***How to Implement the Digital Marketing Campaign***

Welcome to your Monthly Digital Marketing Campaign! These campaigns, delivered exclusively to Coaching Club members once a month, are intended to help you easily keep in touch with your sphere. You can review the materials from this and previous months from your [Paperless Agent Dashboard](http://thepaperlessagent.com/dashboard/?turl=https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/).

***Technology You Will Need***

* If you choose to use the Blog Post, you will need a website that allows you to create posts.

*(Note: As a Coaching Club member, the posts are uploaded automatically to your AgentID Site if you have it activated. Click on the “AgentID Site” course card in your* [*Paperless Agent Dashboard*](http://thepaperlessagent.com/dashboard/) *to get started.)*

* [Adobe Acrobat Reader](https://get.adobe.com/reader/) (it's free!)
* An email marketing system
* A Facebook Business Page
* OPTIONAL: A LinkedIn Profile Page, an Instagram Account, a Pinterest Account

***Each Campaign Contains***

* A Blog Post on a topic of interest to anyone interested in real estate
* A professionally-designed, customizable PDF Report on the same topic
* A Cover Letter Email Template for sending out the PDF Report to your database
* A Phone/Voicemail Script to use when following up about the PDF Report
* Social posts and images for you to share the campaign on Facebook, Instagram and Pinterest (or whatever other social media platform you choose)
* A shortened version of the Blog Post for you to use on LinkedIn, as well as an image

There is a specific sequence in which you should implement this campaign. Assuming you have a website on which you will host the Blog Post – or that you will use the AgentID Site – and that you have organized your contacts in your CRM, that sequence is as follows:

***Monthly Digital Campaign Process***

1. View this month’s [Campaign Calendar](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-calendar).
2. Download the collateral from the current month's digital campaign.
3. Review the Blog Post and edit as necessary to make it applicable to your market.
4. Publish the Blog Post to your website.
5. Customize the Cover Letter Email Template (page 3 of this Support File) with your information.
6. [Edit the PDF Report with your contact information](http://thepaperlessagent.com/dashboard/?turl=https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/lessons/143730-how-to-edit-the-pdf-newsletter).
7. Add any new leads from last month to your email database.
8. Attach the edited PDF Report to the Cover Letter Email Template and send it to your selected contacts.
9. Connect with any new leads from last month on social media (Facebook, LinkedIn Instagram and Pinterest).
10. Publish the Facebook Post text and image (page 5 of this Support File) to your Facebook Business Page to drive traffic to your Blog Post.
11. Make a list of contacts in your network who you haven’t called in the past 90 days. Use the Phone Script (page 4 of this Support File) to follow up with these contacts.
12. Share the Facebook Post from your Business Page to your personal Facebook profile.
13. Continue using the Phone Script (page 4 of this Support File) to follow up with your contact list.
14. OPTIONAL: Pay to boost the social post on your Facebook Business Page to "Fans and Friends of Fans." This will greatly increase the number of people who see it.
15. OPTIONAL: Post the Instagram and Pinterest images and copy to your accounts (found on page 7 of this Support File).
16. OPTIONAL: Publish the LinkedIn Post as an article on LinkedIn.

We hope that you find a ton of value in this service! If you ever need assistance, please reach out to us at [**support@thepaperlessagent.com**](mailto:support@thepaperlessagent.com).

***February Campaign - Cover Email***

*Send to your network after you publish the**Blog Post to your website.*

*If you choose not to use the Blog Post or* [*Market Updates Landing Page*](https://dashboard.thepaperlessagent.com/lessons/market-updates-implementation-plan/)*, simply delete the highlighted lines below before sending this to your contacts.*

*Make sure to attach the* [*PDF Report*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-report) *to the email!*

*Subject:* Here are the hottest home design trends for 2018!

Hi [Contact],

When’s the last time you redecorated your living room? Or renovated your kitchen? If it’s been more than five years since you last refreshed your decor - or decades since you remodeled your kitchens and bathrooms - you may be due for an update.

