

Episode 6

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SUMMARY KEYWORDS

Platform Marketing, Tim Chermak, digital marketing for realtors, social media advertising, lead generation, top of mind awareness, ads that don't look like ads, small town vitality, local small businesses, free market revitalization, community branding, retargeting campaigns, real estate marketing, sustainable economic development, Bellefontaine Ohio

SPEAKERS

Jason Duff, Tim Chermak, Ethan DeLeon

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- J Jason Duff** 00:00
If someone clicks on a lead generation ad, um, assuming you're a realtor and let's say they're not actually ready to list their house or buy a house for another 3 or 4 months, it's like, well, what are you doing in between now and then to keep, to keep yourself top of mind with that buyer or seller so, so that they don't work with some other realtor, so that they don't forget about you. Right. And what we've stumbled upon, I guess, that just, just works is ads that don't look like ads. Yep. So ads that don't look like ads, creative ways to keep you top of mind, but it flies under people's bullshit radar and they don't realize they're watching an ad.
- E Ethan DeLeon** 00:39
Hey everyone, my name is Ethan DeLeon and I'm here with our founder and CEO, Jason Duff. Today we are excited to have the founder and CEO of Platform Marketing, Tim Chermak, is that right?
- J Jason Duff** 00:53
Yep, that's right.
- T Tim Chermak** 00:53
All right. He's with us all the way from Naples, Florida, and we want to welcome all the listeners to the Small Talk Podcast, where we share some of the valuable lessons with what we have learned about entrepreneurship, real estate, economic development, and more. And the point of this podcast is to create value for you, the listener, and to create a space to learn, talk about what's trending, and inspire others. So, uh, Jason, why don't you give some context to who our guest is today? I am so excited to have Tim on the podcast today. Um, he has been a friend and a mentor, and someone that is doing some incredible work in, around the country, and probably potentially even around the world. I'm not sure if you've got those international clients yet, but if they're not here yet, they will be coming. But no, I— Tim, we first met through a Facebook post.

J**Jason Duff** 01:38

Yeah, yep.

T**Tim Chermak** 01:40

And you know, I think today you're gonna hear this, the power of connection and meeting people and how that's always evolving and changing. But Facebook for Small Nation and for me personally has been a great tool., to ask questions, to get feedback, to communicate the great work that's happening, and meeting other people that are like me from around the country. Because I think the, the big thing that one of my mentors said is sometimes, like, starting a business and being a leader can be a very lonely world, especially when you're breaking barriers and doing things that are kind of uncharted and haven't been done before. So, um, when we were kind of tagged by a mutual friend I think in a Facebook post saying, hey, you guys like cover a similar audience and have similar passions and beliefs. I think you should connect.

J**Jason Duff** 02:27

Yeah, it was a, it was a simple Facebook post and I, now I can't even remember who it was who connected us, but, uh, I had just posted something on my personal Facebook page about how I'm passionate about local small businesses. And I think that the, the health of a community really is the health of its local, local small businesses, right? Like no one, no one goes to a town on vacation or thinks of their hometown that maybe they're from and thinks fondly of the big chain national franchise type of places, whether it's restaurants or other retail, right? Not that there's anything wrong with that, because I know that a lot of those, you know, places that are maybe literally franchises are still technically locally owned and everything, right? But it's it's those local businesses that give a community its sense of like vibrancy. And no one wants to live, especially if you're in a small town, right? No one wants to live in a small town that just has a bunch of chain national places because you can get that anywhere, right? It's kind of like you're getting the worst of both worlds if you live in a small town that doesn't have that because there's not all the, you know, benefits of having a ton of people and the, and the network effects that come with that. But if you also just have a bunch of, you know, chain restaurants, like, that's not a super cool place to live. And then it becomes a self-fulfilling prophecy because less people move there because of that. And no one ever says that out loud. Right. But if you live in a small town, because I'm from one of those small towns, Wilmer, Minnesota.

T**Tim Chermak** 03:57

First off, tell us about Wilmer.

J**Jason Duff** 03:58

Yeah, it's, it's a small town in the middle of Minnesota. It's central Minnesota. So central, both north-south and east-west. It's about 2 hours west of Minneapolis. Uh, it's the county seat. You know, the, the entire county has, I don't know, 30,000, 35,000 people, something like that. Um, basically a farm community, you know. Uh, there's not any like insanely major employers. Like I know out here near Bellefontaine, you have some auto manufacturing and whatnot. There's nothing really like that in Kandiyohi County. It's basically agriculture and really light manufacturing. Um, there's lots of like poultry. That's probably the main industry. But other than that, there's no big like manufacturing center around, you know. So, uh, it's, it's a lot of chain restaurants. Like I grew up, I remember people were super stoked when we got a Taco Bell when I was in like junior high or high school, whatever that was.

T**Tim Chermak** 04:47

Your town got a Taco Bell?

J**Jason Duff** 04:48

Yeah, I mean, people were like super excited about that. And but growing up, it's like, okay, there's McDonald's, Hardee's, Arby's, you know, Pizza Hut, Burger King, Domino's. It's like people—

T**Tim Chermak** 04:57

staples.

J**Jason Duff** 04:58

Exactly. Like, I live in one of those towns where if you're from a town like mine, you're totally nodding your head right now when I say that, like, in high school, if you had a girlfriend, it's like if you wanted to impress them, you would drive them an hour away and take them to Olive Garden where that was like, yeah, that was unlimited breadsticks. Yeah.

T**Tim Chermak** 05:17

That's how you could seal the deal.

J**Jason Duff** 05:18

Yeah. Or sometimes if they were into, you know, the finer things in life, you might take them to Red Lobster for some classy seafood. Right. But we didn't have any of that in my town, to be clear. So I'm not saying there was an Olive Garden or Red Lobster in my town. We were way too small for that. But that was the vibe we had where like where you would go on a Friday night after the high school football game was like Applebee's for half-off appetizers after 9, right? There wasn't really— and for the most part still isn't really any like treasured, interesting local restaurants. I guess there's like Frida's Cafe is one I think of. It's like a little hole in the wall pancake place that people love to go get breakfast because it's one of those places where you can still get like a full breakfast for like \$5. And love those places. Yeah, it's, it's amazing. And I go there every time I'm back home, and I always see people there that I know. So that's one of the only restaurants though that my community has. And so when I stumbled across what, uh, you know, Jason, you and the team at Small Nation were doing— this was last summer, I think— um, I started looking at your website and I looked at all these businesses and I was just like mesmerized because I go on Google and immediately I'm searching like Bellefontaine, back when I thought it was pronounced Bellefontaine. Right.

T**Tim Chermak** 06:30

And Bellefontaine.

