

MY WINNING DIGITAL STRATEGY

PLUS
BONUS

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

PLUS

MY BEST RESOURCE: _____

2 PRIMARY PLAN COMPONENTS:

RECOMMENDED PLAN COMMITMENT: ____ MONTHS

ENGAGING CONTENT

"ENGAGING CONTENT" IS (2):

SUGGESTED BOOST ADS (5):

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):

STRATEGIC TARGETING
& DISTRIBUTION

"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:

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

FARM YOUR COMMUNITY WITH _____

"RIGHT TIME" MEANS:

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

NOTES: