**How to Implement the Digital Marketing Campaign**

Welcome to your Monthly Digital Marketing Campaigns! 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](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.

*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

**Each Campaign Contains**

* An SEO-focused blog post on a topic of interest to anyone interested in real estate
* A professionally-designed, customizable PDF newsletter on the same topic
* An email template for sending out the newsletter to your database
* A phone / voicemail script to use when following up about the newsletter
* A social post and image for you to share the campaign on Facebook (and 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**

*View this month’s* [*Campaign Calendar*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-calendar-pdf)

1. Download the collateral from the current month's digital campaign
2. Review the Blog Post and edit as necessary to make it applicable to your market
3. Publish the Blog Post to your website
4. Edit the Cover Letter Email Template (page 3 of this Support File) with your information
5. [Edit the PDF Report with your contact information](https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/lessons/143730-how-to-edit-the-pdf-newsletter)
6. Attach the edited PDF Report to the Cover Letter and send it to your selected contacts
7. Wait a day
8. Use the Phone Script (page 4 of this Support File) to follow up with all the contacts to whom you sent the PDF
9. Publish the Social Post text and image (page 5 of this Support File) to your Facebook Business Page
10. Share your post to your personal Facebook profile
11. Publish the LinkedIn Post to your LinkedIn profile
12. OPTIONAL: Boost the Social Post on your Facebook Business Page to "Fans and Friends of Fans"

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**.

**August Campaign - Cover Email (U.S.)**

*Send to your network after you publish the* [*blog post*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-blog-post-docx) *to your website.*

*If you choose not to use the blog post or* [*Market Updates Landing Page*](https://goodlifeteam.wistia.com/medias/h609ave1hh)*, simply delete the highlighted lines below before sending this to your contacts.*

*Make sure to attach the* [*PDF Newsletter*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-report-pdf) *to the email!*

*Subject:* Use your smartphone to help you organize your life

Hi [Contact],

Our smartphones are with us for most of our waking hours. If you’re like the average person, you likely check it up to 46 times a day.\* Your smartphone is not only a powerful tool for communication; it can also help you get organized if you plan to buy or sell, save money and give you ideas for your next home project.

We’ve outlined a few apps to help you get started. The attached report, **“Top 12 Apps for Homeowners and Renters”** describes several apps that can do all this and more.

Learn about these apps and more. [link to blog post on your website].

Sincerely,

[Signature]

P.S. – If you want more ideas for your home remodel or interior design makeover, give us a call and let us connect you with a great contractor or interior designer in our area.

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/>].

\*Source:Deloitte, 2016 global mobile consumer survey: US edition

**August Campaign - Cover Email (Canadian)**

*Send to your network after you publish the*[*blog post*](https://coffeewithkrisstina.customerhub.net/file/pa-august-2017-digital-marketing-campaign-canada-blog-post-docx) *to your website.*

*If you choose not to use the blog post or* [*Market Updates Landing Page*](https://goodlifeteam.wistia.com/medias/h609ave1hh)*, simply delete the highlighted lines below before sending this to your contacts.*

*Make sure to attach the*[*PDF Newsletter*](https://coffeewithkrisstina.customerhub.net/file/pa-august-2017-digital-marketing-campaign-canada-report-pdf) *to the email!*

*Subject:* Use your smartphone to help you organize your life

Hi [Contact],

Our smartphones are with us for most of our waking hours. If you’re like the average person, you likely check it up to 46 times a day.\* Your smartphone is not only a powerful tool for communication; it can also help you get organized if you plan to buy or sell, save money and give you ideas for your next home project.

We’ve outlined a few apps to help you get started. The attached report, **“Top 12 Apps for Homeowners and Renters”** describes several apps that can do all this and more.

Learn about these apps and more. [link to blog post on your website].

Sincerely,

[Signature]

P.S. – If you want more ideas for your home remodel or interior design makeover, give us a call and let us connect you with a great contractor or interior designer in our area.

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/>].

\*Source:Deloitte, 2016 global mobile consumer survey

**August Campaign – Phone Script**

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

Hi [Contact],

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

[Chat]

Now this may seem like a silly question, but I was wondering… do you have a smartphone or tablet?

*Them: Yes*

Yes, the majority of people do, of course. But I recently learned that the average person checks their smartphone nearly 50 times a day, did you know that? I personally check mine more because I’m always checking in on clients or watching the market in our area. What about you?

[Chat]

Well, since you do have a smartphone and I know you’re a [homeowner / renter], I have something that I thought might be useful for you. I just recently put together a report titled **“Top 12 Apps for Homeowners and Renters,”** to offer suggestions of apps that can help you get organized and get ideas for your next home project.

The report and blog post I emailed you outline this information, so I won’t take up any more of your time. If you have any questions, or need to make any real estate-related decisions, please don’t hesitate to let me know.

Is there anything you need any help with?

**August 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-August-2017-digital-marketing-campaign-social-media-image-jpg) *to use for the post.*

Let your smartphone help you get organized to sell your home (or buy a new one), save money for a down payment, learn more about the homes that have caught your eye and get inspired for your next home renovation project.

Want to learn more? Ask us for our free report, “**Top 12 Apps for Homeowners and Renters**,” or visit our blog where we cover these apps and more [link to blog post]



**August Campaign – LinkedIn Post (U.S.)**

*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-August-2017-digital-marketing-campaign-linkedin-post-docx)*, and get the image to add to the post by* [*clicking here.*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-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-August-2017-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-August-2017-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

**August Campaign – LinkedIn Post (Canadian)**

*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-august-2017-digital-marketing-campaign-canada-linkedin-post-docx)*, and get the image to add to the post by* [*clicking here.*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-linkedin-image-jpg)

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**August Campaign – Instagram & Pinterest Post**

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

[*Click here to download the image*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-instagram-image-jpg) *to use for your* ***Instagram post.***

[*Click here to download the image*](https://coffeewithkrisstina.customerhub.net/file/pa-August-2017-digital-marketing-campaign-pinterest-image-jpg) *to use for your* ***Pinterest post.***

If you’re like most people, you use for smartphone for more than texting and social media. Use it to help you become more organized when you buy or sell, save money for a down payment, or get inspired for your next home design project. Learn about several apps that can help you get started and contact us for our free report!

**Suggested hashtags:** #productivity, #homedecorating #homerenovation #remodelling #organization #motivation #inspiration

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