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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. A way to customize the Report, which we offer in three formats. You only need to have one of these programs to edit the Report:
   * Microsoft PowerPoint
   * Apple Keynote
   * [Adobe Acrobat Reader](https://get.adobe.com/reader/) (it's free!)
4. A Facebook Page
   * This can either be a Local Business Page or a Public Figure Page
   * Review [how to create a Facebook Business Page](https://www.facebook.com/business/pages/set-up) 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/march-2019-mvp-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!

## 

## 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/) |

### 

### 

### 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 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/) |

# July 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/july-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/july-2019-mvp-report/) on the same topic
  + **Powerpoint version**
  + **Keynote version**
  + **PDF version**
* A [**LinkedIn Post**](https://dashboard.thepaperlessagent.com/download/july-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/july-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 2 Facebook post examples, a video prompt, and 2 different image options
  + [**Social Media Image A**](https://dashboard.thepaperlessagent.com/download/july-2019-mvp-social-media-image/)
  + [**Social Media Image B**](https://dashboard.thepaperlessagent.com/download/july-2019-mvp-social-media-image-b)
* An [**Instagram Image**](https://dashboard.thepaperlessagent.com/download/july-2019-mvp-instagram-image)
* **A** [**Pinterest Image**](https://dashboard.thepaperlessagent.com/download/july-2019-mvp-pinterest-image)
* **A** [**LinkedIn Image**](https://dashboard.thepaperlessagent.com/download/july-2019-mvp-linkedin-image/)
* This[**Support File**](https://dashboard.thepaperlessagent.com/download/july-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: Will Your Remodel Pay Off? The Best (and Worst) Ways to Spend Your Budget

Hi {first\_name},

Well, summer is officially here! And I hope you’re finding some time to relax with family and friends.

If these hot summer days have you dreaming of an in-ground pool or barbecues on a new backyard deck, then you’ll definitely want to check out my latest blog post.

*“Will Your Remodel Pay Off? The Best (and Worst) Ways to Spend Your Budget.”*   
---> [insert link to post]

From a kitchen remodel to a swimming pool, find out which home renovations offer the highest and lowest returns when it comes time to sell.

And if you’ve already started making home improvement plans, reply to this email with the details or give me a call. I’d be happy to conduct a free analysis to determine how your investment will impact the value of your home.

In the meantime, enjoy your summer … and don’t forget the sunscreen!

Sincerely,

[Signature]

P.S. Are you searching for contractors to help with your summer projects? I’d be happy to connect you with my favorite local service professionals! Just let me know how I can help.

## 

## Phone Script

## Hi [NAME],

This is *[Your Name]* at *[Company]*. I just wanted to say hi and see how you summer is going.

*[pause for response]*

That sounds like fun!

Well, I also wanted to check in to see if you’re tackling any home improvement projects this summer.

It tends to be one of the busiest times of year for remodeling, so I always like to offer free custom evaluations to my friends and clients.

It can help you assess how your investment is going to impact the value of your home.

Is that something you might be interested in?

## 

## Facebook Post

*We recommend customizing these to reflect your personal voice and style. Choose your favorite, or try posting all three at various times throughout the month.*

**POST A**

If you’ve ever been through a major home remodel, you know how awful it can be. The stress, the dust, the constant stream of workers. It’s a major disruption.

In fact, I work with buyers all the time who would rather move than live through it!

Of course, after it’s over, most homeowners are glad they decided to remodel and love the results. But will the financial investment pay off when it comes time to sell?

My latest blog post answers that question. Find out which home renovation projects offer the highest and lowest returns at resale.

Them message me or comment below if you’d like a free customized analysis of your upcoming project. I can help you determine how it will impact the value of your home.

[insert link to post]

**POST B**

I see so many homeowners make this common mistake when it comes to home renovations.

They take out a home equity loan to remodel or make an addition to their home and they expect to recoup the costs when they sell.

Unfortunately, some home renovations only pay back a fraction of their cost at resale. Less than half of your investment!

PLEASE friends. I don’t want to see this happen to you!

Check out my latest blog post that covers six popular home renovation projects and find out which ones offer the highest and lowest returns on investment.

Then call or message me before you invest in any major home improvements. I can run a free customized analysis on your project to determine how it will impact the value of your home.

Let’s work together now so there are no unpleasant surprises down the road!

**VIDEO PROMPT (Try shooting a short video to post on Facebook)**

* Find a real-life example of a high-return renovation to showcase. You can use a current listing (yours or another agent in your brokerage) or an example in your own home or friend’s home. Tip: If you showcase an example in your own home, make sure it doesn’t come across as boastful. And of course, if you showcase an example in a current listing, make sure to only say positive things!
* Talk about how and why it adds value to the home. You can find stats in this report if it’s not one of the renovations covered in the blog post: <https://www.remodeling.hw.net/cost-vs-value/2019/>
* Then let the viewer know they can read your blog post to find out the remodeling projects with the best and worst returns on investment. Be sure to link to the blog post in the Facebook post copy.

## 

## LinkedIn Post

Which #homerenovation projects offer the highest and and lowest returns are resale? Find out in my latest article.

**Suggested hashtags:** #realestate #housing #personalfinance #homesellers #homerenovation #remodel #homeimprovement

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

## Instagram Post

If you’ve ever been through a major home remodel, you know how awful it can be. The stress, the dust, the constant stream of workers. It’s a major disruption.

In fact, I work with buyers all the time who would rather move than live through it!

Of course, after it’s over, most homeowners are glad they decided to remodel and love the results. But will the financial investment pay off when it comes time to sell?

My latest blog post answers that question (link in profile). Find out which home renovation projects offer the highest and lowest returns at resale.

Them message me or comment if you’d like a free customized analysis of your upcoming project. I can help you determine how it will impact the value of your home.

**Suggested hashtags:** #realestate #realtor #realestateagent #realestateexperts #realestateinvestment #realestatetips #realestategoals #realestatemarket #homesearch #homeseller #homebuyer #homerenovation #remodel #remodeling #homeimprovement

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

## 

## 

## Pinterest Post

Find out if your home renovation project will pay off when it comes time to sell! #remodel #homerenovation

# 

# 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:

* [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).