

# VICTORIA GILLESPIE

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CHIEF MARKETING AND COMMUNICATIONS OFFICER  
NATIONAL ASSOCIATION OF REALTORS®

LEADERSHIP  
SUMMIT



# KNOW OUR VALUES

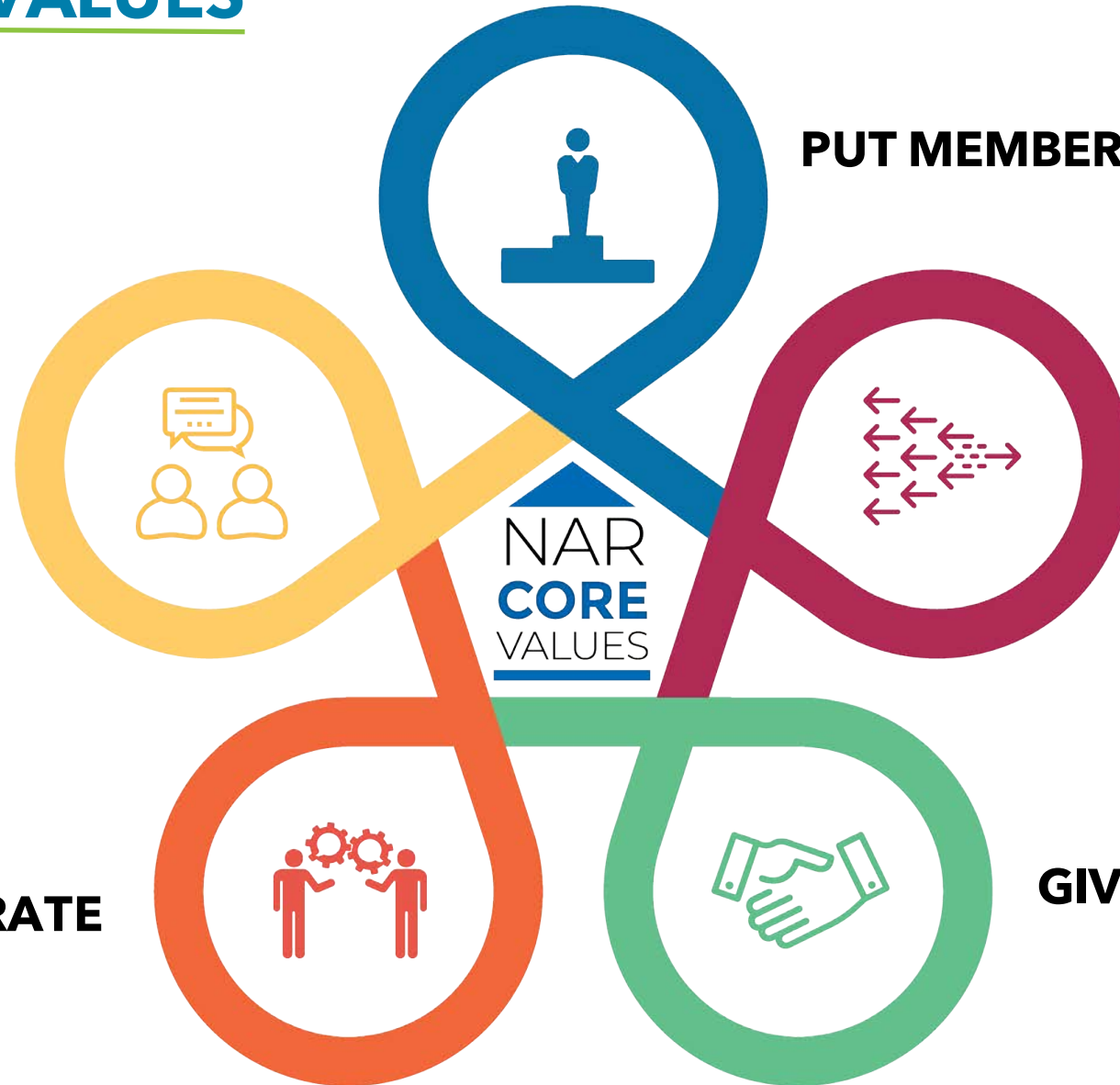
**PUT MEMBERS FIRST**

**LEAD CHANGE**

**COMMUNICATE**

**GIVE RESPECT**

**COLLABORATE**





## **ALIGNMENT:**

- ✓ Listening and learning to better serve our members



## **ALIGNMENT:**

✓ Prioritize the member first.