J**Jason Duff** 06:31

Yeah. And, and I'm looking and I'm like, wow, this is like smaller than Wilmer. So this is even like, this would be harder to maybe engineer a comeback than it might because my hometown has about 20,000 people. Wilmer, something like that. Yeah.

T**Tim Chermak** 06:45

We're about 14,000 here in Bellefontaine. Yeah.

J**Jason Duff** 06:47

Smaller. Yeah. And so I'm, I'm looking at this like, wow, this could happen in my hometown. And then I looked at all these businesses and I'm reading your case studies. And I think we scheduled the Zoom call because I just wanted to learn more at a surface level of what you're up to.

T**Tim Chermak** 07:02

And can I tell you, on that call, I think you were pretty skeptical, were you not? Yeah.

J**Jason Duff** 07:07

Yeah, I was. I was. I was very skeptical because the first question I wanted to ask was, to what degree are you leveraging, you know, government grants and subsidies and whatnot? And how is this all working? Are the businesses profitable? I mean, like, what's like what's really going on here? Because I was on almost like there's no way that you could transform a small town by putting in these, you know, businesses. Like, what's, what's actually happening? Is there some community foundation behind the scenes that's just bankrolling all this, you know, from like the dividends from an endowment or something? Or like, what's, what's actually happening here?

T**Tim Chermak** 07:41

It was our money from Beanie Babies. We sold—

J**Jason Duff** 07:44

yeah, yeah, right, right. So I was, I was really curious to figure this out because I have seen not anyone doing similar things, but whenever you hear of like downtown revitalization projects or things like that, like as soon as you start reading the fine print, almost always you find out that like government is involved or some foundation is involved and it's being funneled through a nonprofit or a government grant or program, which is like cool. But I'm a huge free market guy and I have both emotional and philosophical problems with that. But maybe the, the first and foremost practical problem is if, if you're viewing the nonprofit sector or the government sector as a way to rejuvenate, revitalize your community that's not sustainable. Yeah, because as soon as the political will runs out for said program, and it's over, it's over, right? It's not sustainable. So people often don't associate the word profit or business with the word sustainable. Usually it's like the right who uses business, commerce, profit, and the political left likes the word sustainable. But in an economic sense, like profit and business is the ultimate sustainability because you don't need to beg anyone's charity to keep it going. If people like your ice cream at the price you're selling it at, that ice cream parlor is always going to be there if it's making a profit.

T**Tim Chermak** 09:05

You keep coming back.

J**Jason Duff** 09:06

Same thing with a pizza place, same thing with an event center, bowling alley, whatever it is. So that was what I was trying to figure out in that first Zoom call is like, how sustainable is this? What's actually going on here?

T**Tim Chermak** 09:16

Coming out with the hard questions.

J**Jason Duff** 09:18

Yeah, and I think I just straight up—

T**Tim Chermak** 09:19

And I liked it.

J**Jason Duff** 09:20

I think I just straight up asked you on that Zoom like, hey, how much government grants are you using? Like, what's the business model behind all this?

T**Tim Chermak** 09:27

And are you profitable? And honestly, what I appreciate about Tim is just him being direct and real. And the truth about it is, is he's right, is that there are very few models around the country that are doing it and building independent businesses without the subsidies. And I think that's, again, where we started resonating and saying, OK, tell me more about the clients and communities and people that you're working with. And he said, let me tell you about platform marketing. And so just with that, like, what does platform do? What problem does your company solve?

J**Jason Duff** 10:00

Well, before I get into that, I want to finish this thought here of— I loved the fact on that first Zoom call that you told me, well, we just kind of birth and invest in small businesses, and then those small businesses help the buildings we invest in become more viable because they can pay rent and everything. And you were just one of the first ever real estate entrepreneurs, small businessmen I had seen who was like truly passionate about local small towns, but you were doing it in such a way that didn't avoid or ignore the necessity of creating a vibrant business. Because so many people— I think of like growing a business as starting a bonfire, right? If you're starting from scratch, you don't have a lighter. Right? You're just like rubbing sticks together using, you know, flint, right? Like, the hardest part is getting the spark and getting the smallest flame. Once you have that, it's really not hard to walk over with a gas can, you know, if you're smart, using diesel, not gas. But, you know, it's—

T**Tim Chermak** 10:59

it's really expensive now.

J**Jason Duff** 11:00

It's, it's, it's, it's, it's really not hard though once you get even like a small flame to pour fuel on a fire. And I feel like that's what most economic development is, whether it's literally government or it's like a nonprofit, some sort of community foundation, it's people walking over to a pile of logs, pouring gas on it, and then they're like, why is nothing happening? They're just pouring gas on logs. It's that spark, that entrepreneurial spark of starting a business that actually makes a profit because you're selling a product or service that people want at a price they're willing to pay. If you get that part right, everything else takes care of itself. But no one wants to do that because that's the hard part.

T

Tim Chermak 11:39

Right? I appreciate— no, I, I appreciate you mentioning that. Um, in previous podcasts, we've actually had a lot of the entrepreneurs that were there in the early days when things got started. Yeah. And your point about it not being easy— it's easy to look today to see the after pictures, the results, the energy, the life that's here in downtown Bellefontaine, but in the beginning, none of that was here. So it does create — creating that vision And then once the vision's created, you've got to find other people that are going to resonate with it. And that group sometimes is very, very small. So I just appreciate you recognizing that.

J

Jason Duff 12:15

Yeah, I mean, it's really hard to do. And a lot of small businesses will still lose money their first year or two. So it's not that I'm saying that—

T

Tim Chermak 12:23

And even after 5 years, the statistics are not great.

