**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
* 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-June-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. OPTIONAL: Post the Instagram and Pinterest images and copy to your accounts (found on page 7 of this Support File)
11. Share your post to your personal Facebook profile
12. Publish the LinkedIn Post to your LinkedIn profile
13. 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**.

**June Campaign - Cover Email**

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

*Subject:* Do you know how much buying power you have?

Hi [Contact],

If you or someone you know is thinking of buying a home, you may be wondering what you can afford. While affordability is important, the real question is: What’s your buying power?

Your buying power is more than how much of your income you have available to make a mortgage payment; it also comprises how much you’ve saved for a down payment, the proceeds from a home sale and the amount you’re qualified to borrow. The attached report, **“What’s Your Home Buying Power?”** delves into this topic and includes a worksheet to help you calculate your buying power.

Learn more about the hottest home design trends and visit our blog. [link to blog post on your website].

Sincerely,

[Signature]

P.S. – Do you have a lender, insurer or other professional you trust? If not, we’ll connect you with reputable professionals, tradespeople and services 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/>].

**June Campaign – Phone Script**

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

Hi [NAME],

This is [Your Name] at [Company] and I’m calling just to check in with you… How are you?

[Chat]

It's the summer season, when real estate sales tend to pick up. As a courtesy to everyone in my network, I’ve sent out information on home buying power.

People thinking of buying a home often think they need to focus on a home’s price, but they really need to understand the buying power they have.

If you know of anyone thinking of buying a home in the future, would you do me a favor and send this report to them?

Okay, I don't want to take up any more of your time...

Is there anything you need any help with?

Thanks and take care!

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

When you’re in the market for a new home, one of the first things to think about is “What’s my buying power?” When you know your purchasing potential, you can focus on the properties that not only match your list of must-haves, but also fit your monthly budget.

Want to learn more? Ask us for our free report, “What’s Your Home Buying Power?”



**June 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-June-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-June-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-June-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-June-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

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

Are you in the market for a new home? Do you know what your buying power is? When you know your purchasing potential, you’ll be able to view properties that meet your requirements and your monthly budget. Contact us for our latest report, “What’s Your Home Buying Power?”

**Suggested hashtags:** #buyingpower #homeownership #realestate #realtor #homebuying

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