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 Canter "Web Office".**

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"**

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".
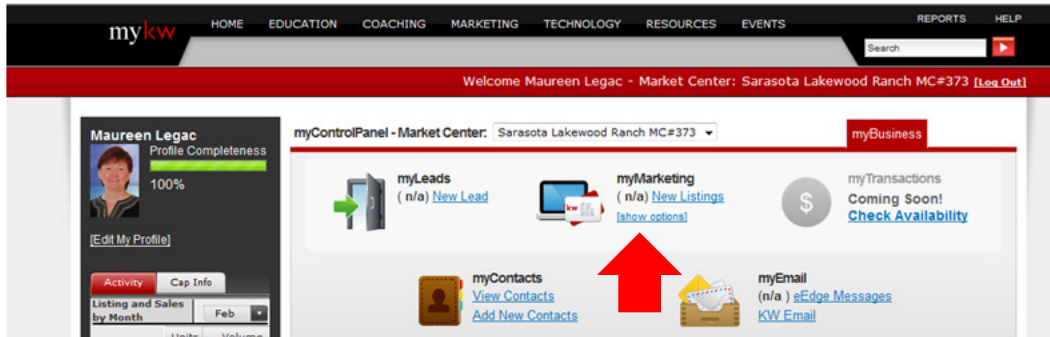
Next, click on "Market Me".
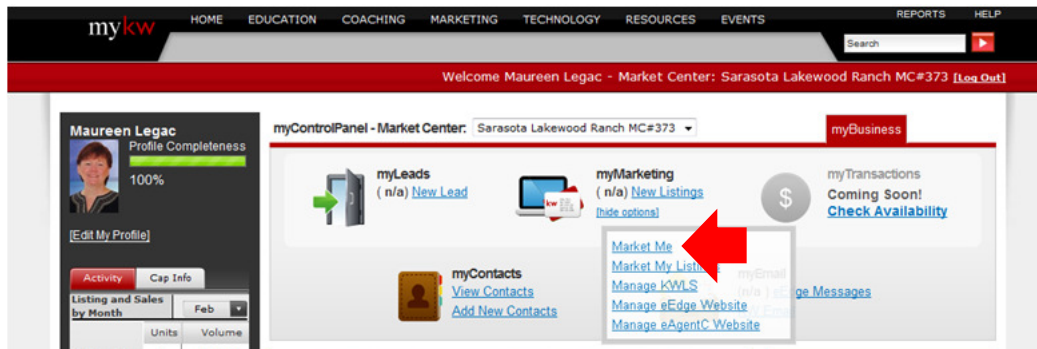
You will be directed to the eEdge Dashboard. Click on "Create Marketing" on the left side of the page.

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

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.
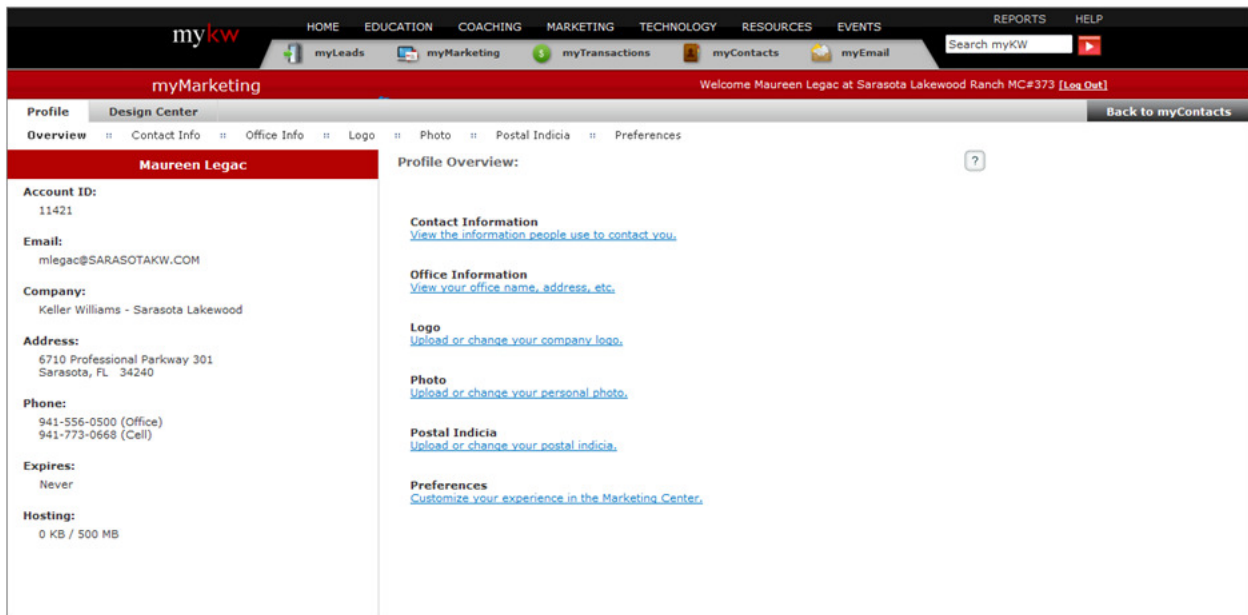