J**Jason Duff** 12:26

It's obviously hard to start a small business and make money. So it's not as if it's not sustainable if you're not making money right away. I see a lot because this was certainly true in my hometown. All of the energy and all of the planning and all of the committees and everything that people launched to try to revitalize my downtown, it was always under the guise of, you know, government involvement, local politics, the EDC, you know, what can we do to help support businesses? And no one is just standing up and saying out loud, hey, someone just needs to start businesses here that make money and hire people and grow and bring people downtown. Because my hometown is one of those classic, almost at this point stereotypical examples of a downtown that was thriving in the '40s, '50s, '60s. And they rerouted it just like the plot of the movie Cars. They rerouted the main highway around the downtown to bypass it, you know, and then pretty much overnight, you know, the main street died because all of a sudden there's no cars, no foot traffic, and now you have to go out of your way to go there. And so I think are— I mean, this is way before I was born, but the local newspaper used to have all their headquarters and printing down there. There was a JCPenney down there. I mean, tons of retail shopping. And now there's basically nothing. I mean, it's just like the buildings are dilapidated. Some of them are half abandoned. The businesses that are down there, to be blunt, don't look like they're profitable. Like you're just assuming, okay, they've got to be surviving on government grants because there's no way that they're making enough money to even cover rent, you know. And so that's what my downtown, my hometown is today. And so I was just inspired, frankly. That'd probably be the right word is inspired, seeing what, you know, you and your team have done in Small Nation in Bellefontaine of starting actual small businesses that draw people here. And then when I found out, oh my God, he's doing this without government grants, without subsidies, he's doing it like the old-fashioned way where you start small businesses that attract people like a magnet. Like, this is how— yeah, this is how small-town America is supposed to be. So to answer your question, um, I started an agency called Platform Marketing and the executive summary is that we're a digital marketing agency that just happens to specialize in working with realtors. And the reason I've found this really fun and kind of like a rewarding career is, you know, I didn't, I didn't grow up thinking I wanted to be a digital marketing strategist. Who specialized in working with realtors because like most second graders, like, you know, people ask you what you want to do. And usually my go-to answer was I was going to play second base for the Minnesota Twins. That didn't work out. I also wanted to be a cowboy and an astronaut.

T**Tim Chermak** 15:06

And those are all really good answers.

J**Jason Duff** 15:08

I know neither of— neither of the above worked out.

T**Tim Chermak** 15:11

So it's not too late. Like, do you watch Yellowstone?

J**Jason Duff** 15:14

I do.

T**Tim Chermak** 15:15

I do.

J**Jason Duff** 15:16

I am. I'm planning at some point in the future on buying a ranch and getting horses and everything. I've already got boots, but I told myself I'm not going to do a— to cowboy. I'm not gonna buy a cowboy hat until I learn to rope. So I, I can, I can ride decently, at least maybe at like an intermediate level now, but I can't rope yet. So once I learn how to do that, then I'll reward myself and get a cowboy hat. But, uh, yeah, so I never would have said I want to be a digital marketing strategist, you know, especially doing social media ads, because that's what we mostly focus on is social media ads for realtors, because when I was in high school, A, I didn't know what like a realtor was. Social media ads didn't exist, you know. So literally everything about what I'm doing now didn't even exist when I was in, when in high school. But it's, it's really rewarding because the, the type of strategy that we teach realtors to use in building a brand in their community is really like you become the promoter of your community. So don't talk about yourself. No one cares how many homes you've sold or, you know, how long you've been in the business or what, uh, designations behind, you know, you have behind your last name. No one gives a crap if you're a member of the National Association of Realtors and whatever, right? Like, no one cares, right? What they care about is, are you an expert in the community? Do you care about the community? Because if I'm going to list my house, or I'm going to work with an agent to buy a house somewhere, I want to— I want to know that that person is an expert in the neighborhoods around there, and they're like an expert on the community, not just housing. Because like, if all you're doing is opening doors for people, like, anyone can do that, right? But if you position yourself as a local realtor, as I'm not just an expert on houses here, I also understand the community and what's going on. That adds a deeper level, uh, of value that other agents then can't, can't compete with. So when an agent hires Platform, yeah, we do all the, the expected things that you'd expect a marketing program to do for realtors, where we generate leads, both buyer leads as well as listing leads. We create, you know, funnels to help them capture, uh, capture contact information. We include a, a CRM for all of our, you know, clients that All the leads are stored in it, sends texts, emails, and we built all that software from scratch. Yeah, cool. But other companies do that too, right? What we do that's actually different is I view my job as a marketer as starting after a lead comes in. So most marketing companies— I think this is just the easy way out. I think this is just the most simple explanation— is most marketing companies look at a KPI or a deliverable of a lead. Right? And they're like, cool, we got your lead. It's your job to follow up.

T**Tim Chermak** 17:53

Our job here is done.

J**Jason Duff** 17:54

Yeah, exactly. Like, don't blame us if you don't convert because it's your job to convert. Like, we're getting you leads. And I think that's kind of a coward's way out because it's easy to generate leads. Like, in any industry, frankly, like, it's easy to generate leads. Um, like, if you have a credit card and you can fog a mirror, you can buy leads from so many companies if you're a realtor, whether it's Zillow, Realtor.com, Ylopo, Curator, Boomtown, CINC. Uh, Real Geeks. I could keep going, right? There's tons of companies willing to sell you leads, but it's everything that happens after a lead comes in. That's where the missing link is in most people's marketing plans. They get a bunch of clicks or they get a bunch of leads and then silence. Nothing happens. Like, you're seeing your database grow and all these names are being added to your CRM, and then nothing happens. Yeah. So we view our job as starting when a lead comes in. So that's really what makes platform different from other marketing programs and other marketing strategies really is 90% even of our creative energy of where we write ads and the different, uh, campaigns we think of, whether we're writing video scripts for our clients or writing, uh, copy for, you know, Instagram posts, Facebook posts, all that. We focus on writing campaigns that'll help, uh, cultivate top of mind awareness and trust for people who have already opted into your campaigns. So usually we'll have a client might run even in a small town like Bellefontaine, you know, you might have 10 different campaigns going. One is lead generation. The other 9 are probably retargeting ads. So when someone clicks on one of your lead generation ads, they're seeing a whole stack of ads that keep popping up, um, afterwards. And they're really about your community. So that's the point I'm getting back to is that these ads aren't about the realtor and how great they are and how many homes they've sold. It's ads highlighting the community. You know, it's a picture of you at your favorite spot to grab pizza in town or your favorite coffee shop. Or maybe you go to a bakery and you're like, hey, here's my 3 favorite items at this bakery. And then you say a couple sentences about each item. So you're kind of proving that you actually do go to this place. You know that the croissants are amazing or you know that the cinnamon rolls are made with a secret cream cheese and that you're relevant in the community. Yeah. And that like you love these specific things. So people are like, wow, well, now when I go there, I know what to order.

T**Tim Chermak** 20:03

Right. Yeah.

J**Jason Duff** 20:04

Yeah. And so like you're really becoming an advocate or a champion of the community who just happens to sell houses. And so we, we had a mastermind last year and I challenged all of our agents cuz we have about almost 200 agents now across the country that work with us. And I challenge them, you know, think of yourself as the local Chamber of Commerce or the local, uh, economic development, you know, um, agency cuz most of those suck. They're total— they're almost worse, worse than neutral. They're terrible. Yeah.

T**Tim Chermak** 20:33

You know, and many are more concerned about planning the golf outing than they are promoting their members and their community. Yeah. And that's just the fact, you know.

