***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](http://thepaperlessagent.com/dashboard/?turl=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***

* A Blog Post on a topic of interest to anyone interested in real estate
* A professionally-designed, customizable PDF Report on the same topic
* A Cover Letter Email Template for sending out the PDF Report to your database
* A Phone/Voicemail Script to use when following up about the PDF Report
* Social posts and images for you to share the campaign on Facebook, Instagram and Pinterest (or 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-december-2017-digital-marketing-campaign-calendar-us-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. Customize the Cover Letter Email Template (page 3 of this Support File) with your information

5. [Edit the PDF Report with your contact information](http://thepaperlessagent.com/dashboard/?turl=https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/lessons/143730-how-to-edit-the-pdf-newsletter)

6. Add any new leads from last month to your email database

7. Attach the edited PDF Report to the Cover Letter Email Template and send it to your selected contacts

8. Connect with any new leads from last month on social media (Facebook, LinkedIn and Instagram)

9. Publish the Facebook Post text and image (page 5 of this Support File) to your Facebook Business Page to drive traffic to your Blog Post

10. Use the Phone Script (page 4 of this Support File) to follow up with all the contacts to whom you emailed the PDF Report

11. Share the Facebook Post from your Business Page to your personal Facebook profile

12. OPTIONAL: Boost the social post on your Facebook Business Page to "Fans and Friends of Fans"

13. OPTIONAL: Post the Instagram and Pinterest images and copy to your accounts (found on page 7 of this Support File)

14. Publish the LinkedIn Post to your LinkedIn profile (suggested copy and hashtags on page 6 of this Support File)

15. Continue using the Phone Script (page 4 of this Support File) to follow up with all the contacts to whom you emailed the PDF Report

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**](mailto:support@thepaperlessagent.com).

***December Campaign - Cover Email***

*Send to your network after you publish the**Blog Post 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 Report*](https://coffeewithkrisstina.customerhub.net/file/pa-december-2017-digital-marketing-campaign-report-us-pdf) *to the email!*

*Subject:* Searching for the perfect holiday gift? We found it!

Hi [Contact],

Every year I struggle to come up with great gift ideas for friends and family that they will actually USE and love!

I mean, socks and ties are great … but there’s no “wow” factor.

That’s why I’m so excited to share this list of **“20 Home Gadget Gift Ideas to Fit Any Budget**”! It’s filled with several of the “hot” new smart-home devices, some timeless favorites, and a few items you’ve probably never heard of.

I’m attaching a PDF copy, but if you’d like more information on these gift ideas, you can visit my blog: [link to blog post on your website].

There are a few home upgrade options on this list, too. If you are considering an upgrade or remodel for the holidays, or in the year ahead, let me know. I can help you decide which options will add the most value to your home.

I wish you and your family a joyous holiday season and a happy new year!

Sincerely,

[Signature]

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/>].

***December Campaign – Phone Script***

*Start calling your contacts a few days after sending the email.*

Hi [NAME],

This is [Your Name] at [Company] and I’m calling to follow up on the holiday gift guide I sent you. Did you have a chance to take a look at it?

[Chat]

I’ve had such a great response from people who said it helped them think of the perfect gift for their spouse, or in some cases themselves [ha ha], so I wanted to make sure you didn’t miss it.

I also wanted to take this opportunity to wish you a happy holiday season! What are your plans for the holidays?

[Chat]

I’ve had such a great year serving clients in our community, and I’m so grateful to you and everyone who has helped to support me with business and referrals throughout the year.

Please do let me know if there’s anything I can do to help you in the upcoming year. In addition to buying and selling homes, I regularly offer free help to my clients and friends with:

[insert examples applicable to you and your market, such as comps for tax appraisal protests, advice on energy-efficiency rebates, remodelling consultations, etc.]

Let me know if you or anyone you know ever needs assistance. And as a small business owner, I really do rely on and appreciate your continued support!

[Chat]

Thanks again, and happy holidays!

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

Get ready to “Deck the Halls” with some of this year’s hottest gifts for the home! We’ve rounded up a few of our favorites … and there’s something for everyone and every budget.

Message us for a free copy of our guide, “20 Home Gadget Gift Ideas to Fit Any Budget,” or visit our blog for the full scoop: [link to blog post]

***December 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-december-2017-digital-marketing-campaign-linkedin-post-us-docx)*, and get the image to add to the post by*[*clicking here.*](https://coffeewithkrisstina.customerhub.net/file/pa-december-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-december-2017-digital-marketing-campaign-linkedin-post-us-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-december-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 “Write an Article”

5. Click the large header image (looks like two pictures connected by a plus sign)

6. Choose the image you saved from this file

7. Click “Open”

8. Paste the Headline of the article into the space that says “Headline”

9. Highlight and copy the text of the article

10. Paste the article into the space that says “Write here…”

11. Hit “Publish” at the top right corner of your screen

12. When prompted, type a description of the article and include relevant hashtags:

Get ready to “Deck the Halls” with some of this year’s hottest gifts for the home! In our latest article, we’ve rounded up a few of our favorites … and there’s something for everyone and every budget.

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #holidaygifts #giftguide #homegifts #smarthome #homegadgets

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

***December Campaign – Instagram & Pinterest Post***

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

*For more information on using Instagram, watch our* [*Instagram Strategies for Real Estate Pros and Firms Coaching Club Session*](https://coffeewithkrisstina.customerhub.net/2017-08-02-coaching-session) *and download the related resources.*

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

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