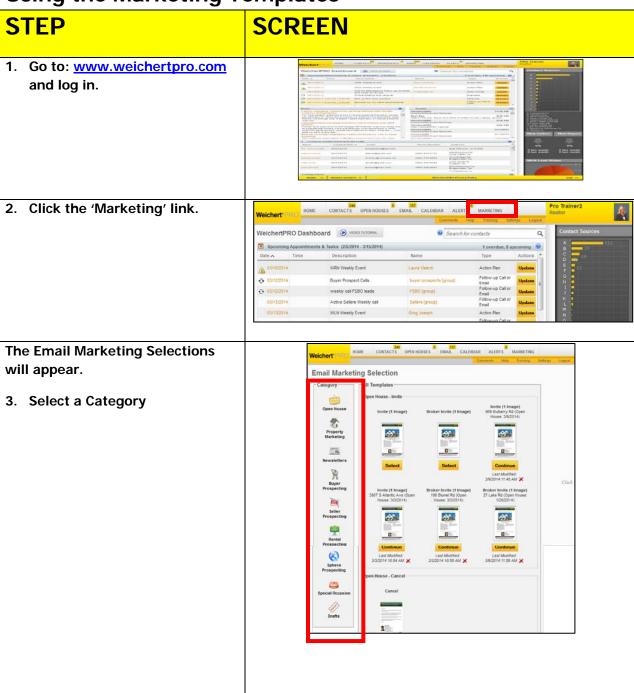
## WeichertPRO Job Aid - Marketing

WeichertPRO makes it easy to stay in touch with your contacts using targeted and customizable e-marketing templates available from the Marketing section of WeichertPRO. Choose a professional template from a variety of categories such as Buyer, Seller, Sphere, Rental as well as Property Marketing and Newsletter templates. Plus, blank templates are available so you can create your own. Once you select your category, then choose a template and follow the simple steps to create and email your marketing piece. To get started, follow the simple steps below:

## **Using the Marketing Templates**



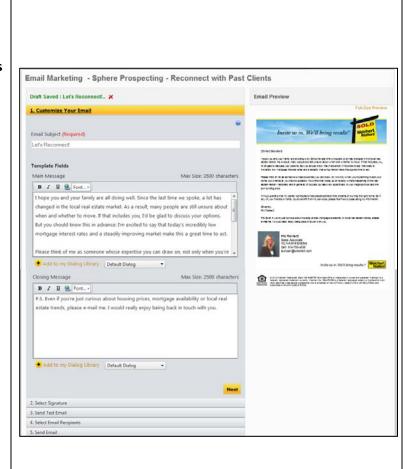
## WeichertPRO Job Aid - Marketing

#### **STEP SCREEN** In this example, we selected the 244 0 137 0 0 CONTACTS OPEN HOUSES EMAIL CALENDAR ALERTS MARKETING Weichert\* PRI 'Sphere Prospecting' Category **Email Marketing Selection** The template options in the Sphere Prospecting Category will be listed to the right. Reconnect with Past **New Agent** Connect with your Open House 3. Locate the template you want to use. Property Marketing 1170 In this example we selected the -Newsletters Select Select 'Reconnect with Past Clients' template. Buyer Prospecting Blank Template Blank (1 Image) 4. Click 'Select' #ALL No. Transport Seller Tip: You can preview the template by clicking on the template image. Rental Select Prospecting 5. Follow the steps to customize Email Marketing - Sphere Prospecting - Reconnect with Past Clients and send your template. Draft Saved : Let's Reconnect!.. × 1. Customize Your Email Email Subject (Required) Let's Reconnect Template Fields Main Message Max Size: 3500 characters B I II 👰 Fent...\* I hope you and your family are all doing well. Since the last time we spoke, a lot has most profession in communication and appropriate for the profession and the profession an changed in the local real estate market. As a result, many people are still unsure about when and whether to move. If that includes you, I'd be glad to discuss your options. But you should know this in advance: I'm excited to say that today's incredibly low rtgage interest rates and a steadily improving market make this a great time to act. Please think of me as someone whose expertise you can draw on, not only when you're 🐷 ◆ Add to my Diafog Library Default Dialog • trutte us in. Wor'll bring results. \* Weichert Electronic National Reside Reside National Plant in Independently and and operate in some to a learning state of the learning state of the state o B I U S Font... P.S. Even if you're just curious about housing prices, mortgage availability or local real estate trends, please e-mail me. I would really enjoy being back in touch with you 3. Send Test Email 4. Select Email Recipients

### WeichertPRO Job Aid – Marketing

#### Tips:

- An email subject is always required.
- As you move through the steps in creating your template, a preview will be generated to the right. Click 'Full Size Preview' to take a closer look at your template as you create it.
- Did you craft your own dialogue? You can save your dialogue into your personal dialogue library by selecting, 'Add to my Dialogue Library' and reuse it again at future date.
- 4. Your signature is automatically pulled from Weichert.com. You will have an opportunity to change it as you move through the steps in customizing your template.
- Always send a test email to yourself first to review it. This is one of the steps in creating your template.
- When selecting recipients, you can send to a Group or individual. For this example, perhaps you would choose your Pure Gold Group.
- All recipients are bcc'd on the email so their information is private and not seen by other recipients.



#### **Additional Resources:**

- For Technical Questions: Call the Help Desk at 973-605-1619
- Or email at: WLNHELP@WLNINC.COM
- For additional WeichertPRO training and our a library of video tutorials visit:
  WeichertPRO.com→ Training

# WeichertPRO Job Aid – Marketing