J**Jason Duff** 20:42

Absolutely. It's a very— most of them have a very— at best, they have a zero-sum mentality about economic growth and how economic growth actually happens because they think, oh, we'll offer whatever tax incentives to poach companies to move here. It's like if that happens in a free market, like some company just decides to locate, let's say, to Bellefontaine and they move from Georgia or something, it's like, yeah, cool. But like poaching other companies to get them, you know, to move here is not sustainable because if they moved here because of whatever incentives, they can be poached away from another city in the future just as easily if that's how easily they came here.

T**Tim Chermak** 21:20

So instead, you're just equipping your local people to be ambassadors of their own community.

J**Jason Duff** 21:25

Yes, exactly. Like, we want you as a realtor to do the job that frankly, economic development people and the local chamber should have been doing all these years, but they're too busy going to luncheons, you know, um, and talking about economics to actually get anything done. You might have to edit that out, but you know, that's what we want our realtors to do, is like promote your community.

T**Tim Chermak** 21:47

And the thing is, in doing so, you become a likable person, because like, if people trust you, and if you're looking to buy a house or whatever, you're probably going to— you're going to want to work with that person, coordinate with somebody you can trust, and someone you—

J**Jason Duff** 21:57

yeah, and someone who actually genuinely loves the community.

T**Tim Chermak** 22:01

Yeah.

J**Jason Duff** 22:01

And the way they just happen to monetize that passion is they sell houses, right? That's why I want people to think about our realtors.

T**Tim Chermak** 22:09

Yeah, that's awesome. So you said growing up you didn't think you would see yourself as a digital marketer or whatever. What, what came first, digital marketing, real estate? Like, how did you get this industry knowledge? Like, what, what was your path to get there?

J**Jason Duff** 22:20

I, I was definitely fascinated with sales and marketing and growth. Like, even in high school, my, uh, my youth pastor Pastor John, John Holm, was like super into Seth Godin and he always wanted to grow our youth group. And so I got really involved in youth group in high school, and that was probably the start of my passion for marketing. And I think it's like genetic, like looking back, I'm like, okay, I was probably always destined to be an entrepreneur.

T**Tim Chermak** 22:43

So it's not like I was—

J**Jason Duff** 22:45

yeah, I was that kid who would do chores. I would buy baseball cards with the money I got for chores, and then I would repackage them and sell them to my friends. And so even this is like age 6, age 7, you know, like we'd do a garage sale. And I would get my grandma to bake me chocolate chip cookies so I could sell them at the garage sale. And I, you know, whatever, I was in first grade, so I didn't understand the concept of gross margin or cost of goods or anything. So I didn't have to pay her for the cookies. I was just like, every one I sell, I make a quarter profit. Yeah. And I think I made like \$8 or \$9 or something one garage sale. And it's just like, this is a small fortune to a, you know, first grader, whatever. And I was hooked on it. So looking back in hindsight, it's like, okay, I was probably like almost genetically destined to be an entrepreneur. But it wasn't until late high school that I saw how, like, excited my youth pastor was about growing the youth group. Because when, when I came in in junior high to our youth group for our church— again, small town in like central Minnesota— there was probably like 50 to 100 people showing up every Wednesday night for like Wednesday night youth. And by the time I graduated, it was closer to 400.

T**Tim Chermak** 23:50

Wow. For a youth group, not the church.

J**Jason Duff** 23:52

Yeah, just, just the youth group. Yeah. And so he was really big on like Seth Godin, and he would like share with me like marketing books and whatever, and I just got hooked on that. And so, um, at first when I went to college, I actually thought I was going to be like a pastor or a theologian, something like that, because that just definitely shaped how I was viewing the world at the time. Um, and then somewhere in college, I guess I kind realized that what I really like is growth and marketing and building things and seeing, seeing things grow. Right. And so I decided to be a marketing strategist because I didn't want to necessarily pigeonhole myself just to one business. I wanted to be able to work with a variety of businesses. And long story short, a realtor contacted me when I was like college age and had no money to pay me. But she said, I don't have any business. And so if you can help me grow my business, I'll give you a percentage of my business because I have no money to pay you.

T**Tim Chermak** 24:48

I mean, that's all the incentive you need.

J**Jason Duff** 24:50

Yeah.

T**Tim Chermak** 24:50

So it was like basically limited income.

J**Jason Duff** 24:52

Yeah, it was basically like an equity deal because she had no money and I was like, okay, well, what's your ads budget? So at least I know what I'm working with. And she's like, I don't know if you understood me. I have no money. So you need to create campaigns somehow with zero ads budget to help me grow my business. So that's what I did and it blew up. And then I kind of just realized Okay, well, I have basically built a marketing plan for this local realtor who was, who was in my hometown in Minnesota, and I can basically just copy and paste this for realtors across the country as long as it works. Yeah, as long as I only work with one agent per market, I don't have to reinvent the wheel every time. So I kind of just stumbled into a marketing business that specializes in working with realtors. Now we have a couple dozen employees, we have, you know, almost 200 agents we're working with, um, across the country now, and it's, it's going really well. They're getting really good, uh, results. But it all started with that background in, um, in a small town. I think that shapes a lot of the campaigns that we run too. Like, a lot of the copy we write, the videos we do, are informed by that, that background that I have and a lot of our team has about growing up, um, in small towns. I think life is just a little bit different you know, when you're in a small Midwestern town.

T**Tim Chermak** 26:07

So yeah, one thing that I'm really inspired by just getting to know Tim, and I had the pleasure to go down to attend one of his mastermind events and speak at it and meet many of his clients, and there it's a tribe of people that not only resonate with marketing, but they, like Tim said, they set out to be the, um, the ambassador, the leader, the, the influencer for their town. And, um, you know, meeting with them and connecting with them, we were able to share the Small Nation story in Naples. And what is so great about seeing, you know, where we're at today is that we've got— is it 28 of your members are going to be here in Ohio the next few days?

J**Jason Duff** 26:47

Yep.

T

Tim Chermak 26:48

You know, I mean, living, walking the streets, meeting our business owners, and I'm just excited for them to, you know, rip and duplicate and take some of these ideas back home. Yeah. But The, the impact, you know, the success of the realtor is one thing, but can you speak a little bit to what does it mean to the small business community that these clients and these agents are putting a spotlight on in their town?

J

Jason Duff 27:12

Yeah, I mean, we, uh, we teach a strategy that's basically two steps. First is generate leads because you need to build the retargeting list in a database, but the second is you're constantly running retargeting ads that are showing to those people so that if someone clicks on a lead generation ad, assuming you're a realtor and let's say they're not actually ready to list their house or buy a house for another 3 or 4 months, it's like, well, what are you doing in between now and then to keep, to keep yourself top of mind with that buyer or seller so that they don't work with some other realtor, so they don't forget about you. Right. And what we've stumbled upon, I guess, that just, just works is ads that don't look like ads.