## **ALIGNMENT:**

- ✓ Foster innovation by leaning forward.



## ALIGNMENT:

- ✓ Increase speed to market by breaking down silos.



## ALIGNMENT:

- ✓ Collaborate to enhance communication, create message alignment, and reduce brand dilution.



# ADVOCATE:

- ✓ Advocating for our members and equipping them to always be ready.





## **ADVOCATE:**

- ✓ Tell stories of success.



## ADVOCATE:

- ✓ Be the guide.  
Provide value and  
inspire dialogue.

A black and white photograph of a woman with blonde hair, smiling and looking towards another person whose back is to the camera. They appear to be in a professional setting, possibly a meeting or a collaborative work environment. The image is partially obscured by a dark blue overlay on the left side.

## **CONNECT:**

- ✓ Building a stronger connection that motivates and inspires members and staff.



## CONNECT:

- ✓ Focus on the hero, REALTORS® making a difference.



## CONNECT:

- ✓ A content strategy that allows us to speak in one voice.

# LEARNING FORWARD WITH CONTENT

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## STRATEGIZE

How content can be used to drive organizational goals



## PROMOTE

Publish and distribute content to audiences on the appropriate channels for maximum effect



## PLAN

Assess resources required, and determine a plan for production, maintenance, and evaluation



## MEASURE

Ensure that content remains relevant, accurate, and up-to-date.



## CREATE

Design and develop content according to plan.

# MARKETING, COMMUNICATIONS & EVENTS

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## CROSS COLLABORATION

- ✓ Creative & Content
- ✓ Executive Communications
- ✓ Public & Media Relations
- ✓ Consumer Relations
- ✓ Digital Strategy
- ✓ Meetings & Events

# MESSAGES

## RESEARCH DRIVEN

Using our member and consumer data to create a targeted marketing and communications strategy



# CHANNELS

## DIGITAL

Develop sustainable digital communities and manage conversations across all channels to create long-term value

**THAT'S  
WHO  
WE**



**CONSUMER AD  
CAMPAIGN  
UPDATE**

# CAMPAIGN PERFORMANCE UPDATE (2/25/19 - 7/31/19)

# 1.4 BILLION

TOTAL IMPRESSIONS

## 541.0 MILLION

TV IMPRESSIONS

120.5  
MILLION  
DIGITAL VIDEO  
IMPRESSIONS

4.9  
MILLION  
SEARCH  
IMPRESSIONS

78.8  
MILLION  
CONTENT  
PARTNERSHIP  
IMPRESSIONS

316.5 MILLION  
RADIO IMPRESSIONS

24.6 MILLION  
DIGITAL AUDIO IMPRESSIONS

194.4  
MILLION  
SOCIAL MEDIA  
IMPRESSIONS

9.7 MILLION  
SOCIAL MEDIA  
ENGAGEMENTS

# MODERN CHANNEL MIX

## VIDEO

Communicate our core tenets through sight, sound, motion



## SEARCH

Be visible where users are searching for real estate solutions



## AUDIO

Bring the brand to life using "Theater of the Mind"



