**Table of Contents**

[**Why Do You Need the Monthly Value Program?**](#_d6p8okcrurxg) **2**

[**How to Implement the Monthly Value Program**](#_yfb46ioivmei) **3**

[Technology You Will Need](#_ta69g9jgbr0i) 3

[Monthly Value Program Process](#_v3yuh63xos3j) 4

[The Basics](#_tp39xnajzb44) 4

[The Basics - In Detail](#_r23yqmd04uqb) 4

[Monthly Value Program Variations](#_eibzhlwa2xwz) 6

[Blog Post](#_yhoym11wcv3n) 6

[PDF Report](#_f7qfl4didq17) 7

[Phone Script](#_x5nww4g7aan9) 8

[Facebook Post](#_igk6a1fbr59n) 9

[**Campaign Collateral**](#_4ogf2082gvl1) **10**

[Cover Email](#_ed5kkr91sfgt) 11

[Phone Script](#_3gqjeq8y8xar) 12

[Facebook Post](#_prl242tlfest) 13

[LinkedIn Post](#_k8v9k2jmzrol) 15

[Instagram & Pinterest Posts](#_1yzighfjg1cg) 16

[**Implementation Tutorials and Help**](#_wl5wzenymnci) **1**7

Welcome to your Monthly Value Program (MVP)! 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/).

# Why Do You Need the Monthly Value Program?

# 

We created these campaigns to help solve a rampant problem in the real estate industry. According the NAR 2017 Profile of Home Buyers and Sellers, 89% of home buyers and 85% of home sellers said they would at least “probably use their agent again” or “recommend them to others.” And yet, few followed through: only 12% of home buyers and 23% of home sellers used an agent they had worked with in the past to buy or sell a home.

Moreover, the typical seller has recommended their agent twice since selling their home. A full one-third of them have even recommended their agent three or more times! But has your business doubled or tripled? If you’re getting all these referrals, why aren’t people reaching out to you left and right?

Why are we losing all this sphere-of-influence business?

The simple answer is because we’re not doing a good enough job of showing our value. Many agents think that providing a good service once is all they need to earn repeat and referral business, but the truth is, it’s not even close to enough. The need to remind people of their value is the reason, for example, that Coca-Cola still spends money on advertising even though its product is so well known that an entire region of the U.S. uses the moniker “Coke” to refer to soda in general!

Let’s think about this in terms of real estate. The latest studies tell us it might take up to ten years before a client is ready to buy or sell their home again… can you really say that you’re staying in contact with your past clients consistently over that time?

And for referrals: a Consumer Insights Survey by Google said that 2 in 3 real estate searchers researched prospective agents online prior to working with them… when your client referred you to their friend or family member, and that person looked you up online, was what they found good enough to convince them to reach out? Statistically speaking, probably not.

While we certainly don’t need a marketing engine on par with the big brands like Coca-Cola, we do need to consistently and constantly demonstrate our character and competence. This is called “[omniscient marketing](https://dashboard.thepaperlessagent.com/topic/2018-02-07-omnipresent-marketing/),” and it’s a fancy way of saying “staying top of mind.” It also has the added benefit of meeting your customers where they are.

The MVPs, delivered exclusively to Marketing Club members each month, are an easy, practically done-for-you way to implement omniscient marketing. Executed successfully, they will keep you in touch with your sphere and give them the tools they need to refer you.

Learn more about the benefits of the MVPs in this [Member Training Session.](https://dashboard.thepaperlessagent.com/lessons/2018-03-07-coaching-session/)

# How to Implement the Monthly Value Program

Created around a theme that would pique the interest of anyone thinking about real estate, the MVPs give you the perfect excuse to pick up the phone and call the people on your list. In simplest terms, the way the MVPs work is that you email out a report, then call your contacts and ask “Hey, did you see that report I sent out?”

Of course, to implement the campaign with the greatest degree of success, there are a few more recommended steps. In this section, we cover the technology you will need and a suggested campaign process. We conclude with a list of suggested variations you could take on the campaign once you’ve mastered its basic implementation.