T

Tim Chermak 27:50

Yep.

J**Jason Duff** 27:50

So ads that don't look like ads, creative ways to keep you top of mind, but it flies under people's bullsh*t radar and they don't realize they're watching an ad. So if I was in Bellefontaine, right, and I was a realtor here, I would go take a picture. Maybe it doesn't even have to be a video because maybe you're like scared of being on video. Take a quick picture of yourself at 600 Downtown, you know, with a slice of pizza and then write a little essay about why you love the pizza here and why it's so cool that you have such like gourmet pizza. In a small town here and that you're lucky that, you know, that people drive from out of town to eat here and then you have it, you know, in your own backyard. That doesn't look like an ad for you as a realtor because it's not an ad for you as a realtor, right? It's not mentioning the fact that you're in real estate, you have homes for sale. You're just loving on a local small business, talking about how much you love it. But people are seeing you because you're in the photo or you're in the video. And so for that, you know, second, they are thinking of you, but it never occurs to them that they're being advertised to. And so they actually spend more time with that ad, right? Like, people read what interests them. Sometimes it's an ad, right? That's how you have to think about advertising. So if you create a structure and a sequence of those ads where they're seeing you constantly, whether it's you at the, you know, ice cream parlor, you at the coffee shop, you at the bakery, the local pizza place, the furniture store, um, you know, even a car dealership, like whatever. Yeah. And people start seeing, wow, they're really active in the community, they seem really connected, um, they're going to want to work with you. So it's in the realtor's best interest to do so. But Jason, to answer your question, a really cool side effect of this— and this is just like gets down to why I love capitalism and markets— because it's all about win-win agreements. Like when someone buys something, right, even at the most basic fundamental economic level. If I go to 600 Downtown and I get a \$30 specialty premium pizza, economists for hundreds of years thought that one of us was ripping the other one off. Like, one of us was getting the better deal. Like, oh, like, I bought this pizza and now I have \$30. Oh no. Or I, I have \$30 less and now you have my \$30. But Really, if you think about it philosophically, the reason I buy that specialty \$30 pizza is I value the taste of that pizza and the experience it gives me with my friends or family when I'm there more than I value the \$30. So from my perspective, I'm winning, or else I wouldn't do the deal, right? I'm willing to make that trade of you take my \$30, you cook me a pizza, because I feel like I'm winning. I value that experience more than I value the \$30. From your perspective as the proprietor of, you know, a pizza place, you value my \$30 more than you value, you know, the staff costs and the ingredients and the fixed cost that it takes to, to sell that pizza for \$30. So you are winning too. So the whole—

T**Tim Chermak** 30:47

and I hope you'll come back and spend and buy more. I mean, shameless plug.

J**Jason Duff** 30:52

The, the, the whole basis though, at this just most fundamental unit level of how an economy works is that both sides win, right? So no one is ever taking advantage of someone else. Both sides win in a transaction. And so when a realtor is promoting a local small business, like they're not doing it out of an act of charity, like, oh, I feel bad for these local businesses, I'm trying to help them out. The realtor is doing it because their business is going to grow. So we have lots of case studies, a platform where We've added \$100,000, \$200,000 GCI to our clients. We've doubled, tripled some, some, some agents after they sign up for platform have quadrupled, quintupled their business. We have a couple that have 10 times their business, like literally 10 times their commission income. Um, so it helps, it helps, uh, it obviously helps the realtor's business, but then you look at what it does for the local small businesses. When, and, you know, and, uh, I shouldn't say uninterested, that's not the right word, but a third party who doesn't have a vested interest in a local small business films an ad promoting, let's say, a pizza place. People trust that way more than if the same pizza place promotes their own stuff, wrote the same ad with the same video copy or whatever, because it's like, well, of course the pizza place is going to say that their pizza is great. And of course they're going to say you should come try it. Of course. They're going to brag about the secret ingredients or herbs they put in their sauce or where their cheese is imported from or blah blah. Like, of course they're going to say that, right? So people may be influenced by local advertising, um, just for— just from like top-of-mind awareness perspective, but they're not usually persuaded by it, if that makes sense. They are persuaded if a third party that doesn't have a vested interest in that business is just bragging about how good it is because they're like, oh cool, I should go check that out because clearly that realtor doesn't have, you know, doesn't have a reason that they'd be promoting this local pizza place.

T**Tim Chermak** 32:49

Just why you're seeing influencers and stuff like that take off. And it's worth it, worth it for business to pay somebody to be like, hey, you know, you have a following enough that if you come in and say it's good, then other people believe it.

J**Jason Duff** 32:59

Yeah. And at the local level, no one thinks that it's like an influencer agreement. It's like, obviously, if you see, you know, one of the Kardashians or something, or some famous person—

T**Tim Chermak** 33:09

do you know the Kardashians?

J**Jason Duff** 33:10

What's that?

T**Tim Chermak** 33:11

Do you know the Kardashians? No. Do you? No. I don't know, maybe Tim had some special connections. Yeah.

J**Jason Duff** 33:21

Uh, you know, if, if you, if you see these, these celebrities and they're out, you know, pimping their perfume or their favorite brand of shoe or their whatever, right? Yeah. It's like, okay, clearly that company probably paid them to say that, and everyone knows that, right? Especially when it's on social media, because no one just tweets or posts on Instagram about, oh, I love this brand of bubblegum. It's like, okay, clearly that was sponsored by the— yeah, right. But at a local level, if you're a local real estate agent and you just film a thoughtful video about like, let's say you go to the bakery, said, here's my 3 favorite things to order. I love this place so much. Everything is made fresh every morning. It's from scratch. They're not shipping in frozen stuff, you know, like this croissant is made fresh every morning or these cinnamon rolls are made fresh. It is so good. Here's the 3 things I love ordering here. Guys, you've got to check this out. I'm making this video not because I own this place or because my friend does. I honestly just love it and I hope they succeed. Like, that's an authentic endorsement and that will actually help that place's business. So we've had like, Jason, we've had tons of our clients tell us that like, my business grew from platform, so that makes me happy because my family has more money and now we can take more vacations or we can buy a new car, we can afford to send our kids to private school or whatever. Like, we're changing our clients' lives because they're growing their business as real estate agents. But they tell us that one of the other cool things that's happening is I'm featuring these local small businesses and they thank me for driving all the traffic to them because they've never had as busy of a week as they had after I featured them in one of my ads. That's awesome, right? So we have clients that'll do videos or campaigns that'll get 20, 30, 40,000 views. And like, that small business may have been in business for 5, 10, 25 years and they're like, we've never had that much traction.

