



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.

PRO

MY BEST RESOURCE: _____

2 PRIMARY PLAN COMPONENTS:

RECOMMENDED PLAN COMMITMENT: ____ MONTHS

ENGAGING CONTENT

"ENGAGING CONTENT" IS (2):

SUGGESTED BOOST ADS (&):

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: