***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 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-october-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.

***September Campaign - Cover Email***

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

*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-october-2017-digital-marketing-campaign-report-pdf) *to the email!*

*Subject:* Don’t fall for one of these schemes

Hi [Contact],

Clients come to me all the time with a plan to “make some quick money” using real estate. Typically, they read a book or took a course that promised an easy path to real estate wealth.

The truth is, a lot of these tactics are high-risk schemes, and I generally advise my clients against them. However, there is an honest, conservative approach to real estate investing that can put you on a path to financial security.

I’m attaching a short report that outlines the benefits of investing in real estate and the options I recommend for first-time investors.

Feel free to pass this report along to friends or family members who can use it, as well.

If you’d like additional information, I’ve published a more in-depth look at real estate investing on my blog. [link to blog post on your website].

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. [<http://chrisscott.online/austin-area-market-updates/>].

***September 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 to follow up on an email I sent yesterday. Did you happen to see it?

[Chat]

I’ve had several clients call me recently with some pretty wild ideas about real estate investing. There are a few high-risk schemes going around, and I want to caution you against getting involved in anything before knowing all the facts.

That’s why I put together a short report that outlines a straightforward and conservative approach to real estate investing. I’ve used these tactics with a lot of my clients, and they’ve been very successful.

I thought of you because I know you are savvy and always on the lookout for good opportunities, so I wanted to make sure you had a chance to read it over.

[chat]

Take a look, and if it peaks your interest, let me know. And as always, if you know of anyone in the market to buy or sell a home or investment property, I hope you’ll pass along my name.

Thanks and take care!

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

There's an easier way to increase your income, and it doesn't involve a graduate degree or driving for Uber.

Message me for a free copy of our report “Why Real Estate Investing Makes (Dollars and) Sense,” or visit our blog for an in-depth look: [link to blog post]

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***September 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-october-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-october-2017-digital-marketing-campaign-linkedin-image-jpg)

*Canadian members:* [*Use this post.*](https://coffeewithkrisstina.customerhub.net/file/pa-october-2017-digital-marketing-campaign-linkedin-post-canada-docx)

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

1. [Click here to download the image](https://coffeewithkrisstina.customerhub.net/file/pa-october-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:

There's an easier way to increase your income, and it doesn't involve a graduate degree or driving for Uber. Check out our latest article to find out how.

**Suggested hashtags:** #realestate #realestateinvestment #realestateagent #homebuyer #homeseller #homesearch #realtor #investing #wealth #retirement

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

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

Find out how we’re helping our real estate clients increase their income, pay off debt and fund their retirement! Contact us for a free copy of our report “Why Real Estate Investing Makes (Dollars and) Sense.”



**Suggested hashtags:** #realestate #realestateinvestment #realestateagent #homebuyer #homeseller #homesearch #realtor #investing #wealth #retirement

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