T**Tim Chermak** 35:05

And then it gives your real estate agent or whoever's working with you a platform.

J**Jason Duff** 35:10

Yeah, yeah. I mean, like, most of— I, I— well, I shouldn't say most. I've never done a formal poll. I'm guessing when I say most, as in more than 51%, but, uh, a lot of our real estate agents with platform literally have a waiting list of, like, where they're going to film their next small business highlight videos because, like, in their town they've developed a reputation as, like, hey, when Tim goes to this place, it blows up. So, like, businesses are starting to proactively reach out to them and be like, can you please do us next? You know, like, I saw what you did last, you know, last week or last month for such and such other business. Is there any way you could do that? Yeah, for ours. And they're like offering to pay them because they assume that the other ones paid them. And then the agent's like, no, no, no, like, you have to pay me anything. Yeah, I'm just doing places that I love and trying to highlight, you know, yeah, local businesses.

T

Tim Chermak 35:53

So let me ask you this, as someone, you know, working, you know, in the social media marketing realm, whatever, how does that— how do you take So that's great that you're promoting this downtown win-win situations left and right. I think that's similar to what we try to do with the downtown Bellefontaine versus, you know, Small Nation, like trying to make it mutually beneficial for anyone. But my question is, how, how do you take that from just supporting these small businesses, these posts, and that you're paying them, paying social media or to, to be an ad? How do you turn that into a lead then? Like how do, how do they end up like Oh, I keep seeing this person, but like, how does that make more money for the real estate agent?

J

Jason Duff 36:31

Does that make sense? Yeah, yeah. The, the lead happens first. So first we generate a lead of someone who's interested in buying or selling a home, you know. So we'll offer various like free reports of homes for sale in an area, or like whatever free report is actually valuable for someone in your area. So one of my favorite strategies is an acreage homes report. And this is one of my just all-time favorite ways to generate leads for realtors, not because it has anything to do with trying to attract, you know, land buyers and sellers. But if you offer something like an acreage homes report, the type of person who clicks on that is not a first-time homebuyer. Now, there's anything wrong with first-time homebuyers, but like right now, this is something most realtors won't say out loud. So I'll say it for them. Like, they don't want first-time homebuyer leads because it's impossible. A lot of work. It's impossible to help them get a house right now. There's so few inventory on the market that if someone comes in— and I'm not sure what price points here are in Bellefontaine, but are they \$300,000 homes, \$200,000 homes, kind of around there?

T

Tim Chermak 37:28

Well, first off, there's like zero inventory, right?

J

Jason Duff 37:29

Right.

T

Tim Chermak 37:30

But what, what is left for a first-time home buyer is probably going to be in six figures or more.

J**Jason Duff** 37:36

Oh yeah, yeah. I mean, for sure, a lot more. And, you know, in, uh, in my town growing up— I'll just use this as an example because I do know the price points in my hometown probably somewhere to Belfountain. Like, when I was in high school, college, not too long ago, like, you could still buy homes under \$100,000. Yeah. And most starter homes— I'm saying that with air quotes, you know— are like, were in between \$100,000 to \$130,000, \$140,000. And in my hometown, anything that was like \$150,000 to \$250,000 was like, oh, those are nice middle-class houses. Like, they're definitely not starter houses. They're nicer, probably got some nice, you know, nice upgraded kitchens, nice yards, good neighborhoods. If you can afford something that's \$200,000 or something. And honestly, anything above \$250,000 and for sure \$300,000 in my hometown was like, you're living on a golf course and you're a baller. You're probably— you're probably a doctor or lawyer if you live in a \$300,000 house right now because of just the market we're in with such low inventory. You basically can't buy any house for under \$200,000. And the ones that are priced under \$200,000, get 20 offers the first day they're listed and they might list it at \$160,000 and then it ends up selling for \$190,000 with no contingencies, no inspection, no, you know. Yeah. And so it's basically impossible to be a first-time homebuyer right now. That's what I'm getting at.

T**Tim Chermak** 38:49

So how encouraging. I'm renting right now. Yeah. Considering goals, buying a house. Yeah. So I mean, it's not a great time. Unfortunately, interest rates just went up again today.

J**Jason Duff** 38:58

Yeah. I mean, it's, it's hard. It's hard to be buying a house, but it's even harder to be a realtor. Representing people trying to buy. So the point I'm getting out there is like they don't want buyer leads necessarily. They want listing leads, but especially they don't want first-time homebuyer leads because that's where all the competition is, right? It helps them way more if they can get a listing lead. Like that's the holy grail of real estate marketing is getting a listing lead, you know? So I love this ad, the Acreage Homes Report. So, you know, we would create an ad that says something to the effect of like, you know, hey, Bellefontaine, or hey, what county are we in here? Logan County. Hey, Logan County, you know, I've compiled the list of all the homes for sale here that have at least 1 acre of land. So if you're looking for something that has a little bit more space to stretch around, maybe a fenced-in yard for your dogs or your kids to play a backyard football game. Yeah, I will send you this report. Go to www.logancountyacragehomesreport.com and my team will create a website and a campaign for all that of like logancountyacragehomesreport.com. Right. And then we're obviously setting up retargeting. So if someone clicks on that ad and they register for more information, we're capturing those leads. So that's how we're generating leads. But even just by clicking on the ad, even if you chicken out at the last second and you're about to enter your information and you're like, oh, I changed my mind, I don't want this realtor to have my contact information, and then you X out, right? You're still going to be retargeted. So you'll keep seeing ads for that agent. But it means the type of clicks you're attracting, to answer your question, those are not first-time homebuyer leads. If you're clicking on an ad campaign because you're requesting information, about, you know, homes that have at least 1 acre, 99 times out of 100 you're a move-up buyer. And in real estate lingo, a move-up buyer is just a different way of saying like a seller lead, right? Because it means they already own a house. So that agent's going to get a listing when that lead comes in because the person wants to buy. They want to buy a bigger forever home with some acreage. But if you're moving up, it means there's going to be a home for sale, right? So that's, that's how we generate a lot of leads for our agents. I mean, that's one of dozens and dozens of ads that we have. So the first step is lead generation to identify the people in your community that are actually thinking about buying or selling in the next, you know, 6 months, 12 months. And then once we have that database, then we retarget them with all of the community-focused content and we'll just like strategically sprinkle in some real estate content just to make sure that—

T**Tim Chermak** 41:18

so it's there if they want to find it. Yeah.

J**Jason Duff** 41:20

Like, so they know that, okay, this person's a realtor, they're clearly an expert, but like honestly, 80 to 90% of the content is not talking about real estate or how great of a realtor it is. It's just building trust at like a gut, primal, like instinctual level.