Once your market profile is updated, you can start setting up your Campaigns. The myMarketing segment has a library with 8x8 (one for buyers and one for sellers), 33 Touch and 12 Direct Campaigns. In addition, there are Prelisting Packets, Prelisting Presentations, a Buyer Consultation Package, property 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**
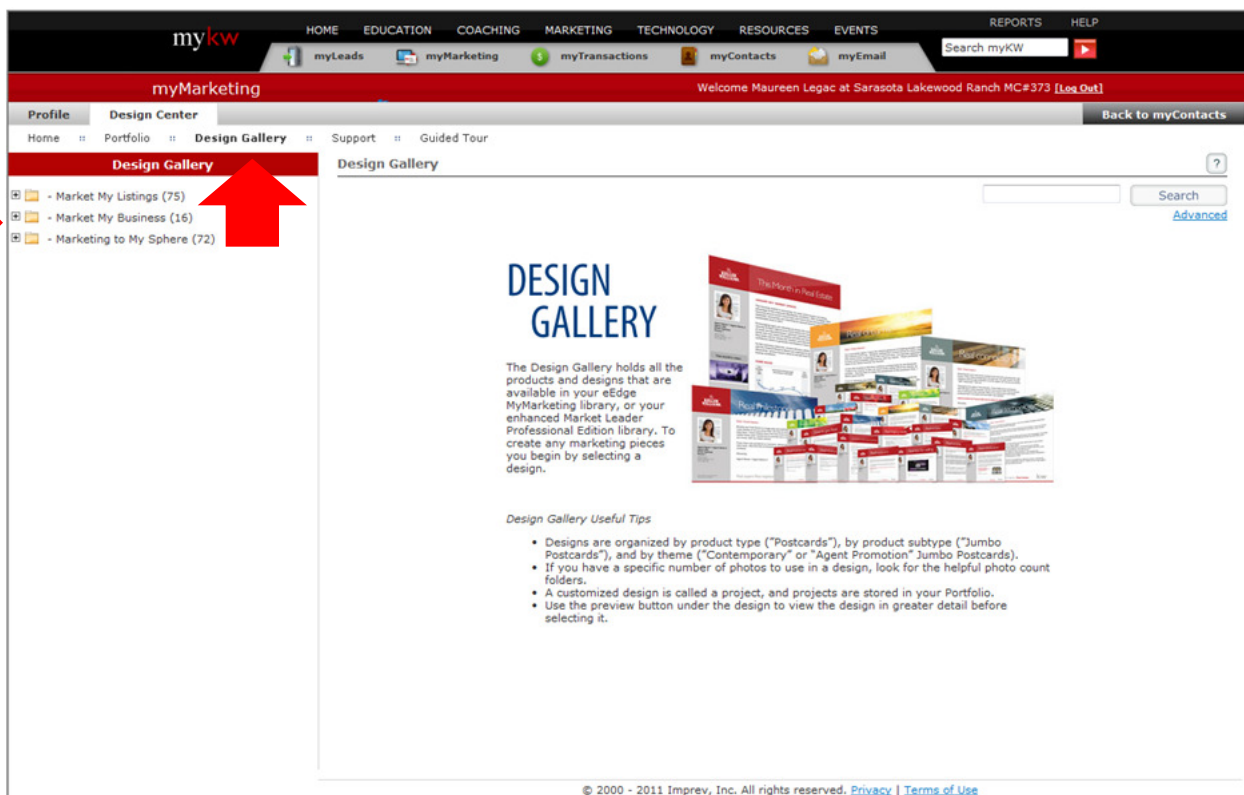
Notice that each option on the left side has a "+" plus sign in front of the option. Click on the plus sign to open up all the options under each main section. If you have the Professional version of eEdge, you may have additional options (like Deluxe Listing Packages).
