**April Campaign - Cover Email**

*Send to your network after you* [*publish the blog post*](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-blog-post-docx) *to your website.*

*If you choose not to use the blog post, simply delete the highlighted line below before sending this to your contacts.*

*Make sure to attach the* [*PDF Newsletter*](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-report-pdf) *to the email!*

*Subject:* Report: How to amp up the resale value of your home

Hi [Contact],

Just wanted to check in with you… Hope you’re doing well!

We recently put together some information about **how to increase the resale value of your home.**

**Whether you're putting your home on the market now or in the next five years, it is a smart decision to start building your home's resale value now.**

The attached report covers tips on what you can do right now to make sure you get the most money possible on your future closing day.

You can also see a more in-depth report on increasing home values on my website [link to blog post on your website].

If you have any questions about our local market to help you make any real estate-related decisions, please don’t hesitate to let me know.

[Signature]

P.S. – Curious about what’s for sale in the market? Just reach out to me and I’ll be happy to send you automatic updates.

**April Campaign – Script**

*Start calling your contacts one day after sending the email.*

Hi [Contact],

Just wanted to check in with you… How are you?

[Chat]

Well, the purpose of my call is to let you know we recently sent out some information with updates on **increasing your home’s resale value.**

Whether you're putting your home on the market now or in the next five years, it is a smart decision to start building your home's resale value now.

You may not have had a chance to read it yet, but if you have any questions about our local market, or need to make any real estate-related decisions, please don’t hesitate to let me know.

I know you’re busy, so I won’t take up any more of your time.

Is there anything you need any help with?

Thanks and take care!

**April Campaign – Facebook Post**

*Post to your Facebook business page, then share that post on your personal profile.*

[*Click here to download the image*](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-social-media-image-jpg) *to use for the post.*

Whether you're putting your home on the market now or in the next five years, it is a smart decision to start building your home's resale value now. Here are some tips to help…

1) Preventative maintenance can actively increase your home’s resale value — according to a recent study, by about 1% per year!

2) Studies show that a home valued at $150,000 could increase its value between $8,300 and $19,000 with the addition of landscaping.

3) Knowing design trends will give you the opportunity to make changes to your home based on where your needs and your potential buyer's desires intersect.

Want to know more? Message me and I’ll send you my report on How to Amp Up the Resale Value of Your Home.

**April 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://coffeewithkrisstina.customerhub.net/file/linkedin-cheat-sheet-pdf)*.*

[*Download the post copy here*](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-linkedin-post-docx)*, and get the image to add to the post by* [*clicking here.*](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-linkedin-image-jpg)

LinkedIn is a social media platform that is heavily associated with your professional identity. When potential clients research you online, chances are high that they will look at your LinkedIn profile for proof of your business credentials: what type of work you do, who you are as a professional, etc.

To make sure you put your best foot forward online, [post this article to your LinkedIn profile.](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-linkedin-post-docx) We will provide a new article each month, and the topics are carefully chosen so that you seem like a knowledgeable market leader in the real estate industry.

To post the article to your LinkedIn profile, follow these steps:

1. [Click here to download the image](https://coffeewithkrisstina.customerhub.net/file/pa-april-2016-digital-marketing-campaign-linkedin-image-jpg) and save it to your computer
2. Highlight and copy the Headline of the article (the first bolded line)
3. Sign into your LinkedIn profile
4. Under your name, select “Publish a Post”
5. Click “Add an Image to Bring Your Post to Life”
6. Choose the image you saved from this file
7. Click “Open”
8. Paste the Headline of the article into the space that says “Write Your Headline”
9. Highlight and copy the text of the article
10. Paste the article into the space that says “Start Writing”
11. Hit “Publish” at the top right corner of your screen