

eEdge: MyMarketing

First – a review of the system...What is eEdge? It is a lead to close business solution offered only to KW agents. It contains lead management and routing, contact manager, marketing and paperless transaction system. It allows you to sign on in one place (www.mykw.kw.com) and access kw.com, the intranet and Market Leader.

When you sign into www.mykw.kw.com you will see the eEdge control panel. This includes:

- My Leads – notifies you of any new leads
- My Marketing – notifies you to take action on any new listings
- My Transactions – notifies you of any action required on contracts (rolls out in May)
- My Contacts
- My Email
- On the left side of the page, below your picture, you will see your Market Center “Web Office”.

The screenshot displays the MyMarketing eEdge control panel. At the top, there is a navigation bar with links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS, REPORTS, and HELP. Below this, a red banner welcomes Maureen Legac to the Market Center for Sarasota Lakewood Ranch MC#373. The main content area is divided into several sections. On the left, there is a profile section for Maureen Legac, showing a 100% profile completeness indicator and a table for 'Listing and Sales by Month'. Below this is the 'My Communities' section, which includes links for 'Distressed Properties', 'KW Commercial', 'MC Tech Coordinator', and 'MC 373 Web Office'. A red arrow points to the 'MC 373 Web Office' link. The central section is the 'myControlPanel - Market Center' for Sarasota Lakewood Ranch MC#373. It features a toolbar with icons and links for 'myLeads (0 New Lead)', 'myMarketing (1 New Listings [show options])', 'myTransactions Coming Soon! Check Availability', 'myContacts View Contacts Add New Contact', and 'myEmail (0) eEdge Messages KW Email'. A red arrow points to the 'myContacts' section. Below the toolbar is a large banner for 'KELLER WILLIAMS REALTY BREAK on THROUGH State of the Co. 2011' with a pagination bar. To the right of the banner is an 'Agent Referral Search' section and a 'Featured Vendors' section with a gift icon. At the bottom, there is an 'Announcements' section with a message about a 'Good Neighbor Awards' contest. A red arrow points to the 'myEmail' section.

All sections of eEdge are integrated so when you access your Marketing tools, the information is populated from “My Contacts”. Wherever you are in the eEdge system, the control panel toolbar will appear at the top of the page.

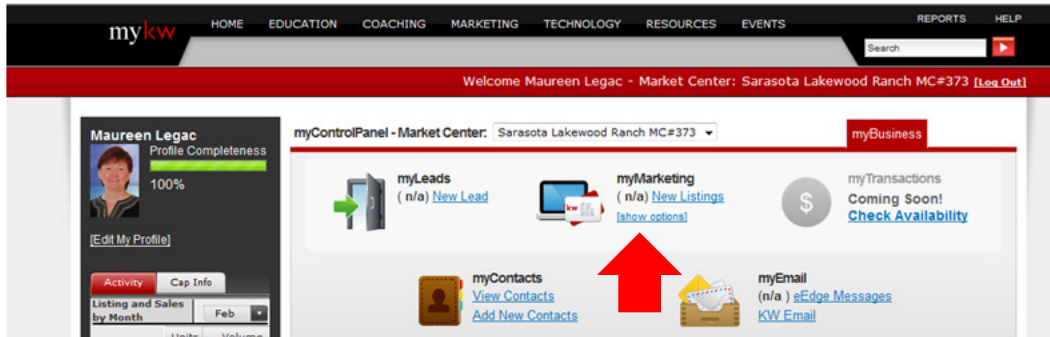
For those familiar with Market Leader, the “Help and Support” option has been moved to the upper right side of the page.

To be successful with your eEdge system, you should be completing these actions daily:

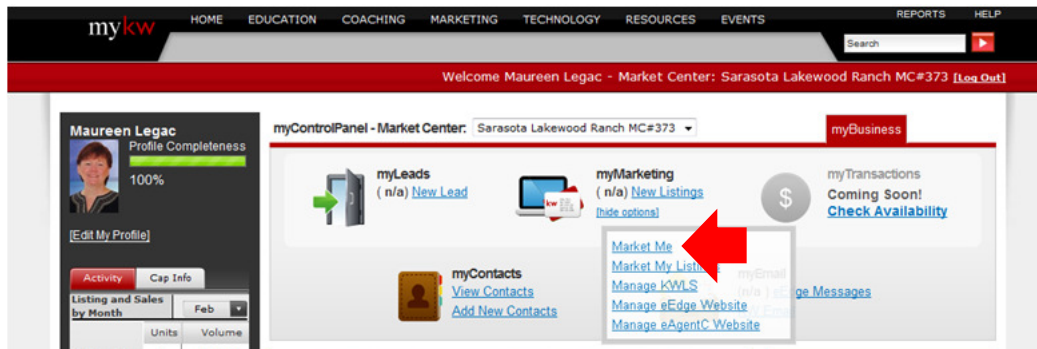
1. Login to eEdge at least twice a day (morning and evening)
2. When you see a new lead, respond and UPDATE THEIR STATUS (this moves the lead off the dashboard and files it under that lead name where you can find it when you return to eEdge)
3. Reply to new email from prospects (file the email – so it moves to the prospect file)
 - a. Mail from prospects that are registered
 - b. Mail from potential prospects that are not registered (webmail)
4. Take action on all current reminders and set future reminders
5. Prepare marketing material for new listings or listing appointments
6. Once launched (in May), check and address notifications under “My Transactions”

MyMarketing

The first step in the marketing segment is to make sure all the information about you is set up so that your picture, logo, contact information and such is available to populate any of your marketing pieces. From the dashboard, click on “Show Options” under “myMarketing”.



Next, click on “Market Me”.



You will be directed to the eEdge Dashboard. Click on “Create Marketing” on the left side of the page.

The screenshot shows the mykw myLeads dashboard. The top navigation bar includes links for HOME, EDUCATION, COACHING, MARKETING, TECHNOLOGY, RESOURCES, EVENTS, REPORTS, and HELP. Below this is a secondary navigation bar with tabs for myLeads, myMarketing, myTransactions, myContacts, and myEmail. The main header area displays the user's name, 'Welcome Maureen Legac at Sarasota Lakewood Ranch MC#373', and a 'Log Out' link. The dashboard is divided into several sections: a left sidebar with navigation options like 'My Inbox', 'Contacts', and 'Admin'; a central 'New Leads (0)' section with a table header (Contact, Looking In, Avg Price, View, Save, Created, Activity, Status, Actions) and a message 'No records returned.'; and a right sidebar with a 'Performance' chart showing 'Contacts - Last 30 Days' and a notification 'You've Received 156 New Contacts in the Last 30 Days'.

You will be redirected to the Marketing section of eEdge. From there, you will want to click on "Profile".