## Technology You Will Need

1. A CRM that contains your network’s contact information
   * [Learn more about CRMs and our recommended best practices here.](https://dashboard.thepaperlessagent.com/lessons/2016-01-20-coaching-session/)
2. If you choose to use the Blog Post, you will need a website that allows you to create posts.
   * As a Marketing 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.
3. [Adobe Acrobat Reader](https://get.adobe.com/reader/) (it's free!)
4. A Facebook Business Page
   * Review the [How to Create a Facebook Business Page Checklist](https://dashboard.thepaperlessagent.com/download/how-to-create-your-facebook-business-page/) here.
5. A way to send emails
   * Marketing Club members get access to an email marketing tool called the Marketing Suite through their membership. [Review a tutorial of how to use the Marketing Suite here.](https://dashboard.thepaperlessagent.com/topic/2017-12-20-marketing-suite-walkthrough/)
6. OPTIONAL: A LinkedIn Profile Page, an Instagram Account, a Pinterest Account

## Monthly Value Program Process

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, the sequence is as follows:

### The Basics

|  |  |  |
| --- | --- | --- |
| Step | Action | Time to Complete |
| 1 | Publish the Blog Post | 1 minute |
| 2 | Customize the Cover Letter Email Template with your information | 1 minute |
| 3 | Edit the PDF Report with your contact information | 1 minute |
| 4 | Email your network the customized PDF Report and Cover Letter Email | 1 minutes |
| 5 | Post on preferred social media channels | 5 minutes |
| 6 | Use the Phone Script to call your network | A few days |

Now let’s show you the basics of the campaign in more detail, assuming you have an organized CRM and are using the Paperless Agent marketing tools (AgentID Site and Marketing Suite). You can also review this process from this month’s [Campaign Calendar](https://dashboard.thepaperlessagent.com/download/july-2018-digital-marketing-campaign-calendar).

### The Basics - In Detail

|  |  |  |
| --- | --- | --- |
| Step | Action | Time to Complete |
| 1 | Download the collateral from the current month's digital campaign | 1 minute |
| 2 | Review the Blog Post and [edit as necessary](https://dashboard.thepaperlessagent.com/download/editing-a-blog-post-on-your-agentid-site/) to make it applicable to your market | 5 minutes |
| 3 | Customize the Cover Letter Email Template with your information | 1 minute |
| 4 | [Edit the PDF Report with your contact information](https://thepaperlessagent.freshdesk.com/solution/articles/14000056048-how-to-edit-the-monthly-digital-marketing-campaign-pdf) | 1 minute |
| 5 | Add any new leads from last month to your database and export your list to a CSV file | 5 minutes |
| 6 | Upload that CSV file to the Marketing Suite to create a subscriber list | 1 minute |
| 7 | Select the corresponding newsletter template in the Marketing Suite and add your edited Cover Letter Email Template to the “intro” section | 1 minute |
| 8 | [Send it to your selected contacts](https://dashboard.thepaperlessagent.com/topic/2017-12-20-marketing-suite-walkthrough/) | 1 minute |
| 9 | Connect with any new leads from last month on social media (Facebook, LinkedIn, Instagram and Pinterest) | 5 minutes |
| 10 | Publish the Facebook Post text and image to your Facebook Business Page to drive traffic to your Blog Post | 1 minute |
| 11 | OPTIONAL: Publish the Instagram, Pinterest, and LinkedIn Posts | 1 minute each |
| 12 | Make a list of contacts in your network who you haven’t called in the past 90 days | 5 minutes |
| 13 | Use the Phone Script to follow up with these contacts | A few days |

As you can see, the “admin” part of the MVPs only takes about 30 minutes. The majority of your time using them will be spent on the phone, having quality conversations with the people in your network. What a valuable way to utilize your prospecting time!

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## Monthly Value Program Variations

One of the most powerful aspects of the MVPs is their flexibility. Using the collateral we provide you, you can do almost anything you can imagine to reach your customers where they are!

Here’s a list of variations you could take on the various campaign components. This is by no means exhaustive.

Please note: *you do not have to do all of these variations every month.* Once you become familiar with the basic process of implementing the MVP, we simply encourage you to pick a variation that interests you and test it out. If your network responds positively, keep doing it. If you don’t see an impact from it, try another one!

