

THE MAGIC OF MARKETING TO MULTIPLE STAKEHOLDERS

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01.



Do no harm.

02.



**Everything will take longer. That's not a horrible thing.
Plan for it.**

03.



Seek input. Then do it again. It's worth the effort.

04.



**You are not going to stick the landing every time.
When you do, celebrate the moment.**

05.



Creativity will be of the utmost importance. Apply creativity to even the most logic-based problems.

06.



Develop thick skin. Take the emotion out of your interpretation. Help others do the same.

07.



Scenario plan. It's worth the time.

08.



Feedback will be constant—some you will understand and apply right away. Some you will need to interpret to apply. All of it is useful.

09.



Above all else: diplomacy.

10.



Understand the perspective of your stakeholders. Really understand their unique needs, challenges and points-of-view. Business is at its best when we remember the human component.

Thank YOU!

