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Welcome to your Monthly Digital Marketing Campaign (MDMC)! 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/).

# Why Do You Need the Monthly Digital Marketing Campaign?

# 

We created these campaigns to help solve a rampant problem in the real estate industry. According the NAR 2017 Profile of Home Buyers and Sellers, 89% of home buyers and 85% of home sellers said they would at least “probably use their agent again” or “recommend them to others.” And yet, few followed through: only 12% of home buyers and 23% of home sellers used an agent they had worked with in the past to buy or sell a home.

Moreover, the typical seller has recommended their agent twice since selling their home. A full one-third of them have even recommended their agent three or more times! But has your business doubled or tripled? If you’re getting all these referrals, why aren’t people reaching out to you left and right?

Why are we losing all this sphere-of-influence business?

The simple answer is because we’re not doing a good enough job of showing our value. Many agents think that providing a good service once is all they need to earn repeat and referral business, but the truth is, it’s not even close to enough. The need to remind people of their value is the reason, for example, that Coca-Cola still spends money on advertising even though its product is so well known that an entire region of the U.S. uses the moniker “Coke” to refer to soda in general!

Let’s think about this in terms of real estate. The latest studies tell us it might take up to ten years before a client is ready to buy or sell their home again… can you really say that you’re staying in contact with your past clients consistently over that time?

And for referrals: a Consumer Insights Survey by Google said that 2 in 3 real estate searchers researched prospective agents online prior to working with them… when your client referred you to their friend or family member, and that person looked you up online, was what they found good enough to convince them to reach out? Statistically speaking, probably not.

While we certainly don’t need a marketing engine on par with the big brands like Coca-Cola, we do need to consistently and constantly demonstrate our character and competence. This is called “[omniscient marketing](https://dashboard.thepaperlessagent.com/topic/2018-02-07-omnipresent-marketing/),” and it’s a fancy way of saying “staying top of mind.” It also has the added benefit of meeting your customers where they are.

The MDMCs, delivered exclusively to Coaching Club members each month, are an easy, practically done-for-you way to implement omniscient marketing. Executed successfully, they will keep you in touch with your sphere and give them the tools they need to refer you.

Learn more about the benefits of the MDMCs in this [Coaching Club Session.](https://dashboard.thepaperlessagent.com/lessons/2018-03-07-coaching-session/)

# How to Implement the Monthly Digital Marketing Campaign

Created around a theme that would pique the interest of anyone thinking about real estate, the MDMCs give you the perfect excuse to pick up the phone and call the people on your list. In simplest terms, the way the MDMCs work is that you email out a report, then call your contacts and ask “Hey, did you see that report I sent out?”

Of course, to implement the campaign with the greatest degree of success, there are a few more recommended steps. In this section, we cover the technology you will need and a suggested campaign process. We conclude with a list of suggested variations you could take on the campaign once you’ve mastered its basic implementation.

## Technology You Will Need

1. A CRM that contains your network’s contact information
   * [Learn more about CRMs and our recommended best practices here.](https://dashboard.thepaperlessagent.com/lessons/2016-01-20-coaching-session/)
2. 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.
3. [Adobe Acrobat Reader](https://get.adobe.com/reader/) (it's free!)
4. A Facebook Business Page
   * Review the [How to Create a Facebook Business Page Checklist](https://dashboard.thepaperlessagent.com/download/how-to-create-your-facebook-business-page/) here.
5. A way to send emails
   * Coaching Club members get access to an email marketing tool called the Marketing Suite through their membership. [Review a tutorial of how to use the Marketing Suite here.](https://dashboard.thepaperlessagent.com/topic/2017-12-20-marketing-suite-walkthrough/)
6. OPTIONAL: A LinkedIn Profile Page, an Instagram Account, a Pinterest Account

## Monthly Digital Marketing Campaign Process

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, the sequence is as follows:

### The Basics

|  |  |  |
| --- | --- | --- |
| Step | Action | Time to Complete |
| 1 | Publish the Blog Post | 1 minute |
| 2 | Customize the Cover Letter Email Template with your information | 1 minute |
| 3 | Edit the PDF Report with your contact information | 1 minute |
| 4 | Email your network the customized PDF Report and Cover Letter Email | 1 minutes |
| 5 | Post on preferred social media channels | 5 minutes |
| 6 | Use the Phone Script to call your network | A few days |

Now let’s show you the basics of the campaign in more detail, assuming you have an organized CRM and are using the Paperless Agent marketing tools (AgentID Site and Marketing Suite). You can also review this process from this month’s [Campaign Calendar](https://dashboard.thepaperlessagent.com/download/july-2018-digital-marketing-campaign-calendar).

### The Basics - In Detail

|  |  |  |
| --- | --- | --- |
| Step | Action | Time to Complete |
| 1 | Download the collateral from the current month's digital campaign | 1 minute |
| 2 | Review the Blog Post and [edit as necessary](https://dashboard.thepaperlessagent.com/download/editing-a-blog-post-on-your-agentid-site/) to make it applicable to your market | 5 minutes |
| 3 | Customize the Cover Letter Email Template with your information | 1 minute |
| 4 | [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) | 1 minute |
| 5 | Add any new leads from last month to your database and export your list to a CSV file | 5 minutes |
| 6 | Upload that CSV file to the Marketing Suite to create a subscriber list | 1 minute |
| 7 | Select the corresponding newsletter template in the Marketing Suite and add your edited Cover Letter Email Template to the “intro” section | 1 minute |
| 8 | [Send it to your selected contacts](https://dashboard.thepaperlessagent.com/topic/2017-12-20-marketing-suite-walkthrough/) | 1 minute |
| 9 | Connect with any new leads from last month on social media (Facebook, LinkedIn, Instagram and Pinterest) | 5 minutes |
| 10 | Publish the Facebook Post text and image to your Facebook Business Page to drive traffic to your Blog Post | 1 minute |
| 11 | OPTIONAL: Publish the Instagram, Pinterest, and LinkedIn Posts | 1 minute each |
| 12 | Make a list of contacts in your network who you haven’t called in the past 90 days | 5 minutes |
| 13 | Use the Phone Script to follow up with these contacts | A few days |

As you can see, the “admin” part of the MDMCs only takes about 30 minutes. The majority of your time using them will be spent on the phone, having quality conversations with the people in your network. What a valuable way to utilize your prospecting time!

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## Monthly Digital Marketing Campaign Variations

One of the most powerful aspects of the MDMCs is their flexibility. Using the collateral we provide you, you can do almost anything you can imagine to reach your customers where they are!

Here’s a list of variations you could take on the various campaign components. This is by no means exhaustive.

Please note: *you do not have to do all of these variations every month.* Once you become familiar with the basic process of implementing the MDMC, we simply encourage you to pick a variation that interests you and test it out. If your network responds positively, keep doing it. If you don’t see an impact from it, try another one!

### 

### Blog Post

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Change the Call-to-Action (CTA) at the bottom of the blog post to be more directly related to your market and audience. | Increases conversion: the more you tailor the CTAs you use in your marketing, the more likely your audience will be to take that action. | Coaching Club Session: [Advanced-Level Client Marketing](https://dashboard.thepaperlessagent.com/lessons/2017-05-17-coaching-session/)  Checklist: [Editing a Blog Post on Your AgentID Site](https://dashboard.thepaperlessagent.com/download/editing-a-blog-post-on-your-agentid-site/)  Checklist: [Free Form Landing Pages on the AgentID Sites](https://dashboard.thepaperlessagent.com/download/free-form-landing-pages-on-the-agentid-sites/) |