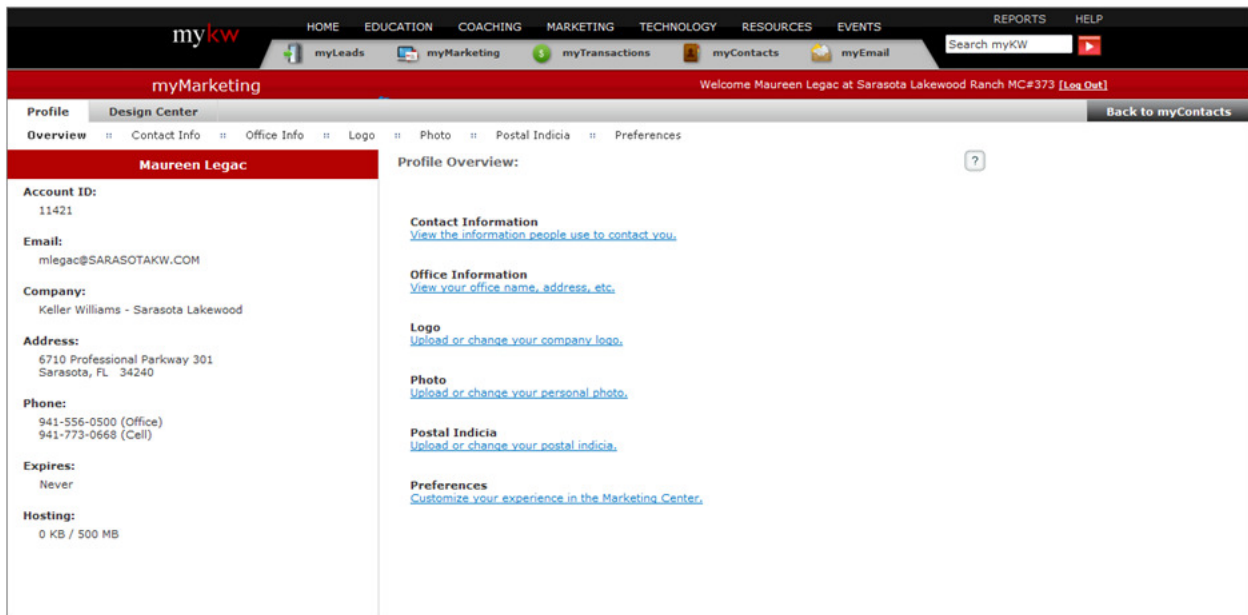
The screenshot shows the mykw myMarketing profile page. The top navigation bar is identical to the previous screenshot. The main header area displays 'Welcome Maureen Legac at Sarasota Lakewood Ranch MC#373' and a 'Log Out' link. The page is divided into several sections: a left sidebar with navigation options like 'Home', 'Portfolio', 'Design Gallery', 'Support', and 'Guided Tour'; a central 'MyMarketing' section with a description and various marketing campaign options (KW Automated Marketing Campaigns, Presentations, Postcards, Flyers); and a right sidebar with 'Market Leader Pro Features' including 'Deluxe Listing packages', 'Virtual Tour Suite', 'eMarketing Suite', and 'Custom Campaigns'.

On the profile page, you will see all of the information that was entered in the myContacts profile. Check the Contact Information and Office Information to make sure it is correct. Any changes must be made to the myContacts Profile.

Next, click on the “Logo” section and select the logo you would like to use on your marketing material. You will be able to upload any custom or team logo you might wish to use instead.

Next, click on the “Photo” section and upload the picture you would like to appear on your marketing material.

If you have prepaid postal indicia for your mailing campaigns, you can upload that as well.

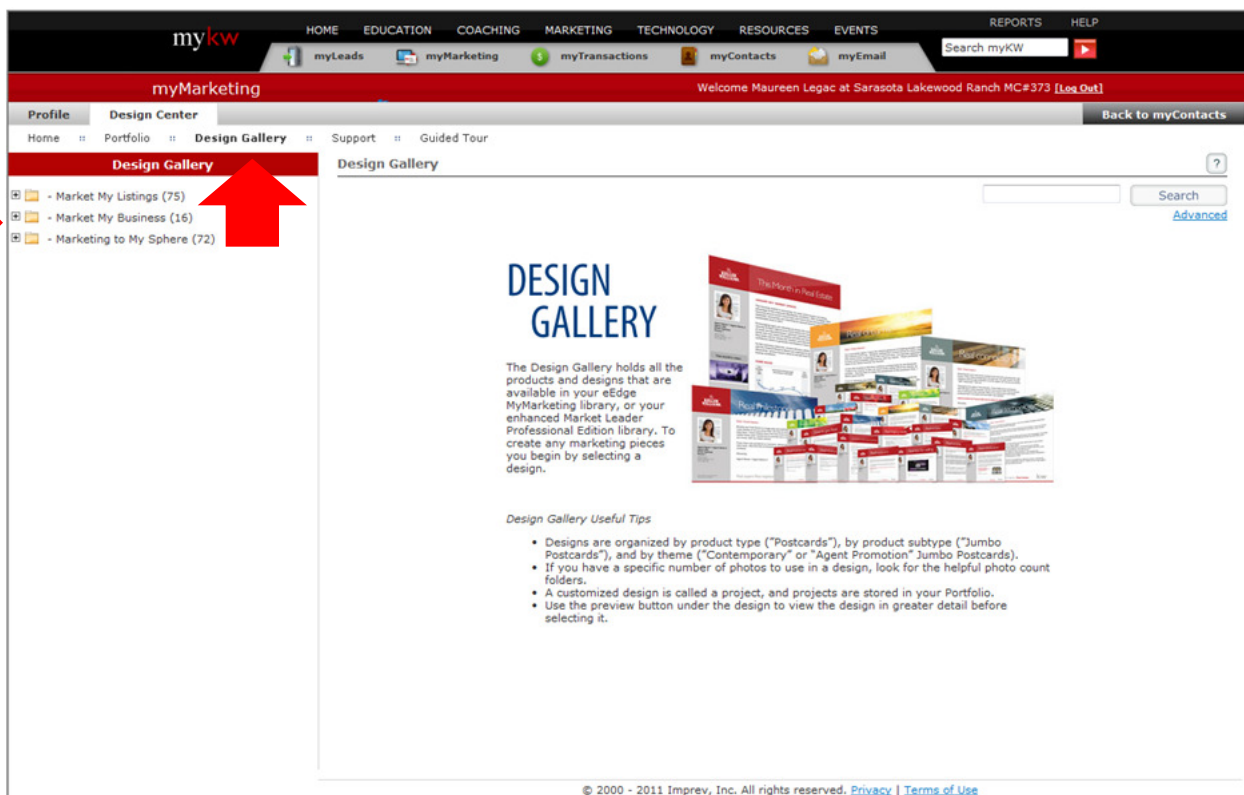


Once your market profile is updated, you can start setting up your Campaigns. The myMarketing segment has a library with 8x8 (one for buyers and one for sellers), 33 Touch and 12 Direct Campaigns. In addition, there are Prelisting Packets, Prelisting Presentations, a Buyer Consultation Package, property fliers, and postcards.