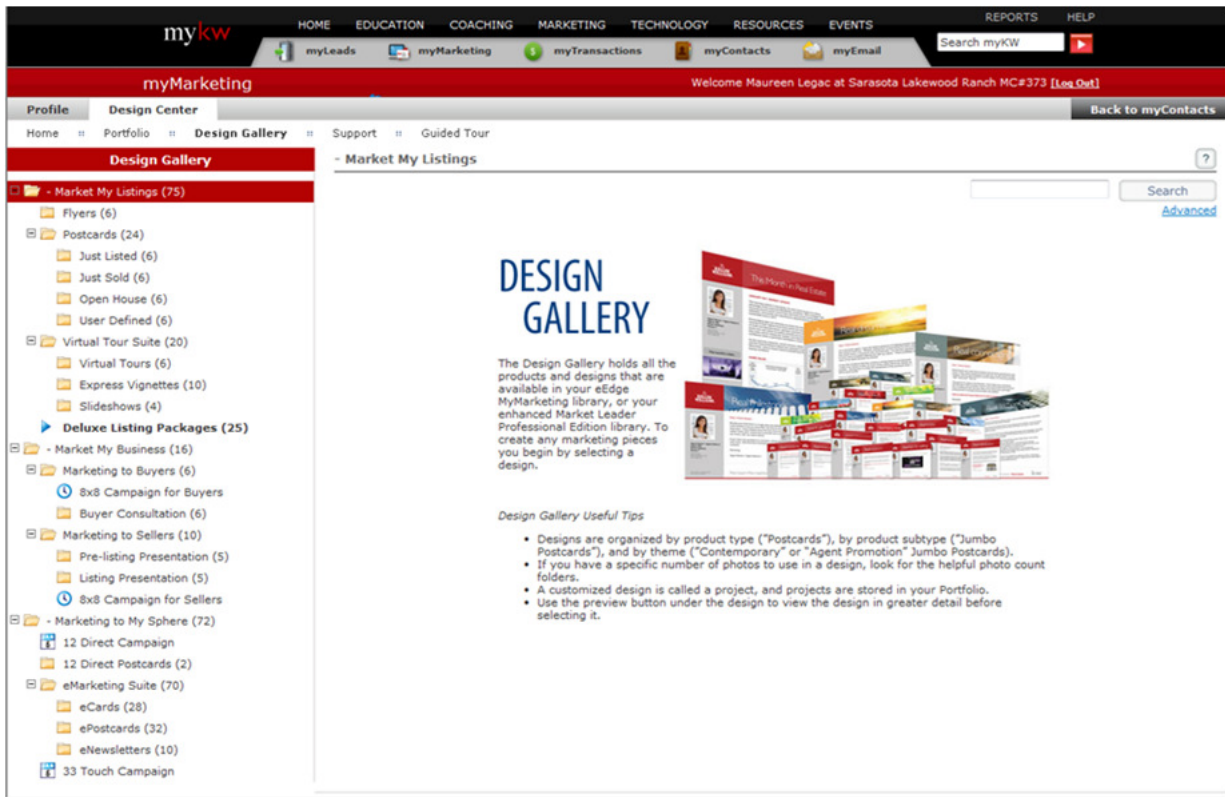
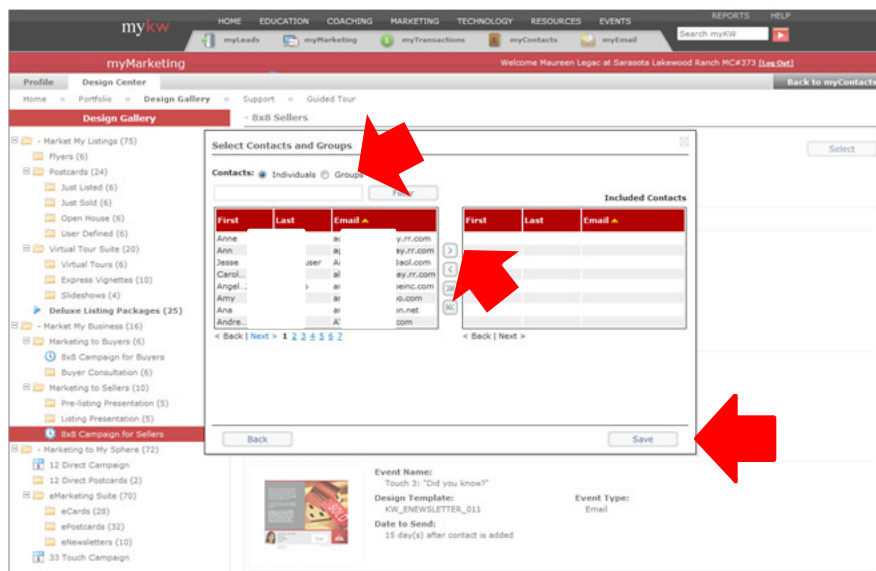**Click on the campaign that you would like to customize from the list on the left side and then click "Select" on the upper right side of the page.**
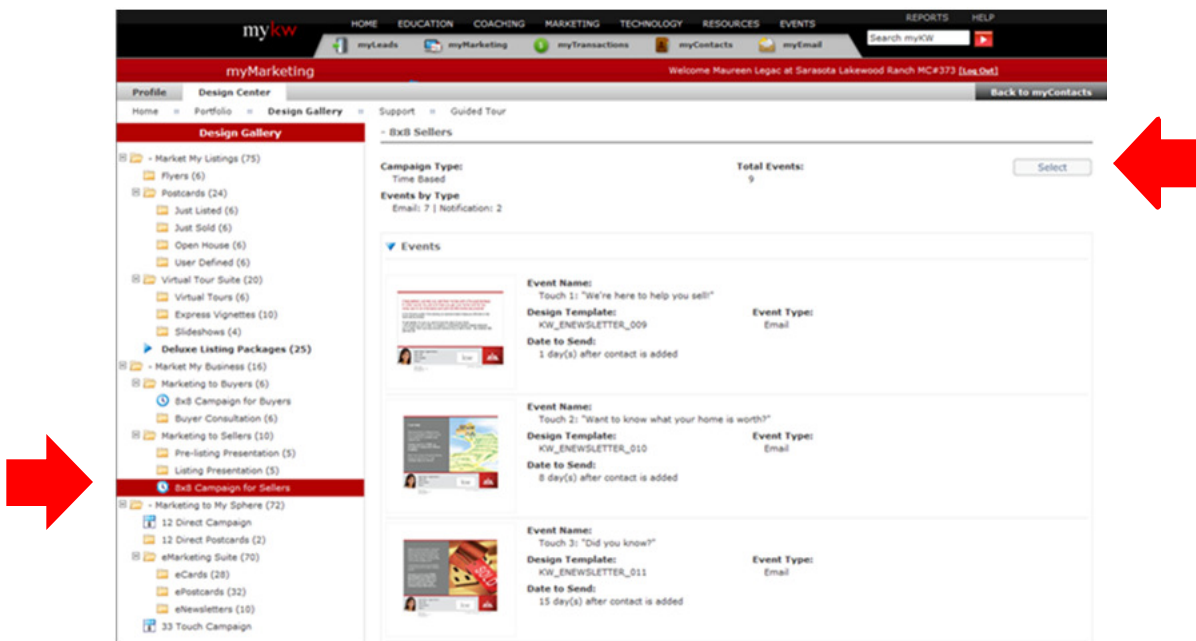
A screen will pop up where you will enter your campaign name. Enter your campaign name and click "Next".