### 

### Blog Post

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Change the Call-to-Action (CTA) at the bottom of the blog post to be more directly related to your market and audience. | Increases conversion: the more you tailor the CTAs you use in your marketing, the more likely your audience will be to take that action. | Member Training Session: [Advanced-Level Client Marketing](https://dashboard.thepaperlessagent.com/lessons/2017-05-17-coaching-session/)  Checklist: [Editing a Blog Post on Your AgentID Site](https://dashboard.thepaperlessagent.com/download/editing-a-blog-post-on-your-agentid-site/)  Checklist: [Free Form Landing Pages on the AgentID Sites](https://dashboard.thepaperlessagent.com/download/free-form-landing-pages-on-the-agentid-sites/) |

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### PDF Report

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Attach the PDF to an email you send from your personal email account. | Attachments are often perceived as items of higher value. While sending out attachments en mass from an email marketing system may cause your message to be flagged as spam, sending out a few from your personal email account to your “A” contacts will be seen as “going the extra mile.” | Tutorial: [Sending the Value Program Through Gmail](https://dashboard.thepaperlessagent.com/topic/2017-09-06-resource-sending-the-digital-marketing-campaign-through-gmail/) |
| Add a link to download the PDF to your Cover Email. | Attachments are often perceived as items of higher value. A way to send out the attachment through your email marketing system without triggering spam filters is to upload your customized PDF to cloud storage and add that link to your Cover Email. | Tutorial: [Sending the Value Program Through Realvolve](https://dashboard.thepaperlessagent.com/topic/2017-08-02-sending-the-digital-marketing-campaign-through-realvolve-tutorial/) |
| Print the PDF to distribute at open houses | Giving passers-through an item of value like the PDF is a great way to help them remember you. |  |
| Print the PDF to include in your Expired Listing Packet | Owners of expired listings often feel like agents don’t know what they’re doing. Show you’re a market expert by including a print-out of your MVP PDF along with the other campaign materials. | Member Training Session: [Updated Expired Listing Campaign Strategy](https://dashboard.thepaperlessagent.com/lessons/2015-07-22-coaching-session/) |

### 

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### Phone Script

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Modify the Phone Script to be a voicemail script | Not everyone you call will pick up the phone. Leave an informative voicemail and they might just call you back! |  |
| Modify the Phone Script to be a text message | Some people respond better to text messages than phone calls. |  |
| Modify the Phone Script to be a video | Video is a great way to add value to your marketing strategy. Film a video using the phone script as a guideline of talking points and host it on your blog post or upload it to your social media channels. | Member Training Session: [December Value Program / Real Estate Video](https://dashboard.thepaperlessagent.com/lessons/2017-12-06-coaching-session/)  Evernote Note: [Paperless Agent Recommend Equipment](https://www.evernote.com/l/AMKtZ15Xq9xPjpXKmankhr3VVAgI1kl1oEs)  FAQ Article: [How to Add a Video to a Blog Post or Listing](https://thepaperlessagent.freshdesk.com/solution/articles/14000069357-how-to-add-a-video-to-a-blog-post-or-listing) |

### 

### Facebook Post

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Share the post from your Facebook Business Page to your Personal Profile | While you can’t conduct business from your Facebook Personal Profile without violating the terms of use, it’s a good idea to occasionally remind people in your personal network know about the business you’re doing. | [Facebook 101: Leveraging Your Personal Profile for Your Business](https://dashboard.thepaperlessagent.com/topic/facebook-101-leveraging-your-personal-profile-for-your-business-page/) |
| Run an ad promoting the post to your database | Organic reach from Facebook Business Pages is severely limited right now. Running an ad to ensure that your post gets in front of your contacts on Facebook is both inexpensive and effective. | Member Training Session Segment: [Facebook Changes - What Does This Mean?](https://dashboard.thepaperlessagent.com/topic/2018-01-17-facebook-changes-what-does-this-mean/)  Checklist: [Using A Facebook Custom Audience](https://dashboard.thepaperlessagent.com/download/using-a-facebook-custom-audience/)  Tutorial: [Create a Facebook Custom Audience From Your Database](https://dashboard.thepaperlessagent.com/topic/2017-05-03-create-a-facebook-custom-audience-from-your-database/) |
| Run a Send Message Campaign | The variation above tries to drive people to your blog post, with the hopes that they will contact you with their real estate needs. Cut out the middleman with a Send Message campaign, which uses a CTA that encourages people to send you a Facebook message and start a conversation. | Member Training Session Segment: [Facebook Messenger Campaign - Send Message](https://dashboard.thepaperlessagent.com/topic/2018-01-17-facebook-messenger-ad-campaign-send-message/) |

# February Campaign Collateral

To download the components of each month’s MVP, visit the Monthly Value Programs course card from your [Paperless Agent Dashboard](http://thepaperlessagent.com/dashboard/?turl=https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/) or click the links below.