T**Tim Chermak** 41:33

Oh cool, because people can tell now. That's why I think the, the ads that aren't ads are working, because everyone's, everyone's eye and ears have been trained to what is an ad. And it's, it's hard sometimes, like working in social media right now, it's like, what do I even make then? You know, it's like to promote ourselves, it's like you almost can't.

J**Jason Duff** 41:49

So yeah, there was a, there was a period of probably like, I don't know, 3 to 5 years where, uh, you could get like a DSLR camera, right, and produce like gorgeous shallow depth of field footage. And everyone's like, wow, they must have so much money, they hired like a Hollywood film producer. And it was really impressive having like DSLR footage, you know. Or now I know a lot of cameras are mirrorless or whatever, but you know, for a while it was like you could make really epic looking video for, for not having to go buy a \$50,000 camera setup, right? But now we see what works on social media is like, no, no, no, use an iPhone. Like, don't get a fancy video camera. Yeah. Because if it's— if ads start popping up in someone's newsfeed and they look professional, like they, they, they look nice, people keep scrolling because they immediately recognize, oh, that's an ad. Yeah, right. That's an ad. That's an ad.

T**Tim Chermak** 42:36

And let me tell you, as a bit— as a video guy, like, that's my probably number one over photo and social media and everything. It's incredibly frustrating.

J**Jason Duff** 42:44

Oh, totally.

T**Tim Chermak** 42:45

I've spent years refining this craft, you know, and getting better and money and you know, all this stuff. And then I produce a super polished, you know, video that I'm pumped on, best piece that I've ever, you know, made. No clicks, no likes, no— yeah, no love on social media. And so in fact, it's like steering away from that. And so that's why I have trouble like accepting TikTok and like Shorts and stuff like that.

J**Jason Duff** 43:07

It's like, right, yep.

T**Tim Chermak** 43:08

Oh man, that's fresh. I could go on, but people, people are really leaning into—

J**Jason Duff** 43:12

they want like content, substance. That's what we've been preaching at our masterminds to our clients is like the production quality of what you're doing doesn't matter nearly as much as like, is what you're sharing—

T**Tim Chermak** 43:27

If it's good quality.

J**Jason Duff** 43:29

Actually interesting, right? Is what you're talking about actually interesting? Like if people wanna go, here's a good example of this. If you wanna learn more about Platform and what we're doing, go to platformmarketingideas.com. I promise you it's the ugliest website you've ever seen in your life. 'Cause I intentionally told our web designer, like I'm not like bullshitting, I intentionally told our web designer, make this website look like it's from 1994. I want it to look like an HTML high school project from 1994. So just black and white, like blue hyperlinks. When there's a link someone can click, I just want a blue hyperlink. No images, no, you know, fancy logos or anything like that. No embedded videos. Just so if you go there, you'll see exactly what I'm talking about. Platformmarketingideas.com. So the reason we did that is we just give all the way we give all of our best ideas away. So it's like, hey, here's the strategies we're doing. Here's a bunch of actual examples of the ads. And if you click those blue hyperlinks, yeah, it'll take you to our clients' examples of those ads. So you can see behind the scenes exactly what our strategy looks like. And we know that you won't be able to replicate it because you don't understand the machinery of how it all works and how to set it up. So if you're impressed, you'll just hire us, right? But on a phone call, what I'll say is like, hey, that was a pretty ugly website, right? And they're like, yeah, I was actually going to ask you about that. You're a— you're a marketing company. I was kind of expecting something a little bit more polished. I say, well, we made it ugly on purpose because our whole philosophy of a, you know, as a company is like we do marketing that works, marketing that provides value where there's actually something there, you know, and we don't really care if it looks fancy because the best ads don't look like ads. This website works to the extent it doesn't look like just a promotional website for a marketing agency. You start reading it and all of a sudden I track like, you know, on, on Google Analytics, like how long people are reading and they'll spend minutes and minutes on our website reading through all the articles. And then how I generate leads for Platform too. This gets, this gets down to why it's an ugly website. The only way to inquire is to read all the way to the bottom of one of these two, like 2000-word articles I wrote about our strategy. And then there's a blue hyperlink at the bottom that you can request more information about Platform. So I know when I get a ping that like, hey, we got a new lead of something, like, you know, someone spent some time with a realtor who's interested in Platform. These are not just like top of funnel, casually interested. This is someone who spent probably 5, 10 minutes, which just doesn't happen anymore. Yeah. Reading about our strategy. And so that person's worth following up with.

T**Tim Chermak** 45:55

Yeah. You know, and I think that's a good test too, is there's a lot of people that want to kick the tires, but because, you know, they took that time and that energy, that's a solid lead, right?

J**Jason Duff** 46:05

Like I would, I would rather have fewer leads but know that they're somewhat serious before I spend time with them than have a ton of leads but I have to filter through all the crap to see who's actually serious versus just, you know what I mean, who's not willing to spend any money or whatever. So I think that, I think that same mentality though is true of most businesses. If you put more like substance and effort into even writing the script of the video we're doing, it's way better than if you have a super cool polished video, but it's kind of like, looks like an ad, you know what I mean? Like that example I gave earlier, it sounds so basic, but like, hey guys, it's, it's Tim at the bakery. Here's my 3 favorite things to order. Most people historically, if they were filming like a promo video for a bakery, they would get a bunch of gorgeous B-roll and shallow depth of field shots of the croissants and the, the chef in the background flipping dough around or sprinkling sugar on stuff, you know, and it's gorgeous looking, but you don't really get a sense of like, well, what's good here? Because obviously you're just getting gorgeous footage. Yeah. And anyone can do that, frankly. But it's like, what's actually good? People want to know what to order. So we found that people are way more likely to go to a restaurant if you specifically, explicitly tell them, here's what to order. Yeah, because now when I go in, I don't have to feel like I have no idea what to— like, I know what I'm gonna order because a person told me in a video, here's what's good here. So even going to like the bakery or pizza place and saying, hey, here's the 3 top-selling menu items here, so this is what our customers love the most. Obviously try whatever you want, but just, you know, here's the 3 things I would start ordering if you've never been here before. That makes me way more likely to go there, even if that video is filmed on a damn iPhone. Yeah, because I feel like, cool, that's an authentic endorsement. And now I have the confidence of like, I'm going to go try that, that, and that.

T**Tim Chermak** 47:54

Yeah, right. People are tired of content for content's sake.

J**Jason Duff** 47:58

Yeah.

T**Tim Chermak** 47:59

Yep. We are closing in on our time here. So you guys are here in Bellefontaine visiting. What are you— what are you hoping to take away from this experience?

