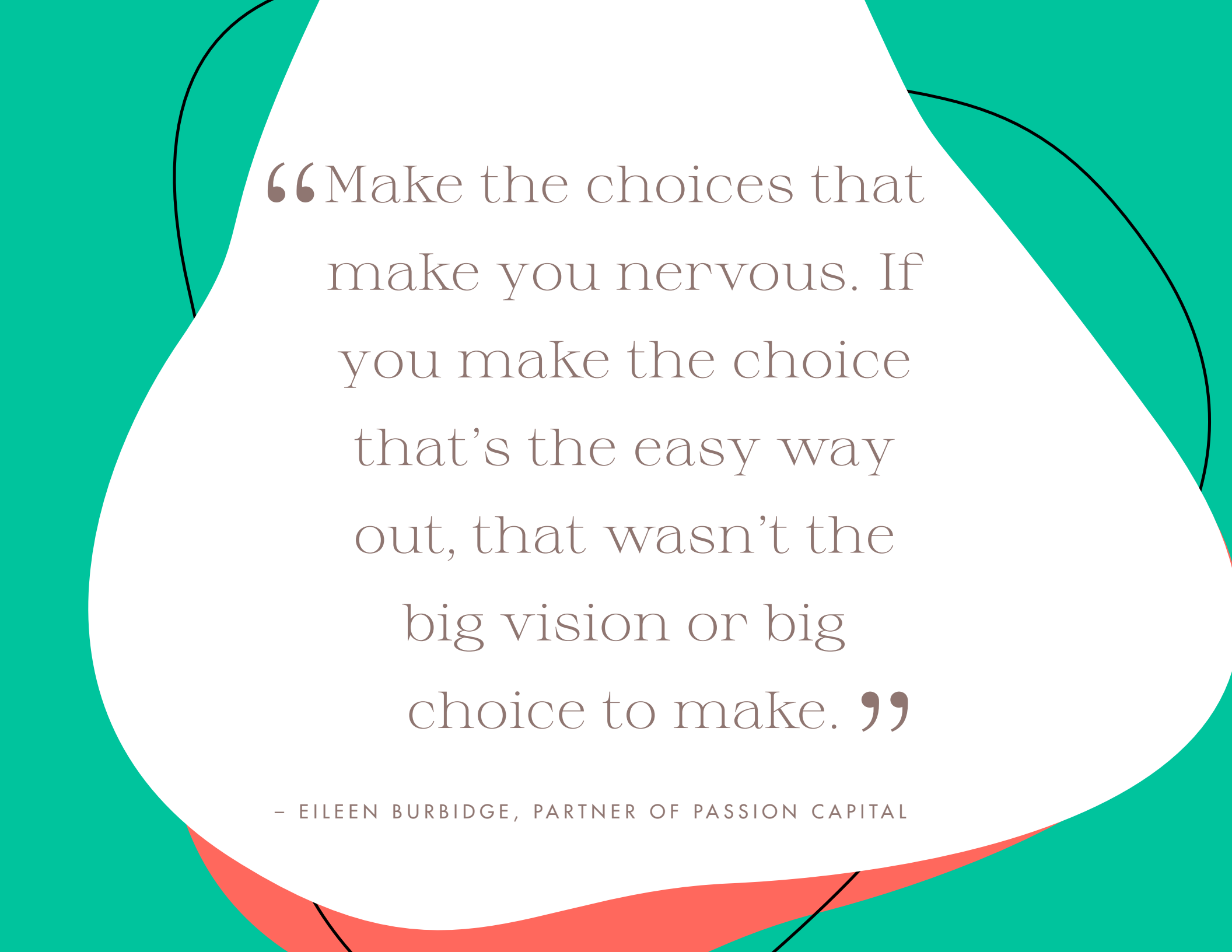
## SOME OF DANIEL HEIDER’S ACCOLADES INCLUDE:

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Being named the highest producing agent under 40 in D.C. for 6 years straight

Listings ranging from \$2.5 million to \$100 million

2.5 million followers on social media



“Make the choices that make you nervous. If you make the choice that’s the easy way out, that wasn’t the big vision or big choice to make.”

– EILEEN BURBIDGE, PARTNER OF PASSION CAPITAL

# THINKING DIFFERENT

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As mentioned previously, guerrilla marketing shouldn't be your sole form of marketing. Instead, consider using it to take little calculated risks and stir up some interest in your brand. In other words, don't feel pressured to throw your entire marketing strategy out the window — simply see where you can add a bit of flavor to reach new leads and start new conversations.

So go ahead, brainstorm with your fellow agents, study what other out-of-the-box thinkers are doing, and don't forget to make it fun for both you and your target market. You'll soon find yourself on a creative and hopefully fruitful path.

If you need some help to get started, check out our unconventional marketing ideas below:



## INSTAGRAMMABLE MURAL

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In the age of social media, murals are all the rage. So if you have a swanky office space or know a business owner who is willing to collaborate, contact a local artist to have them paint up a catchy background for photos. Of course, don't forget to incorporate your #brand into the work!



## EVENTS

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Like Heider, who went all out on his pumpkin patch party, events can be a great way to garner some attention for your business and have a little bit of fun in the process.

Your event could be something as straightforward as working with a winery to host a wine tasting event or something as extravagant as hosting a gala.



# THINKING DIFFERENT



## ADVERTISING ON A RACE CAR

Make no mistake, snagging a full-blown ad on a Cup Series NASCAR is going to cost a pretty penny. But like other sports, there are more amateur leagues, many of which are run by mom and pop teams with hyperlocal sponsors.

Don't let motorsport's blue collar appeal fool you; a master plumber or experienced welder can make well into the six-figure range, and they may be in the market for listings like yours. To get your name flying down the track, simply search for race tracks nearby and reach out to ask about sponsorship opportunities.



## EPIC HOLIDAY LIGHT DISPLAY

Sure, this one might be seasonal, but real estate and Christmas lights go together like bourbon and eggnog.

Considering there are already companies that offer tours of local residential light displays, why not convert your property (or one of your high-end listings) into a bright, twinkling ad?

### **PRO TIP:**

*Hiring a professional Santa and setting up a hot chocolate bar could put you on the good list for life — or at least for this holiday season!*

# CONCLUSION

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Regardless of the route you choose, unconventional marketing is anything beyond traditional marketing strategy that, when done correctly, can result in impressive customer reach and increased brand awareness.

As always, be creative, conscientious, and genuine. Real estate is one of a few industries where a unique experience can still enhance the buying process. After all, purchasing real estate is likely one of the largest financial decisions a person will make in their lives, so why not help celebrate with your new customers rather than just sell to them?



# ABOUT US

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