For more detailed instructions on accessing the MVP course card, [click here.](https://thepaperlessagent.freshdesk.com/solution/articles/14000038428-how-to-access-monthly-digital-marketing-campaigns-)

Once you access the MVP course card, familiarize yourself with the setup of the materials. Make sure to review all the content in the READ FIRST chapter, found in the left-hand navigation bar. Then check out each of the previous month’s campaigns by clicking on their title. Everything will be available under the section titled “DOWNLOAD: Campaign Collateral.”

Here’s what’s included within that section:

* A [**Blog Post**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-blog-post) on a topic of relevance to anyone interested in real estate
* A professionally-designed, customizable [**Report**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-report) on the same topic
* A [**LinkedIn Post**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-linkedin-post), which is a condensed version of the blog post
  + Also has instructions for publishing a post to LinkedIn
* A [**Marketing Calendar**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-calendar) of activities to ensure you implement the campaign fully
* A Social Media Image for you to use on Facebook or in your blog post
  + This month, we have given you 3 Facebook post options, with 3 different images
  + [**Social Media Image A**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-social-media-image)(corresponds with Facebook Post A)
  + [**Social Media Image B**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-social-media-image-b/) (corresponds with Facebook Post B)
  + [**Social Media Image C**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-social-media-image-c/) (corresponds with Facebook Post C)
* An [**Instagram Image**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-instagram-image)
* **A** [**Pinterest Image**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-pinterest-image)
* **A** [**LinkedIn Image**](https://dashboard.thepaperlessagent.com/download/february-2018-mvp-linkedin-image)
* This[**Support File**](https://dashboard.thepaperlessagent.com/download/february-2019-mvp-support-file), which contains
  + The **Cover Email Template**
  + The **Phone Script**
  + The copy for the **Social Media Posts**

Future campaigns are released on the first day of each month. They will be emailed to you as well as uploaded to the the MVP course card.

## Cover Email

*If using the Marketing Suite included in your Paperless Agent Marketing Club membership to send this message, leave the merge field for your contact’s first name formatted the way it is: {first\_name}. This will automatically personalize your message for each person with their name.*

Subject: February 2019 Report: Top 8 Home Design & Remodeling Trends for 2019

{first\_name},

It’s that time of year when we reveal the hottest trends in home design!

Even if you don’t have the budget for major updates, something as simple (and inexpensive) as painting your ceiling or replacing your cabinet hardware can bring fresh life to dated decor.

Check out the attached report to find out where home design is headed in 2019, including the top paint colors, hardware finishes, kitchen upgrades, and more! Or head over to our blog for more trends and some stunning inspiration photos: [insert blog link]

The design choices you make can have a major impact on the value and appeal of your home for resale. So before you get started, give us a call for a complimentary consultation. We can help you determine which updates and upgrades will offer the greatest return on your investment. We’re also happy to introduce you to our favorite contractors and service providers to ensure you receive the VIP treatment.

Call or reply to this email, and let us know how we can help!

Sincerely,  
   
[Signature]

P.S. Are you dreaming about decorating your very first home? Start preparing today! Reply to this email to request a ***free copy of our Home Buyer’s Guide.***

## 

## Phone Script

Hi [NAME],

This is *[Your Name]* at *[Company]*. How are things?

*[Chat]*

I wanted to call to make sure you received our latest report on the top home design trends for 2019. Did you happen to see it?

*[pause for response]*

Around this time of year, a lot of my clients start planning home improvement projects.

And they sometimes end up hiring a terrible contractor. Or choosing a design style that makes their home hard to sell when I list it a couple of years later.

So I try to proactively reach out and remind everyone that I’m here to help.

I can make referrals to someone locally who can help with any projects you might have. And I’m also happy to help you determine which updates are going to add the most value to your home.

Is there anything I can help you with today?