Even subtle changes in color, style and finishes can make the difference between a home that looks modern and one that feels dated.

Want the inside scoop on where home design is headed in 2018 and beyond? You can read the highlights in our attached report. Or visit our blog post for more details, inspiration photos and a complete list of kitchen and bathroom trends: [link to blog post on your website].

If you have any questions about a remodeling or redecorating project, feel free to give us a call! We’re always happy to provide advice on how to maximize your return on investment.

And if you’re considering selling your home, contact us before you make any changes. We can help you determine which upgrades will have the biggest impact on your home’s value.

Sincerely,

[Signature]

P.S. – **Get [Area] Real Estate Market Updates from the MLS!** Get instant notifications when homes hit the market, home prices change, or when homes go under contract. Click here to get your updates. [example:<http://chrisscott.online/austin-area-market-updates/>].

***February Campaign – Phone Script***

*Start calling your contacts a few days after sending the email.*

Hi [NAME],

This is *[Your Name]* at *[Company]* and I’m calling to check in to see how you’re doing. How have you been, what’s new?

*[Chat]*

One of the reasons for my call is to follow up on the Home Design information I’ve been sending out. Around this time of year, a lot of my clients think about making improvements or upgrades to their living spaces.

And if you’re in need of a referral to a service professional how can help you with your home improvement or design projects, I would like to give you access to my professional network.

In my line of work, I’m always on the lookout for people I can trust to take care of my clients. My professional network consists of the service professionals, business owners and executives, and local firms I trust and recommend.

If you’re thinking about getting some work done around the house, message me and I’ll make a personal introduction to ensure you’re treated like a VIP. Have you been thinking of any projects around the house?

[Chat]

It’s always nice catching up with you. Thanks, and have a great day!

And one last thing before I let you go…

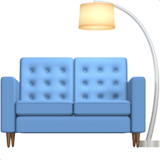
If you ever have questions about how an upgrade will impact the value of your home, let me know. I’m also happy to run a free Comparative Market Analysis so you can see how your home compares to others in your neighborhood.

Okay, take care!

***February Campaign – Facebook Post***

*Post to your Facebook Business Page, then share that post on your personal profile.*

[*Click here to download the image*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-social-media-image) *to use for the post.*

What are the hottest home design trends of 2018?  

Discover what’s in (and out) this year and find some design inspiration in our latest blog post: [link to blog post]

What home improvement projects do you have planned? Let us know in the comments!

***February Campaign – LinkedIn Post***

*Follow the instructions below to post to your LinkedIn Profile, which you can learn how to set up from our* [*LinkedIn Cheat Sheet*](https://dashboard.thepaperlessagent.com/download/linkedin-cheat-sheet/)*.*

[*Download the post copy and instructions for use here*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-linkedin-post)*, and get the image to add to the post by*[*clicking here.*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-linkedin-image)

Want to maximize your ROI on a future home purchase or on renovations to your current home? Find out where home design trends are headed in my latest article.

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #homedesign #designtrends #kitchendesign #remodel

Also include at least one local hashtag, ex: #austinrealestate or #austinhomes

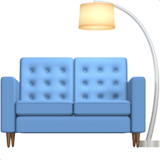
***February Campaign – Instagram & Pinterest Post***

*Post to your business pages and use a few of the suggested hashtags to reach more people on Instagram & Pinterest*

*For more information on using Instagram, watch our* [*Instagram Strategies for Real Estate Pros and Firms Coaching Club Session*](https://dashboard.thepaperlessagent.com/lessons/2017-07-19-coaching-session/) *and download the related resources.*

[*Click here to download the image*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-instagram-image) *to use for your* ***Instagram post.***

[*Click here to download the image*](https://dashboard.thepaperlessagent.com/download/february-2018-digital-marketing-campaign-pinterest-image) *to use for your* ***Pinterest post.***

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