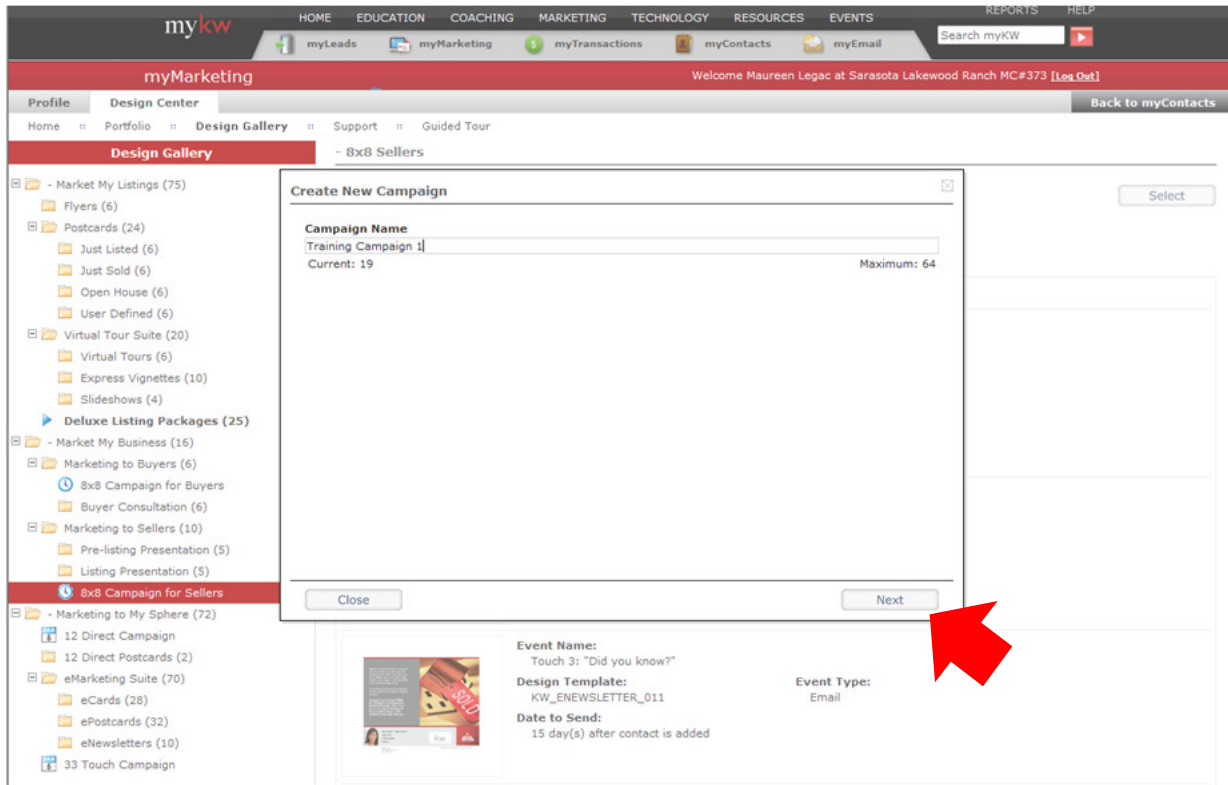

A screen will pop up showing all your contacts. You can select either individuals to add to the campaign or you can select an entire group.

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.