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### PDF Report

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Attach the PDF to an email you send from your personal email account. | Attachments are often perceived as items of higher value. While sending out attachments en mass from an email marketing system may cause your message to be flagged as spam, sending out a few from your personal email account to your “A” contacts will be seen as “going the extra mile.” | Tutorial: [Sending the Digital Marketing Campaign Through Gmail](https://dashboard.thepaperlessagent.com/topic/2017-09-06-resource-sending-the-digital-marketing-campaign-through-gmail/) |
| Add a link to download the PDF to your Cover Email. | Attachments are often perceived as items of higher value. A way to send out the attachment through your email marketing system without triggering spam filters is to upload your customized PDF to cloud storage and add that link to your Cover Email. | Tutorial: [Sending the Digital Marketing Campaign Through Realvolve](https://dashboard.thepaperlessagent.com/topic/2017-08-02-sending-the-digital-marketing-campaign-through-realvolve-tutorial/) |
| Print the PDF to distribute at open houses | Giving passers-through an item of value like the PDF is a great way to help them remember you. |  |
| Print the PDF to include in your Expired Listing Packet | Owners of expired listings often feel like agents don’t know what they’re doing. Show you’re a market expert by including a print-out of your MDMC PDF along with the other campaign materials. | Coaching Club Session: [Updated Expired Listing Campaign Strategy](https://dashboard.thepaperlessagent.com/lessons/2015-07-22-coaching-session/) |

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### Phone Script

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Modify the Phone Script to be a voicemail script | Not everyone you call will pick up the phone. Leave an informative voicemail and they might just call you back! |  |
| Modify the Phone Script to be a text message | Some people respond better to text messages than phone calls. |  |
| Modify the Phone Script to be a video | Video is a great way to add value to your marketing strategy. Film a video using the phone script as a guideline of talking points and host it on your blog post or upload it to your social media channels. | Coaching Club Session: [December Digital Marketing Campaign / Real Estate Video](https://dashboard.thepaperlessagent.com/lessons/2017-12-06-coaching-session/)  Evernote Note: [Paperless Agent Recommend Equipment](https://www.evernote.com/l/AMKtZ15Xq9xPjpXKmankhr3VVAgI1kl1oEs)  FAQ Article: [How to Add a Video to a Blog Post or Listing](https://thepaperlessagent.freshdesk.com/solution/articles/14000069357-how-to-add-a-video-to-a-blog-post-or-listing) |

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### Facebook Post

|  |  |  |
| --- | --- | --- |
| Variation | Reason | Resources |
| Share the post from your Facebook Business Page to your Personal Profile | While you can’t conduct business from your Facebook Personal Profile without violating the terms of use, it’s a good idea to occasionally remind people in your personal network know about the business you’re doing. | [Facebook 101: Leveraging Your Personal Profile for Your Business](https://dashboard.thepaperlessagent.com/topic/facebook-101-leveraging-your-personal-profile-for-your-business-page/) |
| Run an ad promoting the post to your database | Organic reach from Facebook Business Pages is severely limited right now. Running an ad to ensure that your post gets in front of your contacts on Facebook is both inexpensive and effective. | Coaching Club Session Segment: [Facebook Changes - What Does This Mean?](https://dashboard.thepaperlessagent.com/topic/2018-01-17-facebook-changes-what-does-this-mean/)  Checklist: [Using A Facebook Custom Audience](https://dashboard.thepaperlessagent.com/download/using-a-facebook-custom-audience/)  Tutorial: [Create a Facebook Custom Audience From Your Database](https://dashboard.thepaperlessagent.com/topic/2017-05-03-create-a-facebook-custom-audience-from-your-database/) |
| Run a Send Message Campaign | The variation above tries to drive people to your blog post, with the hopes that they will contact you with their real estate needs. Cut out the middleman with a Send Message campaign, which uses a CTA that encourages people to send you a Facebook message and start a conversation. | Coaching Club Session Segment: [Facebook Messenger Campaign - Send Message](https://dashboard.thepaperlessagent.com/topic/2018-01-17-facebook-messenger-ad-campaign-send-message/) |

# September Campaign Collateral

To download the components of each month’s MDMC, visit the Monthly Digital Marketing Campaigns course card from your [Paperless Agent Dashboard](http://thepaperlessagent.com/dashboard/?turl=https://thepaperlessagent.thinkific.com/courses/take/monthly-digital-marketing-campaigns/) or click the links below.

