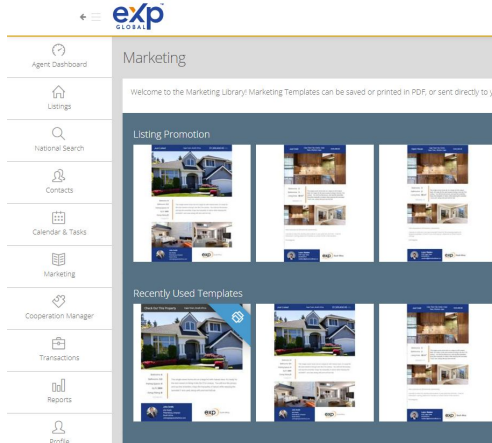


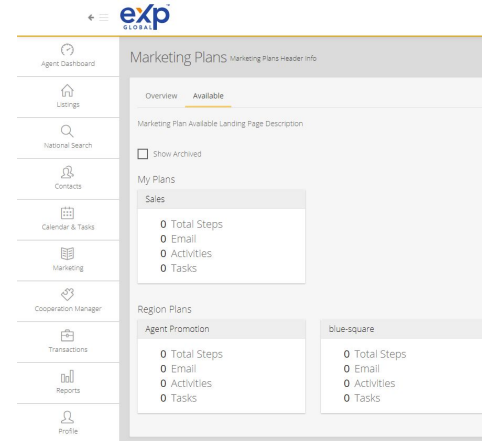
# Real Estate Platform ("REP") Overview

## Marketing

# Marketing - Two Types



VS.



## Marketing on Demand

Communication done on an as needed basis:

- Send a recently listed Brochure
- Promote Property Share listings
- Send Thank you's, Home sale Anniversary, or Holiday greetings

## Marketing Plans

Series of value add communications to contacts or keep top of mind messaging:

- Focus on contacts you need to keep in touch with i.e. those who want to sell/buy
- Tips for staging or selling a home
- After Sale Follow-up plan
- New Lead Marketing plan

## When sending communications, keep in mind!

- Content or Messaging that is not relevant can dilute the effectiveness of your communications over time
- When messages are repeatedly sent that are not relevant, clients can start to tune out your messages
- This can negatively impact an agent's brand, rapport or long term client relationships
- Reaching a smaller segment with a custom message highly relevant message will have a more positive impact

PRODUCING IRRELEVANT CONTENT  
IS YOUR BIGGEST THREAT

66%

44% OF RESPONDENTS WOULD CONSIDER ENDING  
A BRAND RELATIONSHIP BECAUSE OF IRRELEVANT  
CONTENT, AND AN ADDITIONAL 22% WOULD  
DEFINITELY END THE RELATIONSHIP

# Marketing - When to use On Demand

← exp GLOBAL

Agent Dashboard

Marketing

Welcome to the Marketing Library! Marketing Templates can be saved or printed in PDF, or sent directly to yo

Listing Promotion

Recently Used Templates

## Use On Demand when you want to:

- Promote new listings to potential buyers in your contact database
- Provide information to a seller on how to best prepare their home for selling
- Send a customized communication to a contact for their birthday, home sale anniversary, special occasion/holiday or send a thank you message

## Marketing on Demand

# Marketing - Marketing on Demand

The screenshot shows the 'Marketing' section of the exp GLOBAL agent dashboard. A navigation menu on the left includes Agent Dashboard, Listings, National Search, Contacts, Calendar & Tasks, Marketing (highlighted), Cooperation Manager, Reports, Profile, and Market Place. The main content area features a 4-step process bar at the top: 1. TEMPLATE (Just Listed Property), 2. LISTINGS (0 Listings Selected), 3. CONTACTS (0 Contacts Selected), and 4. PERSONALISE (Marketing Personalise). Below the bar are tabs for MY LISTINGS, OFFICE LISTINGS, and ALL LISTINGS (selected). The search filters include Contract Type (EXCLUSIVE), Listing Status (ACTIVE), Listing Id, Open House, Region (HONG KONG), Province/State (HONG KONG (GENERAL)), City (NOT SELECTED), Community (NOT SELECTED), Property Type (NOT SELECTED), Transaction Type (For Sale selected), Market Segment (Residential selected), Min Listing Price, Max Listing Price, Living Rooms, Bedrooms, Bathrooms, Living Area, Plot Size, Property Status (NOT SELECTED), Features (NOT SELECTED), and Date Available. A SEARCH button and a RESET button are present. At the bottom, a table header is visible with columns: Listing Id, Price, Listing Address, City, Province/State, Days On Market, Property Type, and Agent/Office. A note says 'Please select 1 Listing.'

