**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**

* A blog post on a topic relevant to anyone interested in real estate
* A 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
* A shortened version of the blog post for you to use on LinkedIn, as well as an image
* Copy and images for you to share on Instagram and Pinterest
* A calendar of the steps you will take to fully implement the campaign

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-July-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. Publish the Social Post text and image to your Facebook Business Page
5. OPTIONAL: Post the Instagram image to your account
6. Share your Facebook Business Page post to your personal Facebook profile
7. OPTIONAL: Share the Pinterest image and copy to your account
8. Publish the LinkedIn Post to your LinkedIn profile
9. OPTIONAL: Boost the Social Post on your Facebook Business Page to "Fans and Friends of Fans”
10. Edit the Cover Letter Email Template with your information
11. [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)
12. Attach the edited PDF Report to the Cover Letter and send it to your selected contacts
13. Use the Phone Script to follow up with all the contacts to whom you sent the PDF

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**.

**July Campaign - Cover Email**

*Send to your network after you publish the* [*blog post*](https://coffeewithkrisstina.customerhub.net/file/pa-July-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-July-2017-digital-marketing-campaign-report-pdf) *to the email!*

*Subject:* How much is your home worth?

Hi [Contact],

If you’re a homeowner or you’re in the market for a new home or investment property, you may wonder what a home is worth. There’s a lot that goes into calculating the value of a home.

What is your home’s fair market value and how does it differ from its assessed value? The attached report, **“Real Home Value Calculator: Assessed Value vs Market Value”** outlines all the factors that are considered when assigning a value to a home, whether it’s by a real estate professional or the local tax assessor.

Learn more about the how to calculate your home’s value and visit our blog. [link to blog post on your website].

Sincerely,

[Signature]

P.S. – Are you thinking of renovating your home or investment property to improve its value? Give us a call and let us connect you with a great contractor 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/>].

**July 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]

Have you ever wondered how your home’s value is decided? You may have noticed that, very often, a home’s assessed value and market value are different. Why is it so?

We wrote this report, titled **“Real Home Value Calculator: Assessed Value vs Market Value,”** to help you understand the factors that are considered when calculating your home’s value.

The report and blog post we emailed you outline this information, so we 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 us know.

Is there anything you need any help with?

Thanks and take care!

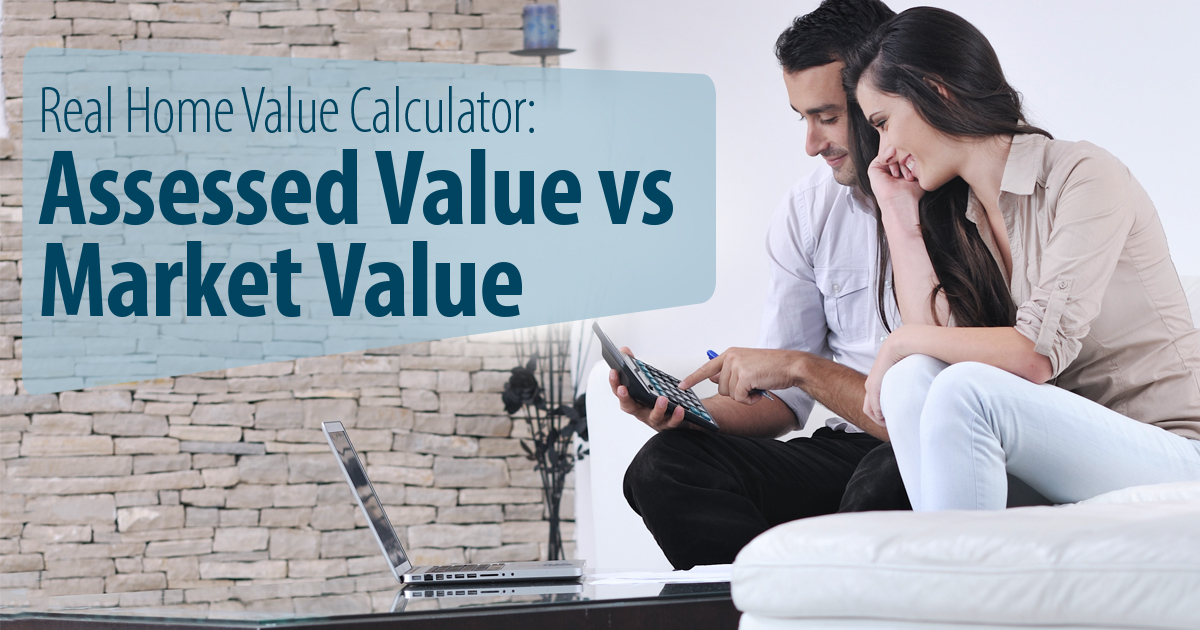
**July Campaign – Facebook Post**

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

How much is your home worth? Whether you’re a current homeowner or you’re in the market for a new home or investment property, you may be curious about a home’s value and the factors that go into calculating it.

Want to learn more? Ask us for our free report, “Real Home Value Calculator: Assessed Value vs Market Value.”



**July 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-July-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-July-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-July-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-July-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

**July 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-July-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-July-2017-digital-marketing-campaign-pinterest-image-jpg) *to use for your* ***Pinterest post.***

Are you wondering how much your home or a home you’re thinking of buying is worth? In order to figure out a home’s value, real estate professionals and assessors take many factors into account. What are they? Learn more and contact us for our free report!

**Suggested hashtags:** #homevalue #homeownership #realestate #realtor #homebuying #homeselling #assessedvalue #fairmarketvalue

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