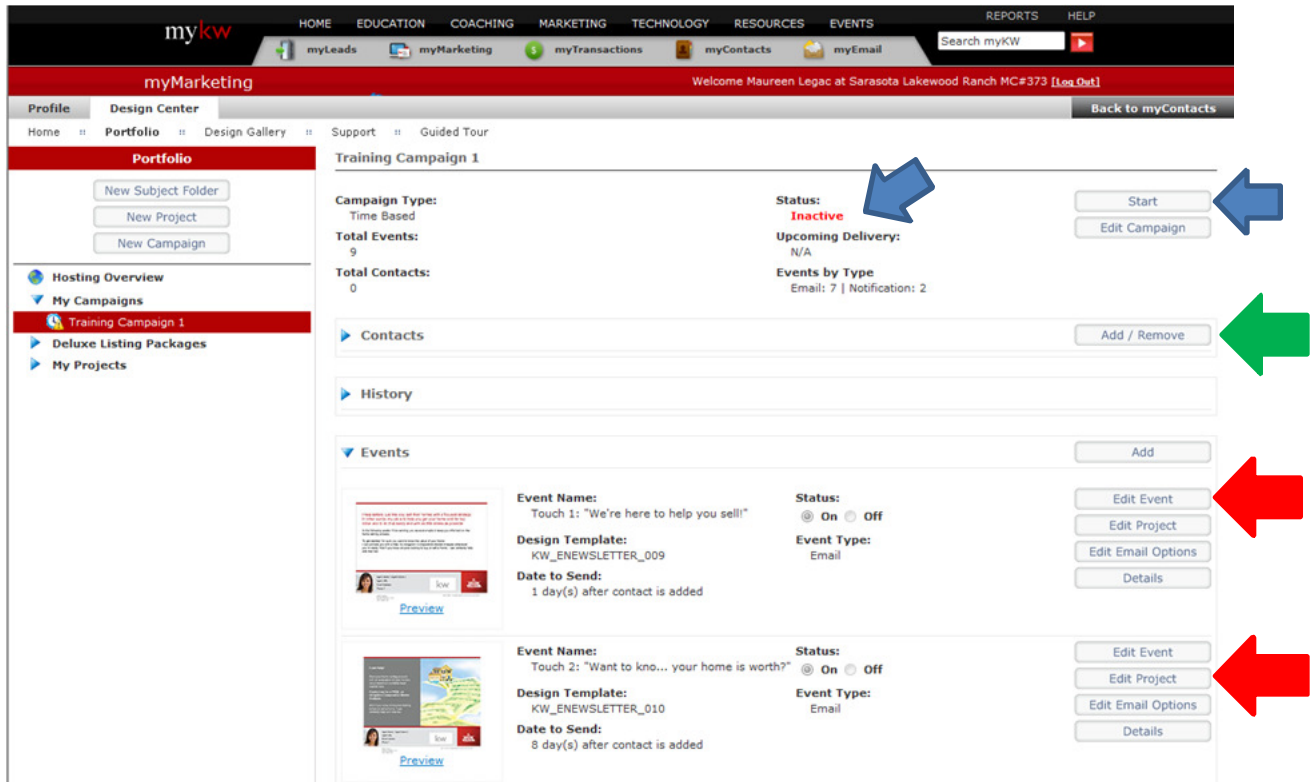

To edit campaign dates, click the "Edit Event" link on the middle left side of the page. If you are working with a 33 Touch campaign, use caution when editing dates. The dates are assigned so that KW material (like This Month in Real Estate) can be included in your touch campaign in a timely manner.

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.
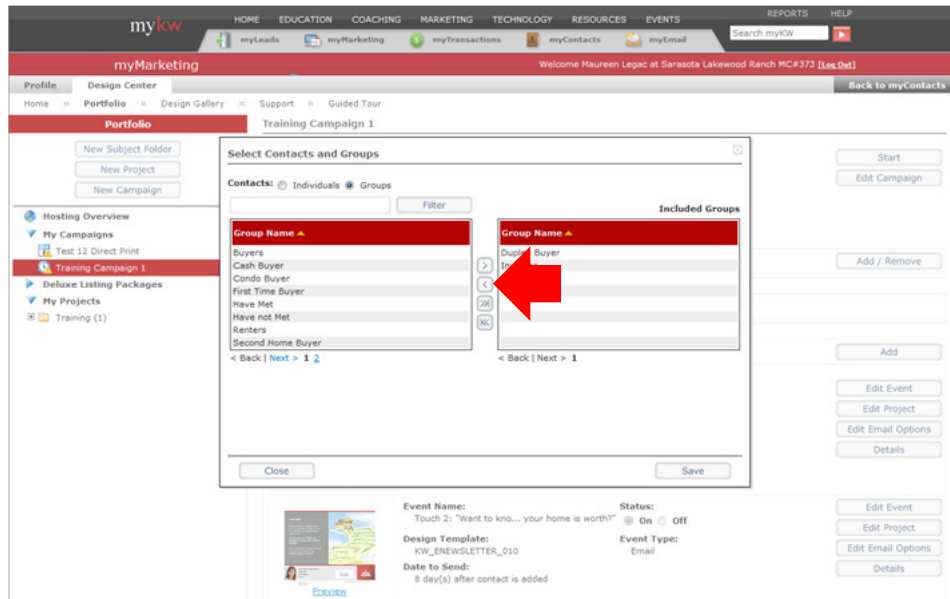
Note: **The system currently has a 12 Direct campaign available. You would set that up the same way as the example above. However, the March and April postcards