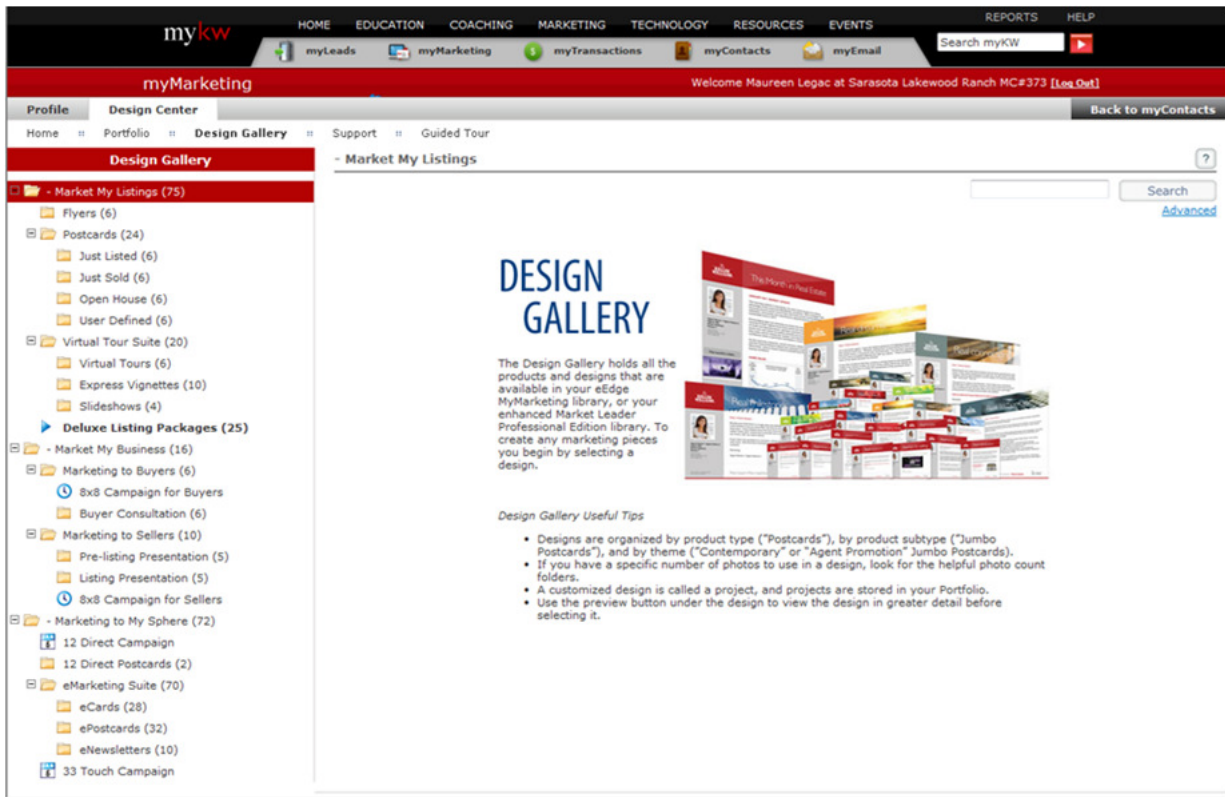
Customizing a Campaign

To get started customizing a campaign, click on “Create Marketing” and then “Design Gallery” (this is under the “Design Center” tab). You will see three options on the left side of the page. These include:

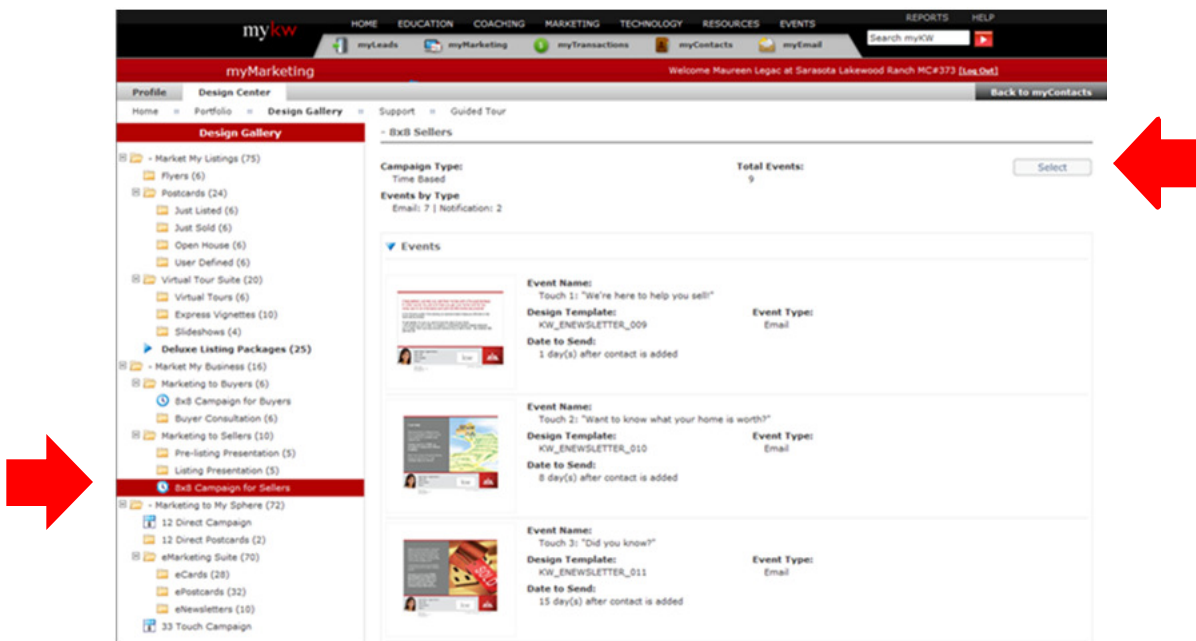
- Market my Listings
- Market my Business
- Marketing to My Sphere



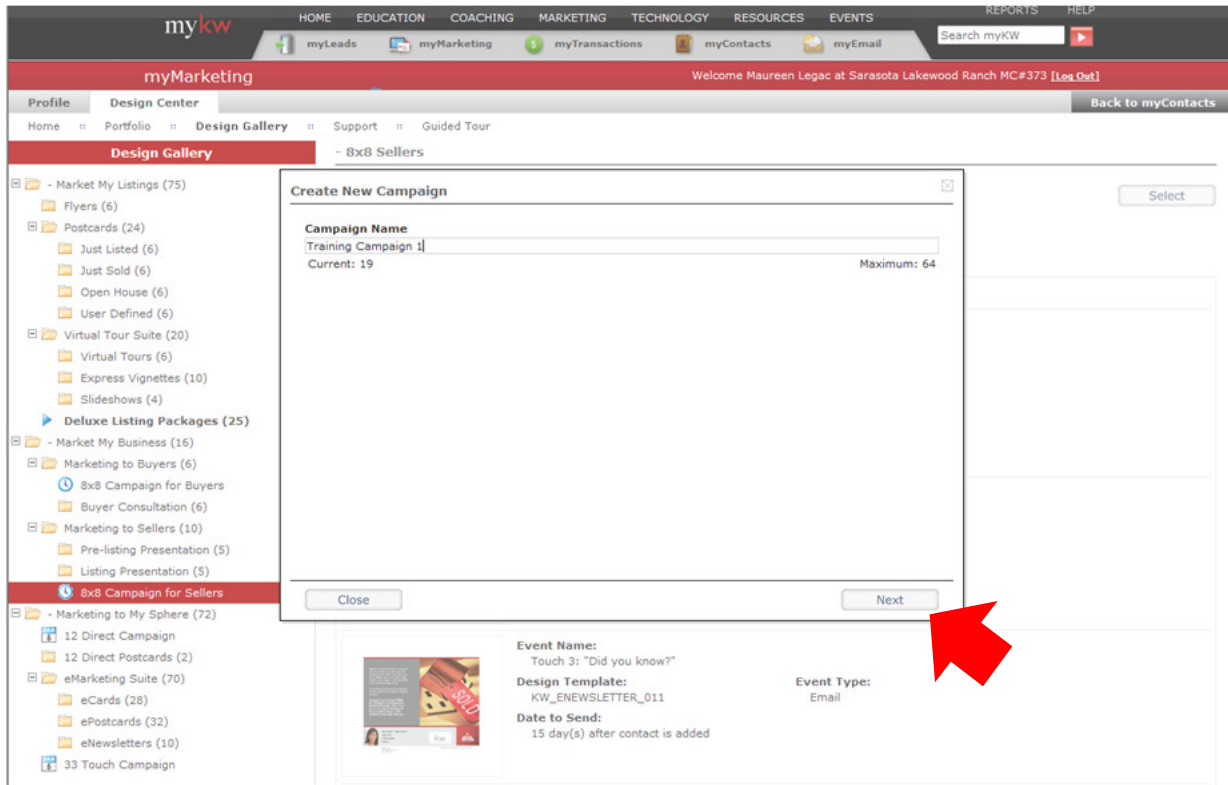
Notice that each option on the left side has a “+” plus sign in front of the option. Click on the plus sign to open up all the options under each main section. If you have the Professional version of eEdge, you may have additional options (like Deluxe Listing Packages).



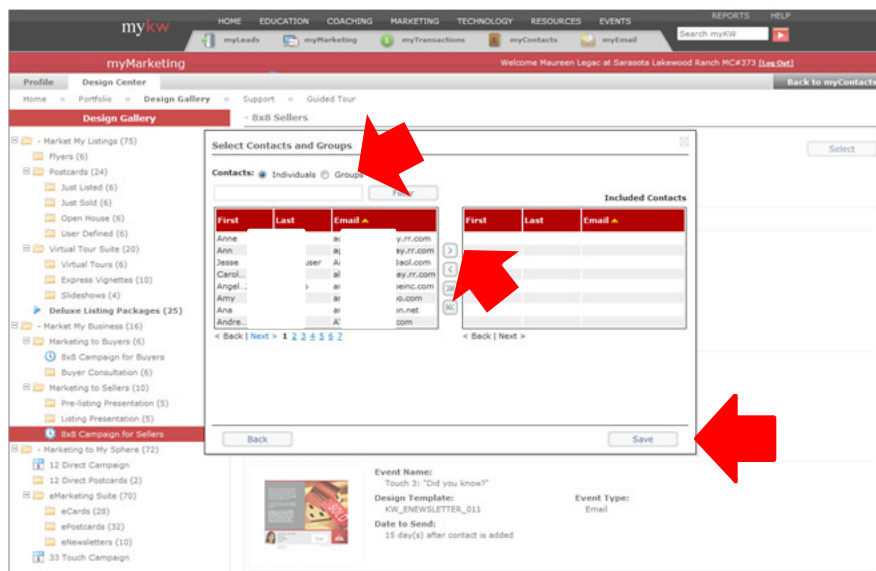
Click on the campaign that you would like to customize from the list on the left side and then click "Select" on the upper right side of the page.



A screen will pop up where you will enter your campaign name. Enter your campaign name and click "Next".

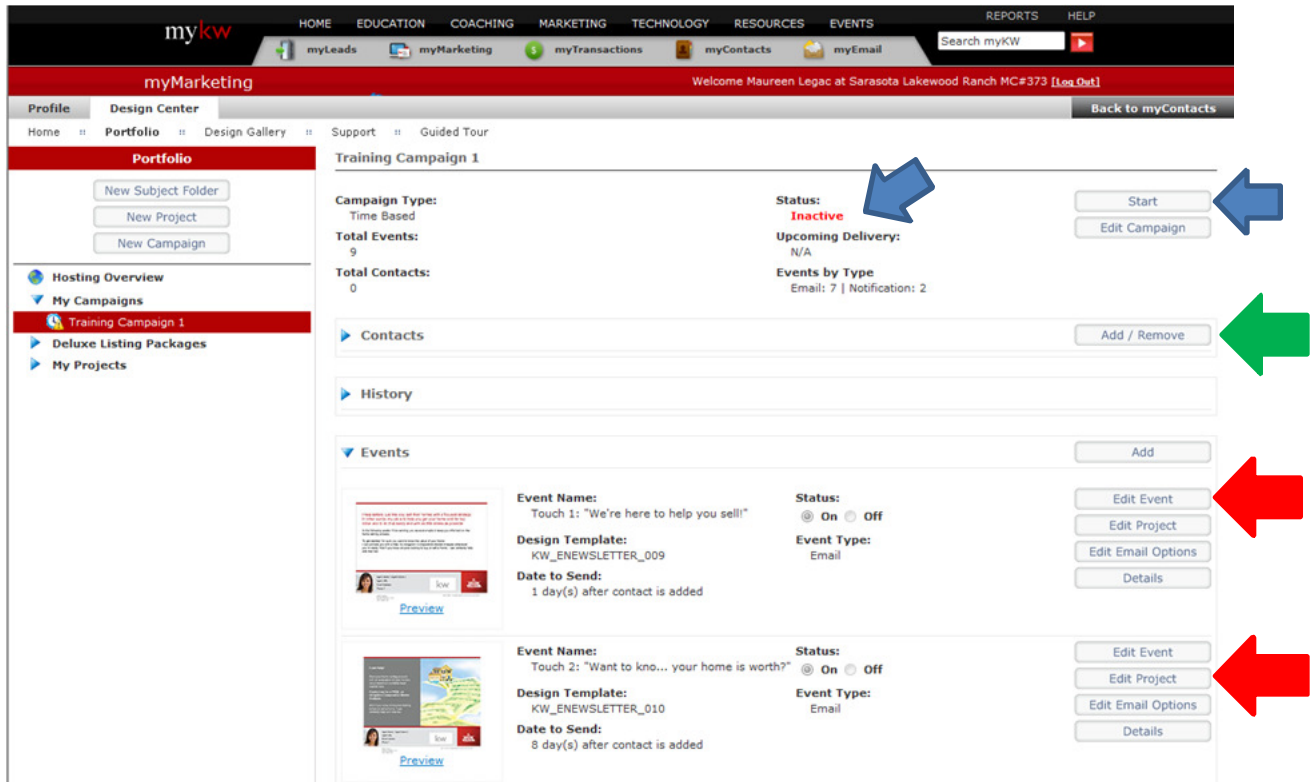


A screen will pop up showing all your contacts. You can select either individuals to add to the campaign or you can select an entire group.



Select all the names or groups to add to your campaign and then click “Save” on the bottom right side of the Contact Box. If you would like to customize a campaign without adding any contacts to the list, then click “Save” without adding any contacts.

You will be directed to an overview page where you can review all of your campaigns, edit your campaigns, change the contacts assigned to the campaign, change the distribution times, and review what pieces have already been sent out.

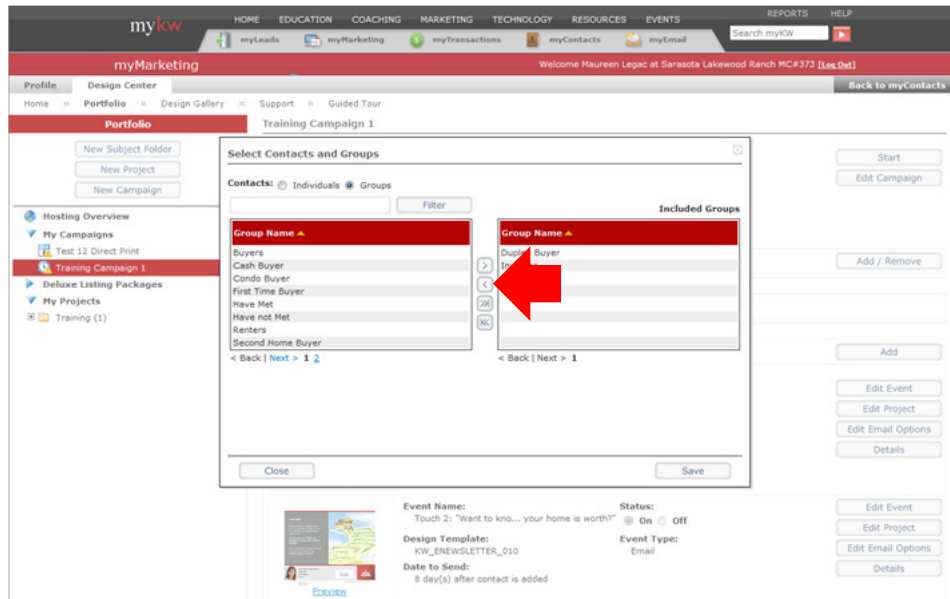


To edit campaign dates, click the “Edit Event” link on the middle left side of the page. If you are working with a 33 Touch campaign, use caution when editing dates. The dates are assigned so that KW material (like This Month in Real Estate) can be included in your touch campaign in a timely manner.

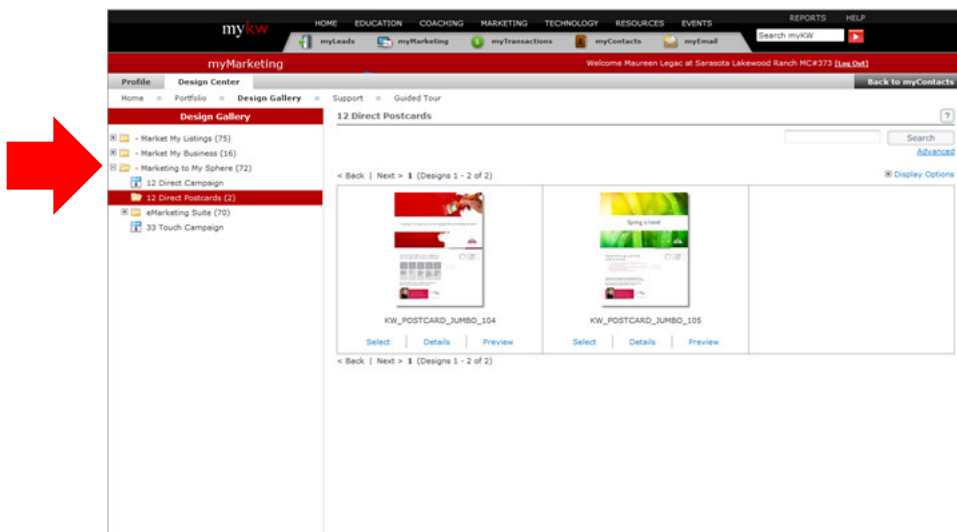
If you would like to edit any portion of the campaign, click the “Edit Project” link and follow the directions.

When you are finished customizing your campaign, click the “Start” link at the top right side of the page. The campaign status will change from “Inactive” to “Active”.

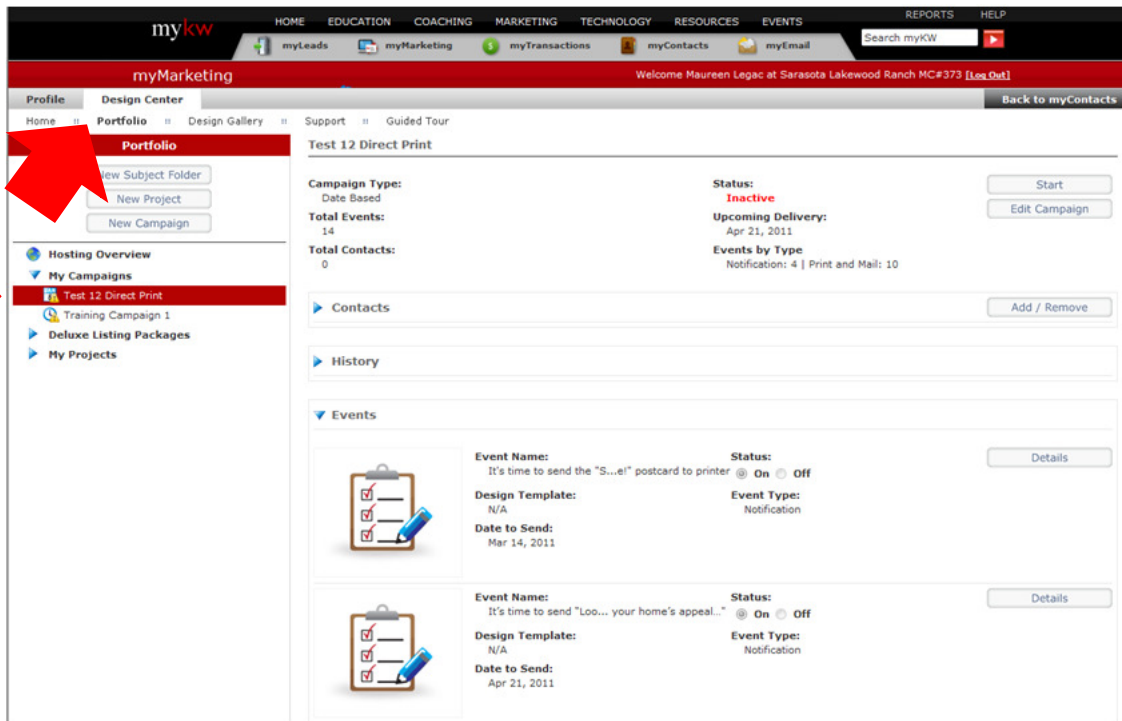
To remove contacts from a campaign, click the **Add/Remove** link at the end of the “Contacts” line. The contacts will appear in a box on the right side of the screen. Use the left arrow to move them back into the box on the left side of the screen.



Note: The system currently has a 12 Direct campaign available. You would set that up the same way as the example above. However, the March and April postcards cannot be modified from the Campaign Overview menu (where all of the marketing material above is edited). To modify the March and April postcards, click on “Design Gallery” and then “12 Direct Postcards” under the “Marketing to my Sphere”.



The rest of the design campaign can be edited in the usual way (under the overview screen – under “Portfolio” and “My Campaigns”).



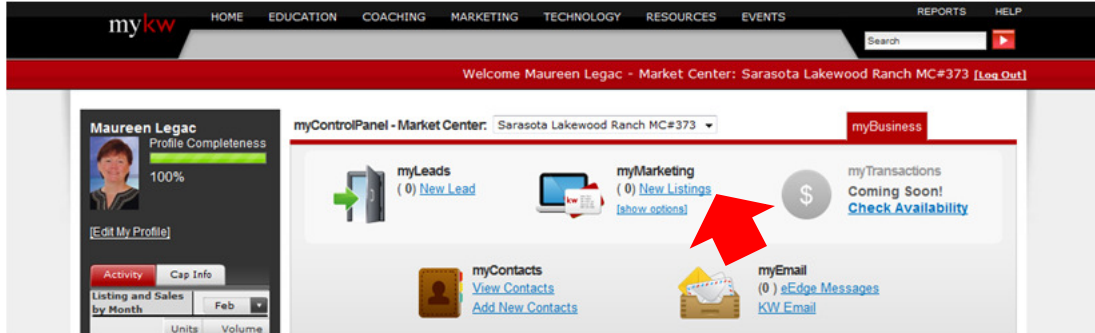
Once you activate your 12 Direct campaign, you will be given the printing options. You will be able to:

1. Download the campaign to your computer and print it yourself (or email it to a local printer)
2. Send your campaign to Express Copy to be printed and delivered to you or mailed directly to your contacts
3. Send your campaign to Quantum Digital to be printed and delivered to your contacts

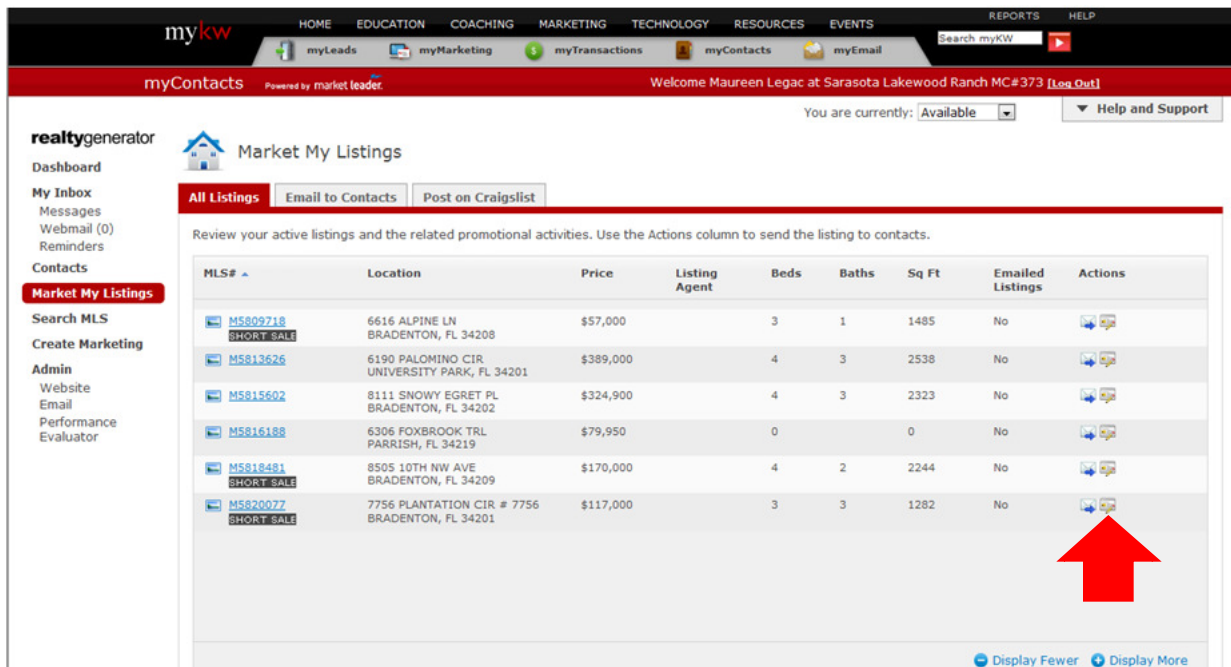
There will be a charge associated with printing and delivering your campaign via Express Copy or Quantum Digital. You will not be charged for downloading your campaign to your computer.

Market Listings

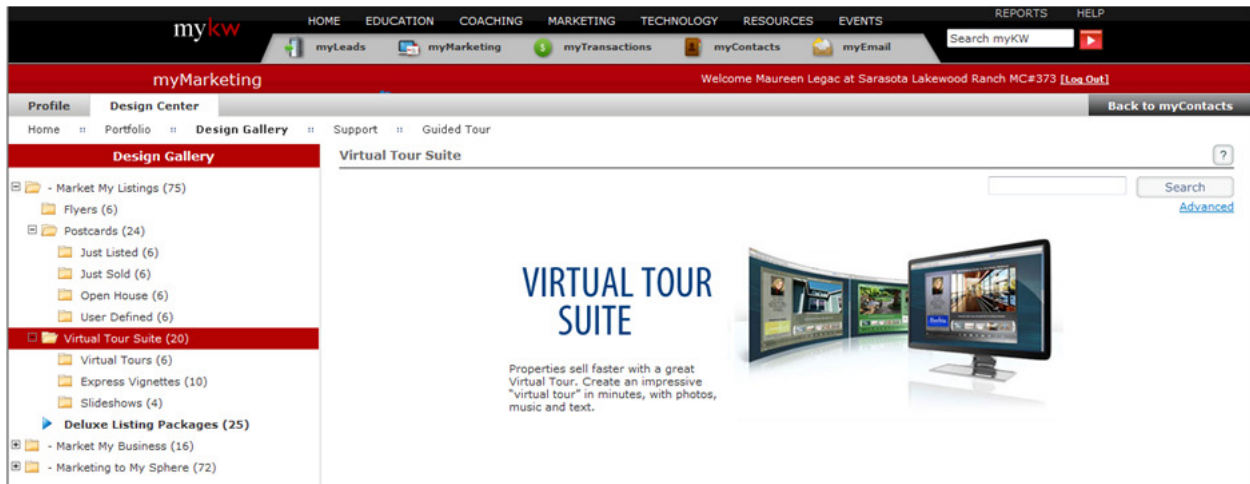
On the www.mykw.kw.com dashboard, select the “New Listings” link.



You will be redirected to the eEdge listings dashboard page.



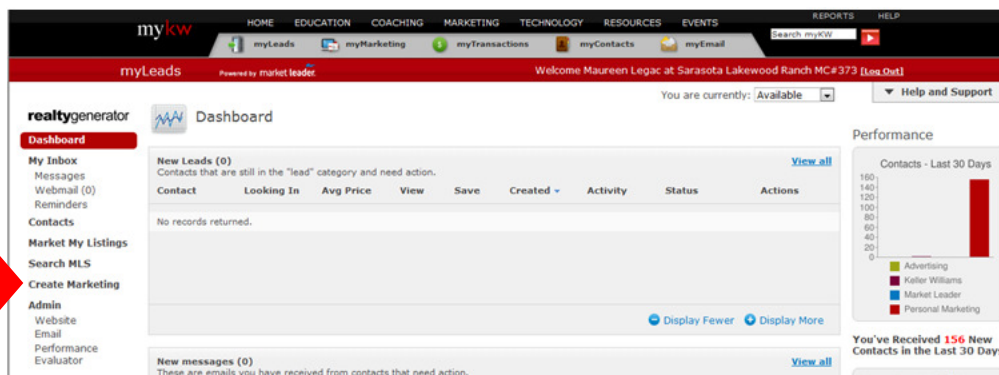
The symbol at the end of the listing line (under the “Actions” column) is the “Create Marketing Materials” link. Click this link for the listing you are working with. You will be directed to the myMarketing dashboard.



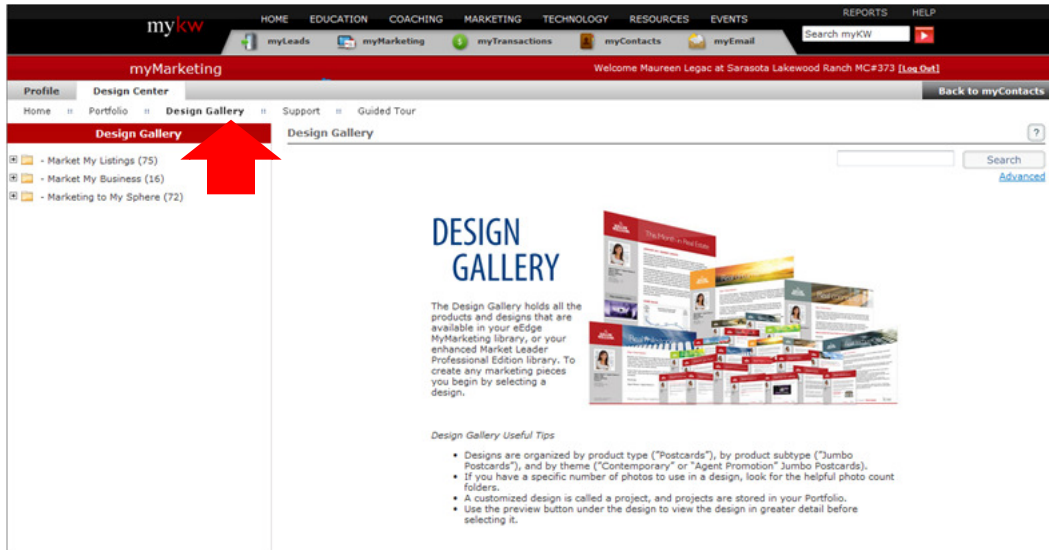
From there, you can create flyers, postcards and virtual tours. The property information will populate for you. Sometimes the photos are resized in a way that does not work with the marketing material created. You may want to reload those listing pictures.

Prelisting and Buyer Consultation Packages

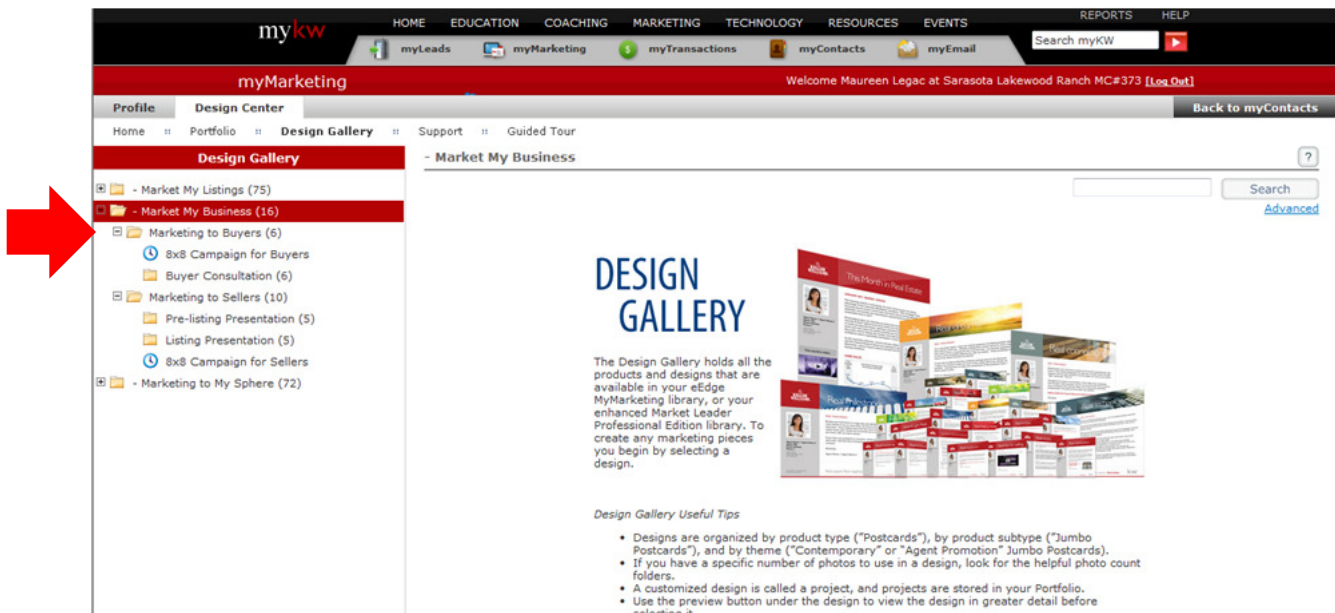
From the eEdge dashboard, click on “Create Marketing”. You will be redirected to the myMarketing dashboard.