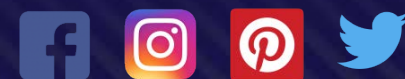
## CUSTOM CONTENT

Tell the REALTOR® story through shared passions



## SOCIAL

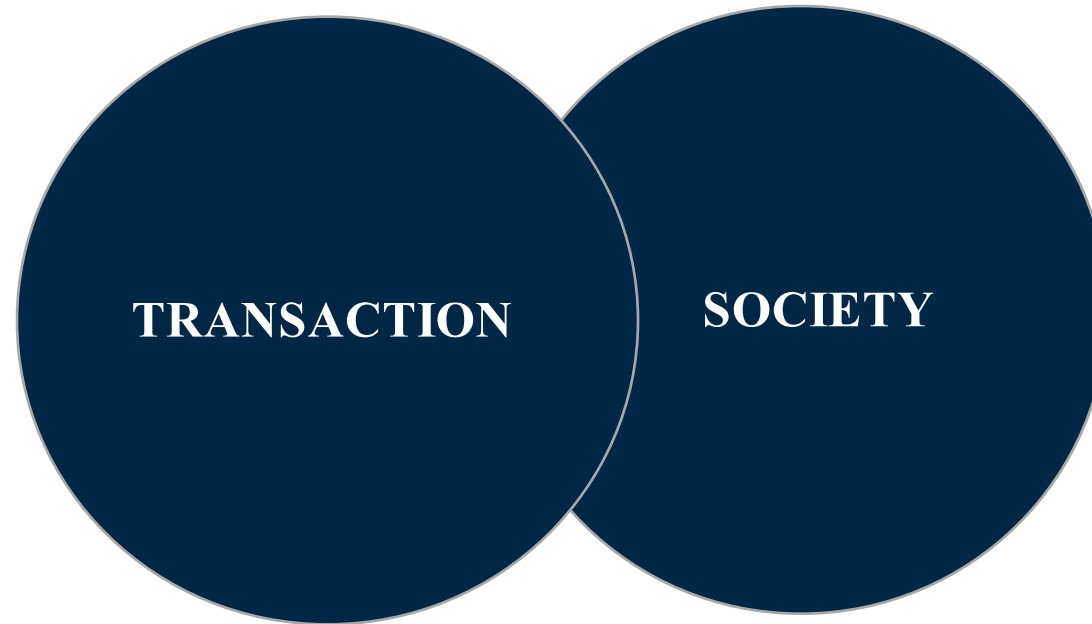
Engage, educate and inform users on the REALTOR® difference



# CUSTOM BRANDED CONTENT PARTNERSHIPS

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## THE REALTOR® DIFFERENCE



*The Atlantic*

**THRILLIST**

*VICE*

**THE DAILY BEAST**

 apartment  
therapy

The Washington Post



× THRILLIST

# MOVIN' OUTSIDE THE BOX

THRILLIST

*The Atlantic*

## SPONSORSHIP OF THE #1 U.S. PODCAST ON SPOTIFY

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"The Daily" Sponsorship  
includes a rotating :30 ad spot

[The Daily July Spot - "Renting  
Vs Buying" :30](#)

**REALTORS® WON'T STOP  
UNTIL EVERYONE HAS A  
PLACE TO CALL HOME.**

**THAT'S WHAT WE DO.**

**THAT'S WHO WE R.**

## SPONSORSHIP OF HULU'S NEW SERIES "FOUR WEDDINGS AND A FUNERAL"



# hulu

## HIGH PROFILE, ORIGINAL SPONSORSHIP

Popular author, producer, comedian, and actor Mindy Kaling produced and directed Hulu's new drama "Four Weddings and A Funeral", based on the classic 90's movie.

