

MY WINNING DIGITAL STRATEGY



Follow along with the videos in the order displayed. Print the worksheet and complete the respective sections. Fill in the blanks where prompted.

BASIC

MY BEST RESOURCE: _____

3 PRIMARY PLAN COMPONENTS:

RECOMMENDED PLAN COMMITMENT: ____ MONTHS

GOOD DIGITAL MARKETING PLANS START WITH:

NETWORKING EFFECTS (3):

WHAT TO EXCHANGE WHEN NETWORKING (2):

NETWORKING

ENGAGING CONTENT

"ENGAGING CONTENT" IS (2):

SUGGESTED BOOST ADS (3):

SAVE TIME & MONEY ON BOOST ADS WITH:

VIDEO

**WHICH AGENT VIDEO SHOULD YOU BOOST
1X PER MONTH?**

HOMES LISTED WITH VIDEO GET: ____ X THE INQUIRES

ON WHICH CHANNELS SHOULD YOU PROMOTE VIDEO? (4):

"RIGHT CHANNELS" ARE (4):

"RIGHT AUDIENCE" CONSISTS OF (2):

BOOST LISTING ADS OFFER THE ABILITY TO TARGET SPECIFIC BUYERS INTERESTED IN YOUR LISTING:

BASED ON -----

TO THOSE IN -----

BOOST AGENT ADS OFFER THE ABILITY TO:

FARM YOUR COMMUNITY WITH -----

STAY TOP-OF-MIND WITH YOUR RELATIONSHIP
DATABASE THROUGH -----

"RIGHT TIME" MEANS:

POSTING ONCE PER ____ ON FACEBOOK, INSTAGRAM &
LINKEDIN AND ONCE PER _____ ON YOUTUBE.

GATED LANDING PAGES

"GATED" MEANS:

**BOOST GATED LANDING PAGES ACHIEVE AN
AVERAGE CONVERSION RATE OF: _____ %**

NOTES: