**March Campaign - Cover Email**

*Send to your network after you publish the* [*blog post*](https://coffeewithkrisstina.customerhub.net/file/pa-march-2016-digital-marketing-campaign-blog-post-docx) *to your website.*

*If you choose not to use the blog post, simply delete the highlighted line below before sending this to your contacts.*

*Make sure to attach the* [*PDF Newsletter*](https://coffeewithkrisstina.customerhub.net/file/pa-march-2016-digital-marketing-campaign-report-pdf) *to the email!*

*Subject:* Report: Home Buying Strategies Used by the Pros

Hi [Contact],

Just wanted to check in with you… Hope you’re doing well!

We recently put together some information about **Home Buying Strategies and Secrets from Industry Insiders.**

**When buying a home, it’s important to understand the strategies and tactics professionals use to get you the best possible deal.**

The attached report covers gives you tips on how to find the home you want, for the best possible price.

You can also see a more in-depth report on Home Buying Strategies on my website [link to blog post on your website].

If you have any questions about our local market to help you make any real estate-related decisions, please don’t hesitate to let me know.

[Signature]

P.S. – Curious about what’s for sale in the market? Just let me know and I’ll be happy to send you automatic updates.

**March 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]

Well, the purpose of my call is to let you know we recently sent out some information with updates on **Home Buying Strategies and Secrets from Industry Insiders.**

You may not have had a chance to read it yet, but if you have any questions about our local market to help you make any real estate-related decisions, please don’t hesitate to let me know.

I know you’re busy, so I won’t take up any more of your time.

Is there anything you need any help with?

Thanks and take care!

**March 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-march-2016-digital-marketing-campaign-social-media-image-jpg) *to use for the post.*

Thinking about buying a home?

Since it’s likely the single biggest investment you will ever make, being prepared will help you make a smarter purchase decision. Here are real estate insider tips to make a better offer.

1) Know your buying power.

2) Don’t try to time the market.

3) Make a stand-out offer.

Want to know more? Message me and I’ll send you my report on Home Buying Strategies and Secrets from Industry Insiders.

**March 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-march-2016-digital-marketing-campaign-linkedin-post-copy-docx)*, and get the image to add to the post by* [*clicking here.*](https://coffeewithkrisstina.customerhub.net/file/pa-march-2016-digital-marketing-campaign-linkedin-post-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. 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. The copy of the article for February 2016 is below, as is the image you should use.

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

1. Right-click the image below and save it to your computer
2. Highlight and copy the Headline of the article (in bold above the image)
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