*[pause for response]*

Well, I just like to remind my clients from time to time that I’m not just here to help you buy and sell your home. I’m also here to help you maximize your investment over the long term.

It was great talking to you. Let me know if there’s ever anything you need!

## 

## Facebook Post

*As a bonus, this month we’ve included three Facebook posts. Choose your favorite, or try posting all three at various times throughout the month.*

**POST A (Suggested Image: Social Media Image A)**

It’s that time of year when we reveal the latest trends in HOME DESIGN. And if you’re anything like us, you will look around your house and realize \*yikes\* … we may be due for some updates! 🙀

If that’s YOU - don’t panic! We can help.

Start by checking out our latest blog post to find out where home design is headed in 2019.

If you feel like your home is ready for a refresh, call or message us to schedule a complimentary consultation. We can help you determine which updates and upgrades will add the most VALUE to your home - and share our recommendations for local service providers to help you get started.

And if you’re ready for a REALLY fresh start, maybe a new home is what you need. We can help with that, too! 😉

→ [insert link to blog post]

**POST B (Suggested Image: Social Media Image B)**

We’ve found that the cheapest and easiest way to update the look of a room is with a fresh coat of paint.

Outdated cabinets? Paint them. Ugly front door? Paint!

In our latest blog post, we share the hottest paint colors of the year… along with 7 more top design trends you can start incorporating in your home today. Check it out and let us know what updates you plan to make in 2019!

→ [insert link to blog post]

**POST C (Suggested Image: Social Media Image C)**

Okay, guys. Designers are saying that stainless steel appliances are going out of style?!? But we’re not convinced. What do you think?

Comment with your opinion, and then check out our latest blog post to find out what’s “IN” for home design in 2019 … and which styles are on their way out. → [insert link to blog post]

STAINLESS STEEL APPLIANCES ARE:

Option 1: Classic and Timeless

Option 2: Overdone and Out

## 

## LinkedIn Post

Want to maximize your ROI on a future home purchase or on renovations to your current home? Strategic updates can increase the value of your property. 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

## Instagram and Pinterest Posts

We’ve found that the cheapest and easiest way to update the look of a room is with a fresh coat of paint.

Outdated cabinets? Paint them. Ugly front door? Paint!

In our latest report, we share the hottest paint colors of the year… along with 7 more top design trends you can start incorporating in your home today.

Message us for a copy of the report, or check out our blog post (link in profile), and then let us know what updates you plan to make in 2019!

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

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

# Implementation Tutorials and Help

For instructions and help using the MVP components, refer to the following resources:

PDF Report:

* [How to Edit the Monthly Value Program PDF](https://thepaperlessagent.freshdesk.com/solution/articles/14000056048-how-to-edit-the-monthly-digital-marketing-campaign-pdf)

Facebook:

* Review the [How to Create a Facebook Business Page Checklist](https://dashboard.thepaperlessagent.com/download/how-to-create-your-facebook-business-page/)
* [Sharing the Monthly Value Programs on Facebook](https://thepaperlessagent.freshdesk.com/solution/articles/14000081506-sharing-the-monthly-digital-marketing-campaigns-on-facebook)

LinkedIn:

* Learn how to setup your LinkedIn Profile with our [LinkedIn Cheat Sheet](https://dashboard.thepaperlessagent.com/download/linkedin-cheat-sheet/)
* [Sharing the Monthly Value Programs on LinkedIn](https://thepaperlessagent.freshdesk.com/solution/articles/14000082776-sharing-the-monthly-digital-marketing-campaigns-on-linkedin)

Instagram:

* Watch our [Instagram Strategies for Real Estate Pros and Firms Member Training Session](https://dashboard.thepaperlessagent.com/lessons/2017-07-19-coaching-session/)
* [Sharing the Monthly Value Programs on Instagram](https://thepaperlessagent.freshdesk.com/solution/articles/14000081505-sharing-the-monthly-digital-marketing-campaigns-on-instagram)

Pinterest

* [Sharing the Monthly Value Programs on Pinterest](https://thepaperlessagent.freshdesk.com/solution/articles/14000075577-sharing-the-monthly-digital-marketing-campaign-on-pinterest)

We hope that you find a lot of value in this service! If you have any questions, please reach out to us by emailing [support@thepaperlessagent.com](mailto:support@thepaperlessagent.com).