Click on “Design Gallery” which is under the “Design Center” tab.



On the left side of the screen, you will see the “Market My Business” link with a “+” sign in the left column. Click the “+” sign to reveal the options.



You will be able to select options that Market to your Buyers (including Buyer 8x8 Campaigns, and a Buyer Consultation Package) and Market to your Sellers (including a Pre-listing Presentation, a Listing Presentation and a Seller 8x8 Campaign).

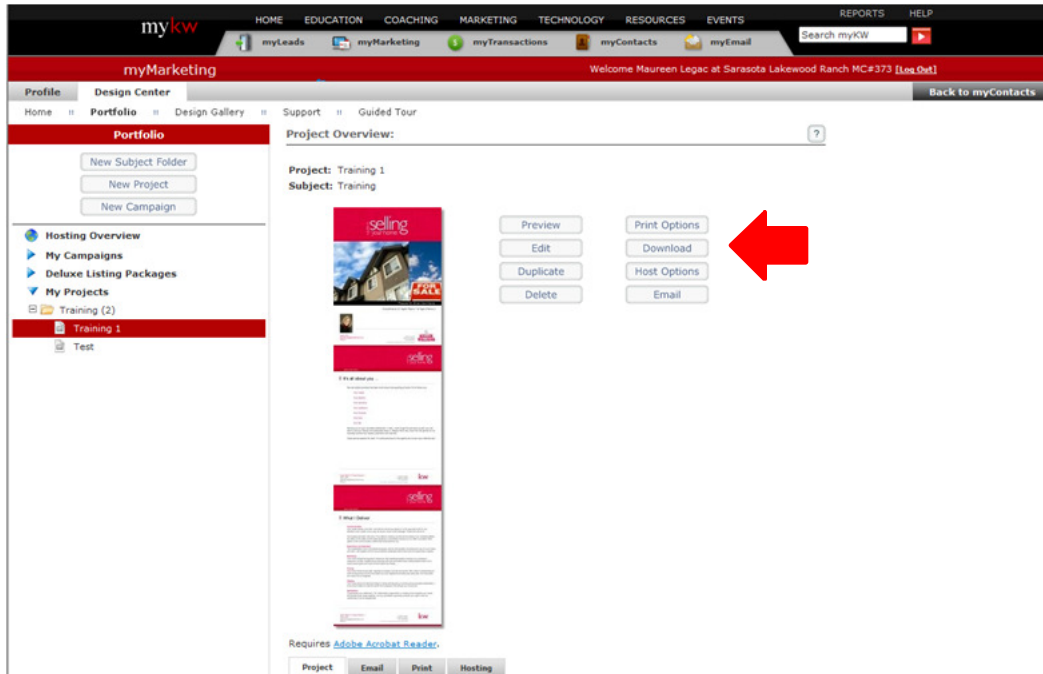
When you select a marketing option, such as the Seller Prelisting Package, you will see several files displayed that make up that package.

At the bottom of the page, you will be able to select each group of forms to edit.

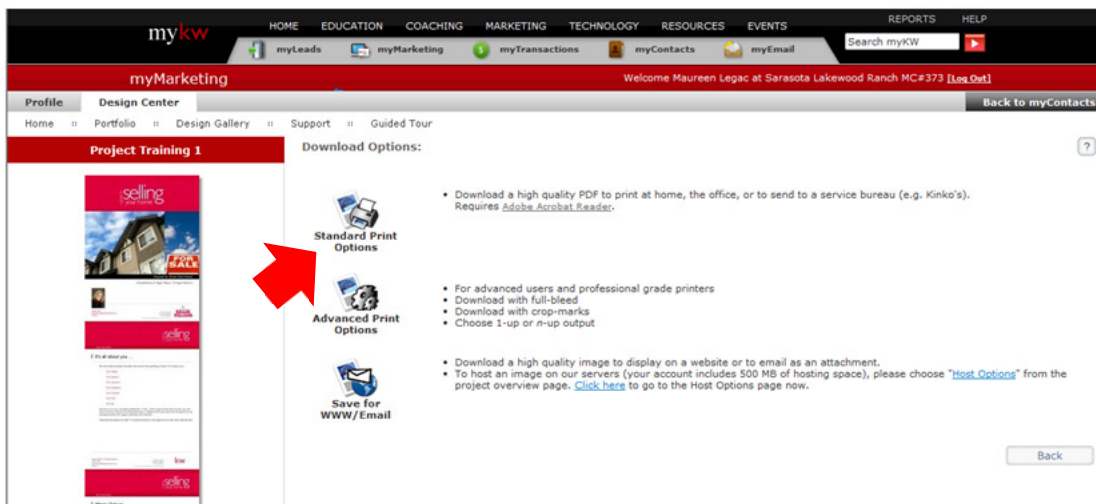
Click the “Select” link and edit each page, adding the information that you would like added for your specific contact.

Click “Next” to move to the next group of forms in the package. Your progress is displayed at the bottom of every page showing the remaining pages left to edit.

When you complete the customization of that package and click “Done”, you will be able to select the printing options. In most cases, you will want to download the document to your computer so you can print it. You can also send it to Express Copy or Quantum Digital for printing (under Print Options).

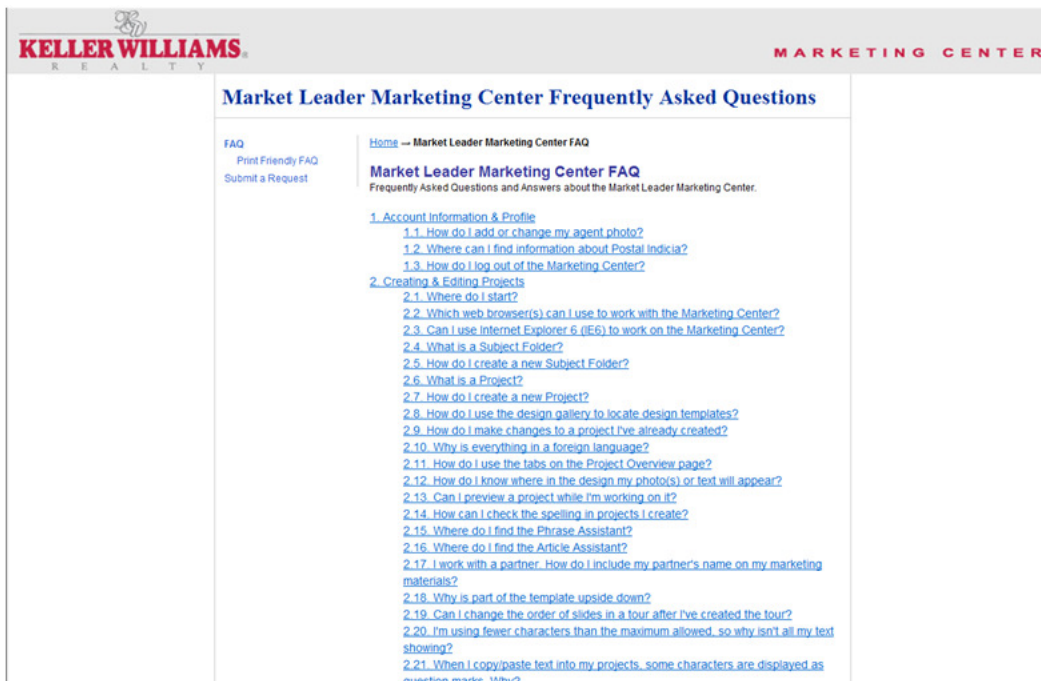
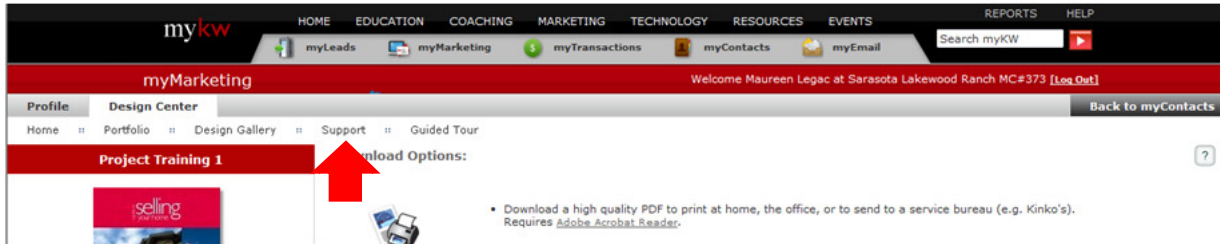