For more detailed instructions on accessing the MDMC course card, [click here.](https://thepaperlessagent.freshdesk.com/solution/articles/14000038428-how-to-access-monthly-digital-marketing-campaigns-)

Once you access the MDMC course card, familiarize yourself with the setup of the materials. Make sure to review all the content in the READ FIRST chapter, found in the left-hand navigation bar. Then check out each of the previous month’s campaigns by clicking on their title. Everything will be available under the section titled “DOWNLOAD: Campaign Collateral.”

Here’s what’s included within that section:

* A [**Blog Post**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-blog-post) on a topic of relevance to anyone interested in real estate
* A professionally-designed, customizable [**PDF Report**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-report) on the same topic
* A [**LinkedIn Post**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-linkedin-post), which is a condensed version of the blog post
  + Also has instructions for publishing a post to LinkedIn
* A [**Marketing Calendar**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-calendar) of activities to ensure you implement the campaign fully
* A [**Social Media Image**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-social-media-image) for you to use on Facebook or in your blog post
* An [**Instagram Image**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-instagram-image)
* **A** [**Pinterest Image**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-pinterest-image)
* **A** [**LinkedIn Image**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-linkedin-image)
* This[**Support File**](https://dashboard.thepaperlessagent.com/download/september-2018-digital-marketing-campaign-support-file), which contains
  + The **Cover Email Template**
  + The **Phone Script**
  + The copy for the **Social Media Posts**

Future campaigns are released on the first Coaching Club Session of each month, which takes place on the first Wednesday of each month. On the live sessions, we give attendees a link to download a zip file of all the campaign components. If you miss the Coaching Club Session live broadcast or the replay, then the materials will be uploaded to both the [Resource Library](https://dashboard.thepaperlessagent.com/coaching-club-sessions/#Monthly_Digital_Marketing_Campaign) and [Filebox](https://dashboard.thepaperlessagent.com/filebox/#monthly_digital_marketing_campaigns), as well as the the MDMC course card, by the Monday following the session.

## Cover Email

*If using the Marketing Suite included in your Paperless Agent Coaching Club membership to send this message, leave the merge field for your contact’s first name formatted the way it is: {first\_name}. This will automatically personalize your message for each person with their name.*

*Subject:* September 2018 Report: Are You Covered? A Homeowner’s Insurance Guide

Hi {first\_name},

In our experience, there are few real estate topics more misunderstood than homeowners insurance.

Purchasing an insurance policy is often one of the last steps before closing on a home, and many clients rush through the process without a thorough understanding of precisely what they are getting.

The good news? It’s not too late to review your current policy to make sure you don’t have any inadvertent gaps in your coverage. And if you’re in the market to buy a new home, this is the perfect time to brush up the basics of homeowners insurance .... so you’ll be ready to act when the time comes.

Check out the attached guide for a quick overview of what is (and what isn’t) covered by a standard homeowners insurance policy.

And if you’re ready to shop for a new policy, visit our blog to find our top tips for purchasing homeowners insurance: [insert link to blog post]

If you have any questions—or if you would like a referral to one of our preferred insurance professionals—reply to this email or give us a call. We’d love to hear from you!

[Signature]

P.S. Don’t wait until it’s too late. Find out NOW if you have sufficient coverage to protect your most valuable asset—your home! Check out the attached guide for answers.

## Phone Script

Hi [NAME],

This is *[Your Name]* at *[Company]*. I just wanted to call and check in. How are you?

*[Chat]*

Another reason I’m calling is to follow up on an email I sent you with our September report on homeowners insurance. Did you have a chance to read it?

*[Pause for response]*

In my experience, homeowners and renters insurance are among the most misunderstood topics in real estate. And, unfortunately, when it comes to insurance coverage, a misunderstanding can have catastrophic consequences.

That’s why I’m on a mission to check in with all of my friends and clients about their current coverage. Just to make sure they give some thought to whether or not they might have any gaps in their policy that need to be addressed.

When was the last time you reviewed your policy?

[Pause for response]

Well, this is just a friendly reminder that it’s a good idea to reassess your policy at least once a year. And if you’d ever like a referral to an insurance professional who can help you review your options, let me know. I’m happy to help.

While I have you on the phone, is there anything else I can help you with?

## Facebook Post

Don’t wait until disaster strikes to find out if your homeowners insurance policy has you covered!

Discover the surprising truth about perils NOT included in a standard policy … and learn how to maximize your protection while saving money on premiums.

Visit our latest blog post for answers: [link to blog post]

## LinkedIn Post

Don’t wait until disaster strikes to find out if your homeowners insurance policy has you covered.  
Discover the surprising truth about perils that are not included in a standard policy, and learn how to minimize your risk while saving money on premiums. Find that and more in my latest article: “Are You Covered? A Homeowner’s Insurance Guide”

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #insurance #homeownersinsurance #homewarranty

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

## Instagram & Pinterest Posts

Don’t wait until disaster strikes to find out if your homeowners insurance policy has you covered!

Discover the surprising truth about perils NOT included in a standard policy … and learn how to maximize your protection while saving money on premiums.

Message me for a copy of our latest report: “Are You Covered? A Homeowner’s Insurance Guide.”

**Suggested hashtags:** #realestate #realestateagent #homebuyer #homeseller #homesearch #realtor #insurance #homeownersinsurance #homewarranty

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

# Implementation Tutorials and Help

For instructions and help using the MDMC components, refer to the following resources:

PDF Report:

* [How to Edit the Monthly Digital Marketing Campaign PDF](https://thepaperlessagent.freshdesk.com/solution/articles/14000056048-how-to-edit-the-monthly-digital-marketing-campaign-pdf)

Facebook:

* Review the [How to Create a Facebook Business Page Checklist](https://dashboard.thepaperlessagent.com/download/how-to-create-your-facebook-business-page/)
* [Sharing the Monthly Digital Marketing Campaigns on Facebook](https://thepaperlessagent.freshdesk.com/solution/articles/14000081506-sharing-the-monthly-digital-marketing-campaigns-on-facebook)

LinkedIn:

* Learn how to setup your LinkedIn Profile with our [LinkedIn Cheat Sheet](https://dashboard.thepaperlessagent.com/download/linkedin-cheat-sheet/)
* [Sharing the Monthly Digital Marketing Campaigns on LinkedIn](https://thepaperlessagent.freshdesk.com/solution/articles/14000082776-sharing-the-monthly-digital-marketing-campaigns-on-linkedin)

Instagram:

* Watch our [Instagram Strategies for Real Estate Pros and Firms Coaching Club Session](https://dashboard.thepaperlessagent.com/lessons/2017-07-19-coaching-session/)
* [Sharing the Monthly Digital Marketing Campaigns on Instagram](https://thepaperlessagent.freshdesk.com/solution/articles/14000081505-sharing-the-monthly-digital-marketing-campaigns-on-instagram)

Pinterest

* [Sharing the Monthly Digital Marketing Campaigns on Pinterest](https://thepaperlessagent.freshdesk.com/solution/articles/14000075577-sharing-the-monthly-digital-marketing-campaign-on-pinterest)

We hope that you find a lot of value in this service! If you have any questions, please reach out to us by emailing [support@thepaperlessagent.com](mailto:support@thepaperlessagent.com).