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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!

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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 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/) |

# March 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/march-2019-mvp-blog-post) on a topic of relevance to anyone interested in real estate
* A professionally-designed, customizable **Report** on the same topic
  + [**Powerpoint version**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-report-powerpoint/)
  + [**Keynote version**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-report-keynote/)
  + [**PDF version**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-report-pdf/)
* A [**LinkedIn Post**](https://dashboard.thepaperlessagent.com/download/march-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/march-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 examples and 2 different image options
  + [**Social Media Image A**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-social-media-image/)
  + [**Social Media Image B**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-social-media-image-b)
* An [**Instagram Image**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-instagram-image)
* **A** [**Pinterest Image**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-pinterest-image)
* **A** [**LinkedIn Image**](https://dashboard.thepaperlessagent.com/download/march-2019-mvp-linkedin-image/)
* This[**Support File**](https://dashboard.thepaperlessagent.com/download/march-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: March 2019 Report: What’s Your Home Actually Worth?

{first\_name},

***“The market is changing. What does that mean?”***

I’m getting a lot of questions like this from clients. They’ve heard media reports that the [insert city] real estate market is shifting, and they want to know how the value of their property will be affected.

Since I’m in the field every day looking at homes and talking to buyers, sellers, and lenders, I can confirm that changes are happening in the market. But the impact these changes are having on individual home prices has varied greatly.

Read the attached report to find out some of the factors I consider when determining a home’s value. And then, if you’re curious about what YOUR home is worth in today’s market, reply to this email and request a ***FREE customized expert price analysis for your property.***

If you’re looking to buy a home, I can determine what you should expect to pay in the current market.

Don’t get caught off guard or miss out on your ideal time to buy or sell. Reply to this email, and let’s schedule a time to talk about how changes in the market could impact your future real estate plans.

I hope to hear from you soon!  
   
[Signature]

P.S. – Do you know someone who would like to receive instant notifications about homes that are for sale on the market? They can be the first to know when a home hits the market or drops its price. Share this link to get updates. [example: http://chrisscott.online/austin-area-market-updates/]

## 

## Phone Script

Hi *[NAME]*,

This is *[Your Name]* at *[Company]* and I was just calling to check in and see how you’re doing.

*[pause for response]*

I’m also calling to follow up on an email I sent recently. It talked about how the local real estate market is changing and how those changes could impact the current value of your home. Did you happen to see it?

*[pause for response]*

*[For Current Homeowners]*

Do you mind if I ask, have you ever been curious about what your home is worth in today’s market?

*[pause for response]*

I’ve had a lot of clients take me up on my offer to run a free Comparative Market Analysis on their property to find out their current market value. Is that something you might be interested in too?

*[If YES]* Great! Let me get some information …

*[If NO]* I understand. If you ever change your mind, or if you know someone who might be interested in finding out the value of their property, please let me know. I’d love to help.

*[For Potential Buyers]*

Do you mind if I ask, when was the last time you took a look at local home prices?

[pause for response]

I’ve had a lot of clients take me up on my offer to set up a customized home search so they can see what types of homes fit within their budget. You may be surprised. We’re seeing some great deals hit the market lately.

Is that something you might be interested in too?

*[If YES]* Great! Let me get some information …

*[If NO]* I understand. If you ever change your mind, or if you know of someone who might be interested in this type of information, please let me know. I’d love to help.

## 

## Facebook Post

*As a bonus, this month we’ve included three Facebook post examples. 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 (Suggested Image: Social Media Image A)**

The [insert city] real estate market is changing. Do you know how it will impact the value of your home?

Read my latest blog post to find out how I calculate a home’s worth and how to get a complimentary report with your home’s current market value.

→ [insert link to blog post]

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

Guys, it’s the classic battle of human vs. computer. Agent vs. algorithm.

Find out why I’m better than a bot in my latest blog post:

→ [insert link to blog post]

**Post C with direct offer for CMA (Try shooting a short video like this one Garry made:** [**https://www.facebook.com/creathrealestate/videos/300715213869966/**](https://www.facebook.com/creathrealestate/videos/300715213869966/)**)**

The [insert city] real estate market is changing! Are you curious about what these changes are doing to the value of your home? Message me and I’d be happy to send you a free detailed report specific to your home.

## 

## LinkedIn Post

The [insert city] real estate market is changing. Do you know how it will impact the value of your home? Read my latest article to find out how I calculate a home’s worth and how to get a complimentary report with your home’s current market value.

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #homevalue #homeprices #realestatemarket

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

## Instagram and Pinterest Posts

Guys, it’s the classic battle of human vs. computer. Agent vs. algorithm.

Find out why I’m better than a bot in my latest report, “What’s Your Home Actually Worth? Discover What Buyers Will Pay in Today’s Market.”

Message me for a copy, or check out my blog post (link in profile). And then let me know if you’d like me to perform a free analysis to find out your home’s true market value!

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #homevalue #homeprices #realestatemarket

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:

* [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).