cannot be modified from the Campaign Overview menu (where all of the marketing material above is edited). To modify the March and April postcards, click on "Design Gallery" and then "12 Direct Postcards" under the "Marketing to my Sphere.**
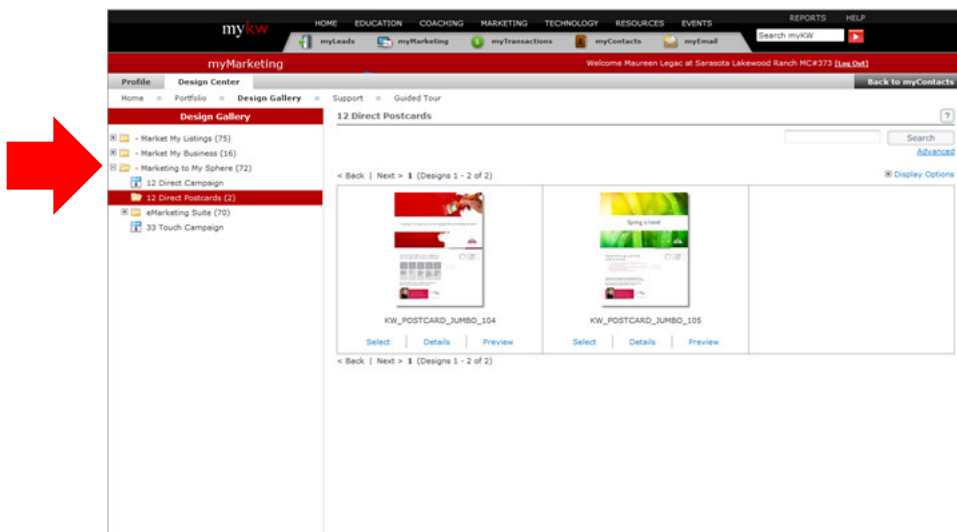
The rest of the campaign can be edited in the usual way (under the overview screen – under "Portfolio" and "My Campaigns").
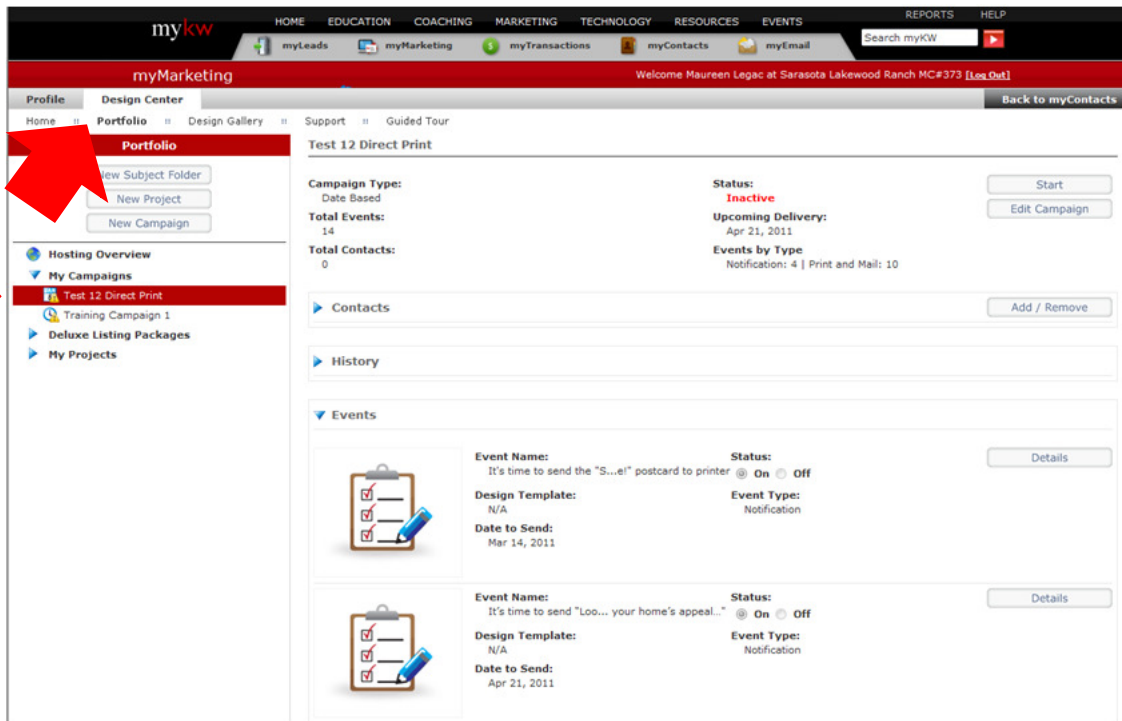
Once you activate your 12 Direct campaign, you will be given the printing options. You will be able to:

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.