To save a copy on your computer, select the “Standard Print Options”. You could also select “Advanced Print Options” (for professional printers) or the website/email option (for web hosting or emailing).

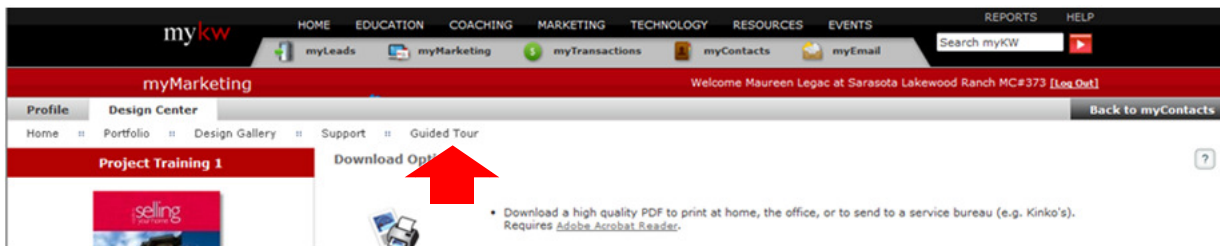


Frequently Asked Questions

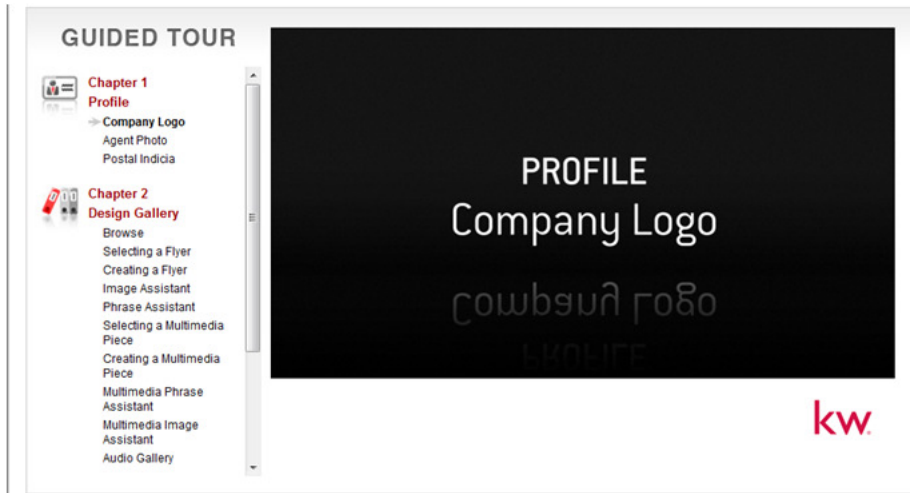
There is a very thorough list of FAQ's under the "Support" tab on the Marketing dashboard.



In addition, there are prerecorded video tours of the Marketing options in eEdge. To view the tours, click on "Guided Tour" under the "Design Center" tab.

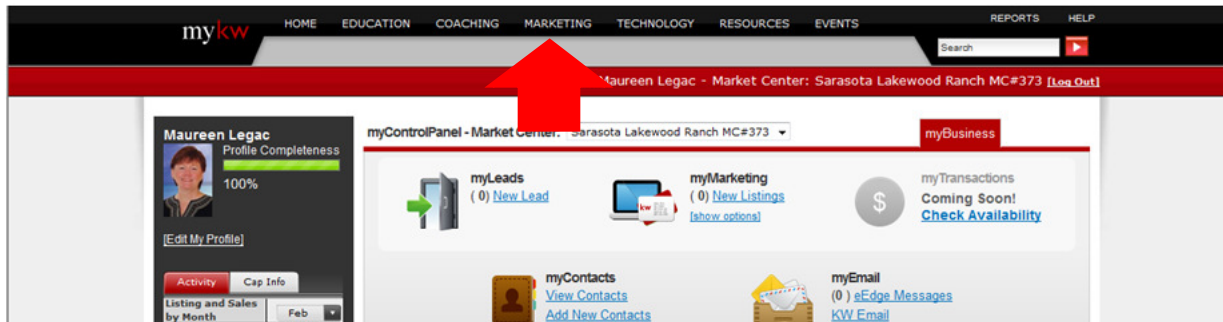


The tour window will be displayed. You can listen to the tours in order or click on the tour that interests you.

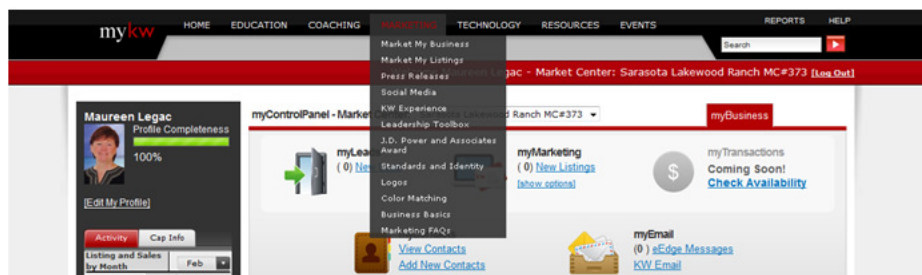


Other Marketing Options

In addition to the eEdge myMarketing options, there are some Keller Williams marketing options that are available to the agents. To review these options, roll your mouse over the “Marketing” link on the KW toolbar.



The marketing options include “Market my Business”, “Market my Listings”, “Press Releases” and more (including Spanish options).



The image below is from the “Market my Business” link. These marketing options are in addition to the eEdge Marketing pieces.

MARKET MY BUSINESS

MARKETING TO BUYERS	MARKETING TO SELLERS	MARKETING TO MY SPHERE
<ul style="list-style-type: none">• Buyer Guide• Distressed Properties• Marketing to First Time Buyers• Internet Lead Follow-Up• 8x8 Campaigns• SHIFT 8x8 Campaigns• Creating Buyer Urgency	<ul style="list-style-type: none">• Pre-Listing Packet• Listing Presentation• Presentation Supplements• I've Moved to KW• 8x8 Campaigns• SHIFT 8x8 Campaigns	<ul style="list-style-type: none">• 33 Touch Campaign• I've Moved to KW• This Month In Real Estate• 12 Direct Campaigns• SHIFT 8x8 Campaign• E-Card Catalog

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MARKETING OF THE MOMENT

CREATING BUYER URGENCY	KELLER WILLIAMS EN ESPAÑOL	FIRST TIME HOMEBUYERS
	<ul style="list-style-type: none">• Pre-Listing Packet• Listing Presentation• Buyer Consultation• First Time Homebuyer E-book• First Time Homebuyer Seminar• 12 Direct Campaigns	<ul style="list-style-type: none">• Seminar Toolkit• Seminar PowerPoint• Seminar Email Campaign• Your First Home Campaign• Only 8 Steps to Home• The Skinny on First-Time Buyers