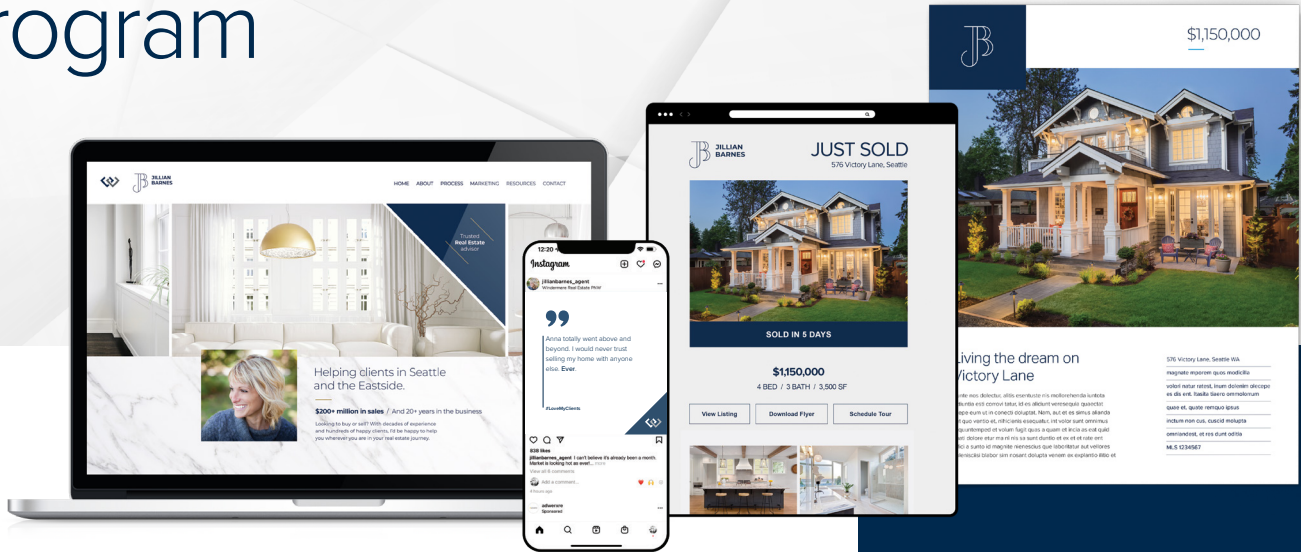




Marketing Assistant Program



Are you so focused on managing client business that you're not finding time to market your business?

If so it may be time to consider getting support from a professional marketing assistant. WRE Co. and W Creative have partnered with a local company that helps busy brokers accomplish valuable marketing tasks that often fall through the cracks.

THE DETAILS

Our program vendor is called Finally Social, and they offer a menu of services that include social media management, email marketing, listings marketing coordination, and more. They offer certain services a la carte and others as a package. Either way, they work hard to flex to the individual broker's marketing needs and budget goals.

THE PROCESS

- To start the conversation, please email wcreative@windermere.com; we'll send you a survey to assess your marketing needs.
- Once we receive your survey answers we'll review them with Erin Alexander, president of Finally Social.
- Erin and her team will then meet with you to learn your working style and to prioritize deliverables.
- Once you've chosen your top priorities for marketing support, Finally Social and W Creative will team up to support your marketing!

Services:

Sphere Marketing

Social Media Management

Listings Marketing

Website Maintenance

Online Profile Management

Database Management





Marketing Assistant Program

FINALLY SOCIAL SERVICES & FEES

LISTINGS MARKETING / \$75 per activity

Just Listed property page on your website
Social Media blitz with boosting and open house events
Just Listed email to your sphere or broker lists
Flyer (horizontal or vertical)

EMAIL MARKETING / \$125 per campaign

Seasonal/holiday email campaign
Office or personal event invitation
Quarterly Gardner Report
Monthly W Report newsletter

SOCIAL MEDIA / \$450 (monthly recurring)

Posting your recent real estate stories/experiences
Posting local real estate news
Posting personal photos/stories
Posting quarterly Gardner Report
Producing/posting monthly Real Estate Update stats videos
Posting client testimonials
Posting seasonal/holiday graphics
Posting Windermere updates (50th anniversary, Foundation news, etc.)
Promoting office or Foundation events
Profiling local businesses

WEBSITE MAINTENANCE / \$250 (monthly recurring)

Updating testimonials, photos, bio, other content as needed
Adding pages for quarterly Gardner Report, Windermere Ready, etc.
Managing and updating your blog

DATABASE MANAGEMENT / \$175 (monthly recurring)

Database sorting & cleaning
Updating database in Moxi Engage or other CRM
Updating audience lists in WeConnect or other e-marketing platform
Subscribing clients to HomeBot (automated home valuation emails)
Subscribing clients to Windermere's Neighborhood News drip email campaign

ONE-TIME DATABASE AUDIT / \$375 (up to 500 names) or \$750 (up to 1000 names)

ONE-TIME ONLINE PRESENCE & SOCIAL MEDIA AUDIT / \$750