



Guerilla Marketing Techniques: Designation Promotion Ideas for the Individual CCIM

Now that you've earned the designation, communicate to your clients, prospects and business associates the value behind being a CCIM. Here are a few low-cost/no-cost suggestions.

Media Relations

- Send press releases on a regular basis regarding market activity
- Publish a business article
- Promote the *RERC/CCIM Investment Trends Quarterly* results
- Take a reporter to lunch
- Offer to draft an opinion article
- Host a local radio program

Printed Materials

- Place cooperative ads with other designees
- Include the CCIM logo in all advertising and other printed materials
- Contact the media in person
- Personal/company brochures with logo
- Distribute "Use a CCIM Professional" brochure

CCIM Chapter Participation

- Chapter membership
- Chapter involvement as volunteer leader
- Staff exhibit booth—local trade shows
- Initiate chapter public service project
- Incorporate the CCIM story into local REALTOR® orientation programs

Personal Marketing

- Window decal-office and car
- Regular meeting where designees invite a banker, lawyer, community leaders
- Individual lunch with professionals (ie., attorneys, bankers, etc.)
- Wear the pin every day
- Build co-op relations with other trade associations
- Incorporate the online resources available through CCIM
- Create referral networks
- Hold investment classes for clients
- Educate local REALTORS®
- Promote the value behind the CCIM designation once every business day
- Tie in other professionals like SIOR, CSM, CPM, MAI
- Join the Chamber of Commerce and promote the use of CCIMs
- Create a lobby display of projects and incorporate the CCIM logo
- Deliver CCIM PowerPoint presentations
- Order a personalized CCIM license plate or phone number
- Contact other professionals with letter of introduction
- Recognize the value of word-of-mouth marketing