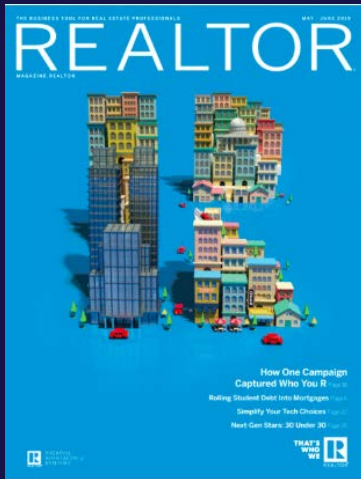


# SOCIAL CONTENT

These assets are available for Association and member download and use on [ThatsWhoWeR.realtor](https://ThatsWhoWeR.realtor)



# CAC ACROSS NAR



REALTOR® Magazine



NAR Booth & Merchandise



Chicago Building Scaffolding

**WHO WE ARE**  
REAL ESTATE ACCOUNTS FOR **1/5** OF THE GROSS DOMESTIC PRODUCT.  
**84%** OF NON-HOME OWNERS WANT TO OWN A HOME IN THE FUTURE.  
COMMERCIAL REAL ESTATE SUPPORTED **8.3 MILLION** AMERICAN JOBS IN 2016.  
**70%** OF REALTORS® VOLUNTEER IN THEIR COMMUNITIES.  
A TYPICAL HOMEOWNER'S WEALTH IS ESTIMATED TO REACH **\$264,000**.

**WHY WE CARE TODAY'S HOME BUYERS & SELLERS**

- 91% of home ownership is of the American dream.
- 74% of home ownership is by the baby boomers.
- 84% of home ownership is by the millennial generation.
- 81% of home ownership is by the Gen X generation.
- 81% of home ownership is by the Gen Y generation.
- 81% of home ownership is by the Gen Z generation.
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- 81% of home ownership is by the Gen Y generation.
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THAT'S WHO WE STAND FOR REALTOR®

Talking Points for Hill Visits & Poster

#That'sWhoWeR  
NATIONAL ASSOCIATION of REALTORS®  
**MAKE THE MOST OF YOUR MEMBERSHIP**  
Take your business to the next level  
THAT'S WHO WE STAND FOR REALTOR®

New NAR Outreach Booth

**THAT'S  
WHO  
WE**



LOOKING  
AHEAD TO  
2020

KEY OBJECTIVES REMAIN THE SAME, BUT WITH MORE FOCUS

DEMONSTRATE THE VALUE OF A REALTOR® TO CONSUMERS.

DISTINGUISH REALTORS® FROM THE REST.

DELIVER THE REALTOR® DIFFERENCE.

**THAT'S  
WHO  
WE**



**CONSUMER AD  
CAMPAIGN  
UPDATE**

- ✓ **ALIGNMENT** - Listening and Learning
- ✓ **ADVOCATE** - Always Be Ready
- ✓ **CONNECT** - Motivate and Inspire



## CONNECT:

- ✓ **Be Authentic**

Ensure our membership sees themselves in our story.



If we want to succeed, we must learn to connect with others.





## CONNECTING:

- ✓ Increases your influence
- ✓ All about others
- ✓ Goes beyond words
- ✓ Always requires energy



“A person's success in life can usually be measured by the number of uncomfortable conversations he or she is willing to have.”

**timothy ferriss**

# THE HUMAN CONNECTION IN A DIGITAL WORLD



**SELF-AWARENESS**

**SOCIAL AWARENESS**



**EMPATHY**

**SELF-REGULATION**

**PEOPLE DON'T CARE  
HOW MUCH YOU KNOW  
UNTIL THEY KNOW HOW  
MUCH YOU CARE.**

  **T. ROOSEVELT**



# COLLABORATE:

- ✓ Everyone working together to bring our vision to life.



## COLLABORATE:

- ✓ Equipping and empowering everyone as brand ambassadors



## COLLABORATE:

- ✓ Teaching everyone to identify stories and amplify them.





**A GREAT STORY TAKES YOUR  
AUDIENCE ON A JOURNEY WITH  
YOUR BRAND.**

- ✓ **ALIGNMENT** - Listening and Learning
- ✓ **ADVOCATE** - Always Be Ready
- ✓ **CONNECT** - Motivate and Inspire
- ✓ **COLLABORATE** - Equip and Empower

# THANK YOU.

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NARdotRealtor



nar.realtor

# LEADERSHIP SUMMIT