J**Jason Duff** 48:08

Well, first I should say the fact that we are here says a lot about what you're doing because I went on the website and then, you know, Jason gave a talk in our mastermind and people were so fascinated, like, wow, that's incredible what you're doing. Like some of those before and after case studies of starting these small businesses and like revitalizing these buildings and then the cumulative, like, 1 1 3 effect that that has on the main street. Our clients were like, can we please do a field trip to Bellefontaine so we can like, wow, see this in person? Yeah. And these are realtors, keep in mind, from all across the country. We have people here that flew in from Florida, Texas, Idaho, Minnesota. I mean, all across the country are coming here to Bellefontaine to see what you guys have going on here. So that's really cool that, you know, just something as simple as starting small businesses can inspire other people. Like, that's how rare it is. I said there's, there's like for every 100 people, you know, pouring gas on a bunch of logs, there's one person who has the courage to actually start the bonfire in the first place. Right. So that's what I feel like is going on here. And that's why we're here.

T**Tim Chermak** 49:13

We didn't start the fire. Actually, we did start it. I was going to say, wait a second, Jason. That's awesome. Well, I know we're super excited to have you guys here. When the guys came back from, from going to your event, they were pretty pumped and I was fairly new. That's around a little bit after I got hired on and they're like, I was in the process of getting some of the social media accounts and they're like, you got to start trying this like ad that's not an ad kind of situation. So super excited to have you guys here.

J**Jason Duff** 49:37

Um, yeah, I mean, all, all of us Realtors came up here just to learn and be inspired about what you guys are doing, because it's not like a Realtor mastermind or conference here. It's Realtors literally just coming up to look at the small businesses that you guys have inspired and started and like get ideas for their hometowns and hopefully bring back some of that inspiration and business model knowledge to their hometowns. Whether I said there's people here from Idaho, from Texas, Florida, Minnesota, Michigan. I mean, like, people flew in just to kind of get a tour of Bellefontaine. So I mean, it's cool. Like, if I— like, I'm not from Bellefontaine, right? If I was from here, I'd be really proud of what's going on here because it's cool for your community, certainly, but it's also influencing and inspiring small towns across the country. And like, I feel that America is its small towns. Like other countries across the world have big cities, right? China has way more big cities than, than the United States does. So does India. So do, you know, you know, super— all the countries in Europe are very population dense relative to the US, right? What makes the US interesting and makes us exceptional, you know, to use the phrase American exceptionalism, is our small towns. It's the small towns and kind of the rural areas other countries don't have that same vibe that we do when they have small towns. Typically it's like agricultural village type of towns, but America has like thriving small towns, or that really haven't been thriving, we should say, the last, you know, 30, 40, 50 years. And if we can recover that in the United States, I think it changes the entire culture of the United States because people are more likely to settle down, have kids, get, you know, married, have a family. And create economic stability in a small town. People don't want to do that in a condo in Minneapolis or Phoenix or even Columbus, right? People want to have that small town life, but they want to be close enough to a big city where if they want to go see, you know, a pro hockey game, pro football game, or a, you know, pro sporting event, concert, whatever, that they can do that. But I think America is stronger and it's just a more interesting place to live. To the extent that we have vibrant, interesting small towns. And so I'm like super passionate about that because that's, that's something that I think transcends politics, whether you're left, right, independent, libertarian, progressive, whatever. We should all be able to agree that the more vibrant and interesting America's small towns are, the more that we all win. So that's why I love what you guys are doing and I'm loving the platform. Can learn from you guys and hopefully take that back to our communities and show them how to do the same thing.

T**Tim Chermak** 52:16

That's awesome. I'm excited to, that, you know, be getting the tour and inspire some people and really show off that win-win. I think that's the kind of the theme of this podcast is pulling out that win-win, whether it's your whole community or, you know, with your just local businesses in general. It's kind of talking about the same thing. Jason, you want to hit us with your golden nugget? I think Tim said it well, that small is significant. And probably the biggest thing to take away, and you heard from a marketing expert today, that Being authentic and real, designing things that are not an ad. Uh, you know, a lot of people do what everyone else thinks you should do, and I appreciate Tim being the contrarian and just being real, authentic. And, uh, those results are showing itself in the clients that he's built, the business that he's built, and the communities that they're impacting. Yeah, yeah. One of my questions on here was going to be, you know, if— what would you— some advice that you would give to somebody who's more green in the real estate, you know, trying to gain some traction on social media and things like that. But honestly, I feel like if you weren't able to pull something from that, you know, discussion, then, you know, what advice would I give someone?

J**Jason Duff** 53:23

Go to platformmarketingideas.com.

T**Tim Chermak** 53:25

Smart businessman too. Yes, he is. So yeah, go ahead. And if people want to find you on social media or wherever, where can they find you? You're— yeah, I know you plugged a website, but yep.

J**Jason Duff** 53:34

So you can find us on Facebook, uh, Platform Marketing. Obviously the website is platformmarketingideas.com. And if you go there We have retargeting ads set up, so you will start seeing our videos and photos pop up in your newsfeed just by going to Platform Marketing Ideas. So you can kind of see the strategy as it's working, you know, as it's working on you. And so, I mean, we practice what we preach, right? Like, I don't cold call realtors to grow our business. The only way someone signs up for Platform is if they check out our website, they inquire, want to learn more, they contact me. And schedule a call with me. And it's something I say on a sales call, you know, because often they'll say something to the effect of like, well, that's really interesting, but how do you know it'll work in my market? Like, it's clearly— it's working for all these other case studies and clients I've seen, but how do you know it'll work in my market? It's like, well, we're on the phone, right? You're in your market. How do you think — so clearly you were interested enough to go through our funnel and then reach out. We create that same marketing process for you so that, you know, homeowners in your community reach out to you if, if they want to sell their house and they're looking for, you know, the best agent. So yeah, it's incredible. It's fun.

T**Tim Chermak** 54:42

Cool. Thank you, Tim. I appreciate you being here. Thank you, Tim, today. All right, well,

E**Ethan DeLeon** 54:46

thank you everyone for tuning in and checking out the Small Talk Podcast with Jason Duff. And you can find us anywhere that you listen to your podcast, including Spotify, Apple Podcasts, and even Small Nation on YouTube channel. I hope you're able to pull out some of the value from that conversation. We hope to see you in the next one. And if you haven't subscribed already or Looking for more of this kind of content, be sure to check out the Friday Small Talk newsletter that goes out every week. Stay tuned to Small Nation on social media and keep up with everything that is happening, as there are lots of exciting projects in the works. And until next time, this is Small Nation with Jason Duff signing off. Thanks guys.