## STEPS for Agents & Office Admin.:

### 1. Template Library

- Select the Agent Promotion, Saved & Popular Templates etc...
- Template creation wizard will display the steps along the top after selecting template

### 2. Listing Selection

- toggle between own listings, office listings or all listings in the region

### 3. Contact Selection

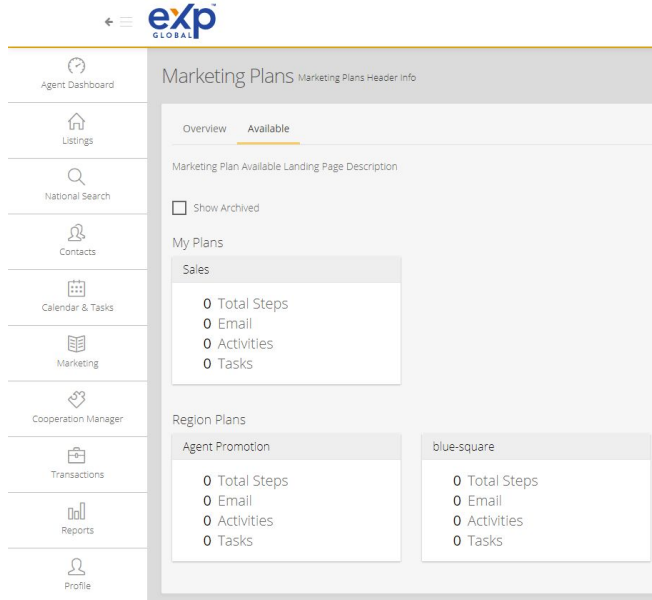
- Required to specify the contacts to send to
- Contacts (Buyer/Seller) can be search by Categories, names, star ratings, and/or contact details

### 4. Personalise Email

- Edit the subject
- Editor for body content including options to add images, links, and edit HTML

Simply click 'Send' to select date & time.

# Marketing - When to use Marketing Plan



## Marketing Plans

### Use Marketing Planning when you want to:

- Stay connected with potential sellers i.e. how to price their home, stage rooms, take good pictures for listing their property
- Stay connected with potential buyers or Remain in contact with past clients (After Sale follow up plan)
- Follow up with clients you met at an event using a hightouch campaign highlighting your value as an agent
- Setup a long term (lower touch) plan for inactive clients who may be interested at a later date (to keep them aware of your services)

# Marketing - Marketing Plan

## 1. Add New Plan

- Edit Plan Name & Description

## 2. Overview

- Assigned Contacts: email to be sent
- Email sending status: sent, delivered, opened, clicks, hard & soft bounce, and unsubscribed
- Shortcut KEYS: Assign Contacts, Clone Campaign, and Archive Plan

## 3. Details

- Outline of the steps and timing
- Structure your plan through the tools of Agenda, Email, and Task

## 4. Assign Contact

Don't forget to SAVE  
'FINALIZE & GO BACK'

Marketing Plan Edit Header

Kowloon, Hong Kong

Selling Kowloon new flats

Step	Task	Timing	Status	Details
1	Agenda	0 days after Start Date	EDIT/VIEW	
2	Email	Open Day	1 days after last step	Emails Sent: 0 Emails Opened: 0 Click Through: 0
3	Task	Check Status	2 days after last step	EDIT/VIEW
4	Task	0 days after last step at 09:00		Name: [Please choose a descriptive name]

FINALIZE & GO BACK

# Marketing - Template Admin

## 1. Select Template

- a. Mouse-over and click on the 'red arrow' to existing templates or to save new templates

## 2. Create/Edit Marketing Template

- a. select a name and description for the template.
- b. To save as a new template, the name must be unique. Below this you can modify the email subject and body text.

## 3. After modifying

- a. Option of saving as New or Previewing. If this template is your own,
- b. Can also save the updated version with the Update button or delete the template by clicking Delete Template.

## 4. Finding Templates

- a. Templates can be assigned a category when saved (Agent Promotion, Special Occasions, Birthday etc...)
- b. will appear in the **Marketing Template Library**

## Use Newsletters when you want to:

- Capture and send information about general real estate trends in a given local market
- Send monthly or quarterly news, tips, trending updates
- This helps to establish the agent's brand and trust among buyers and sellers

