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

*Subject:* How do you choose “the one”?

Hi [Contact],

There’s a HUGE mistake many buyers and sellers make.

They choose the first real estate agent they come across without a firm understanding of their level of skill or experience.

If you are thinking of buying or selling a home, you’re going to want to check out the attached **“Consumer’s Guide to Hiring an Amazing Real Estate Agent.”**

This guide lists the top attributes that amazing agents possess and questions you can ask to make sure you’re working with the right market expert to achieve your real estate goals.

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

For even more insights on choosing a true market expert, visit our 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. [example:<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]

Recently, I’ve had several clients who came to me after bad experiences working with other real estate agents.

I love this business so much, and I know so many great agents. I hate to see anyone work with a Realtor who is not the right fit for them.

So I decided to send a copy of my “Consumer’s Guide to Hiring An Amazing Real Estate Agent” to all my contacts.

Whenever you get ready to buy or sell, I hope you’ll take a look at this guide.

Whether you choose to work with me or someone else, you deserve a great agent. And I think this guide will help you find the right one.

Is there anything I can do for you now?

[chat]

Well if you do need anything, let me know. Or if you know of anyone in the market to buy or sell a home, 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-september-2017-digital-marketing-campaign-social-media-image-jpg) *to use for the post.*

5 Attributes + 5 Questions = Your “Perfect 10” Real Estate Agent

Not all [insert market area] real estate agents are the same. So how do you ensure you’re working with the best to buy or sell your home?

Contact us for a free copy of our “Consumer’s Guide to Hiring an Amazing Real Estate Agent,” or visit our blog for a full report: [link to blog post]



**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-september-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-september-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-september-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-september-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

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

Choosing the right real estate agent is crucial when buying or selling a home. How do you know you’re working with the best professional for you? Contact us for a free copy of our “Consumer’s Guide to Hiring an Amazing Real Estate Agent.”

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #amazingagents #amazingrealestate #homes

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