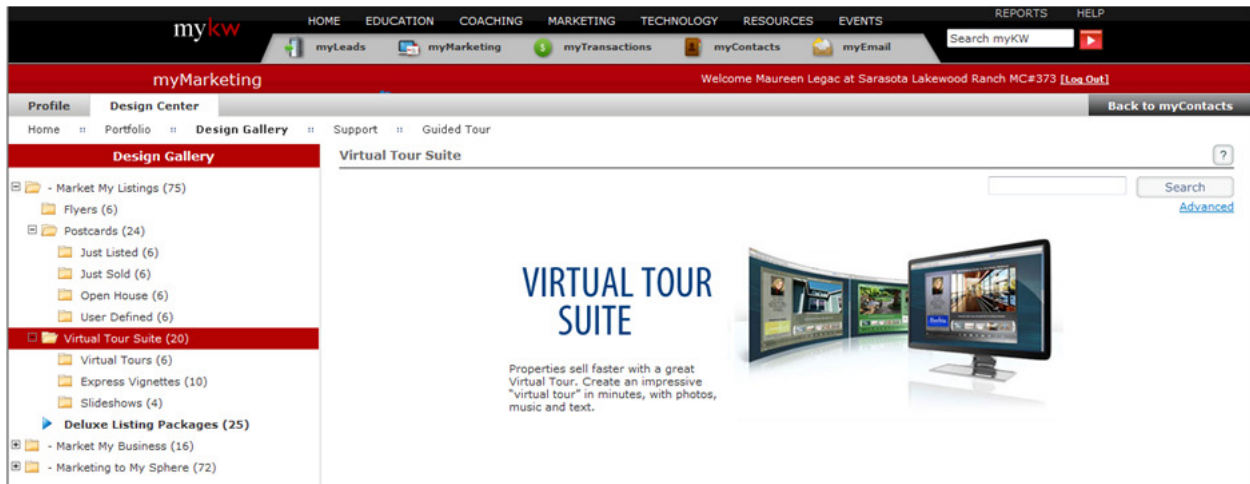
Market Listings

On the **www.mykw.kw.com** dashboard, select the "New Listings" link.
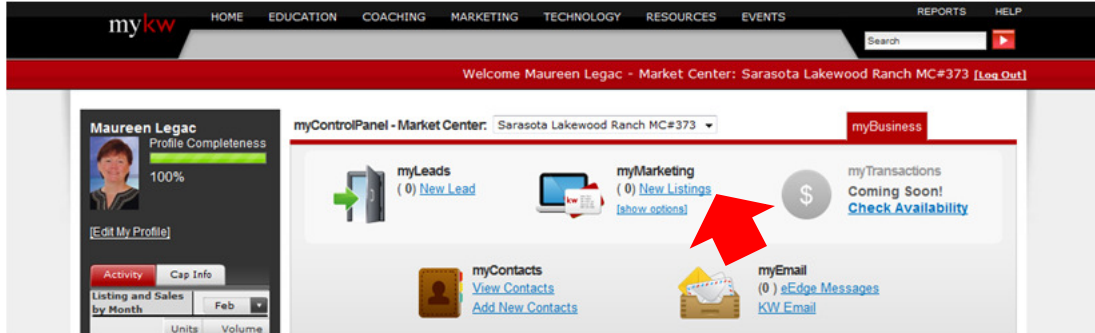
You will be redirected to the eEdge listings dashboard page.
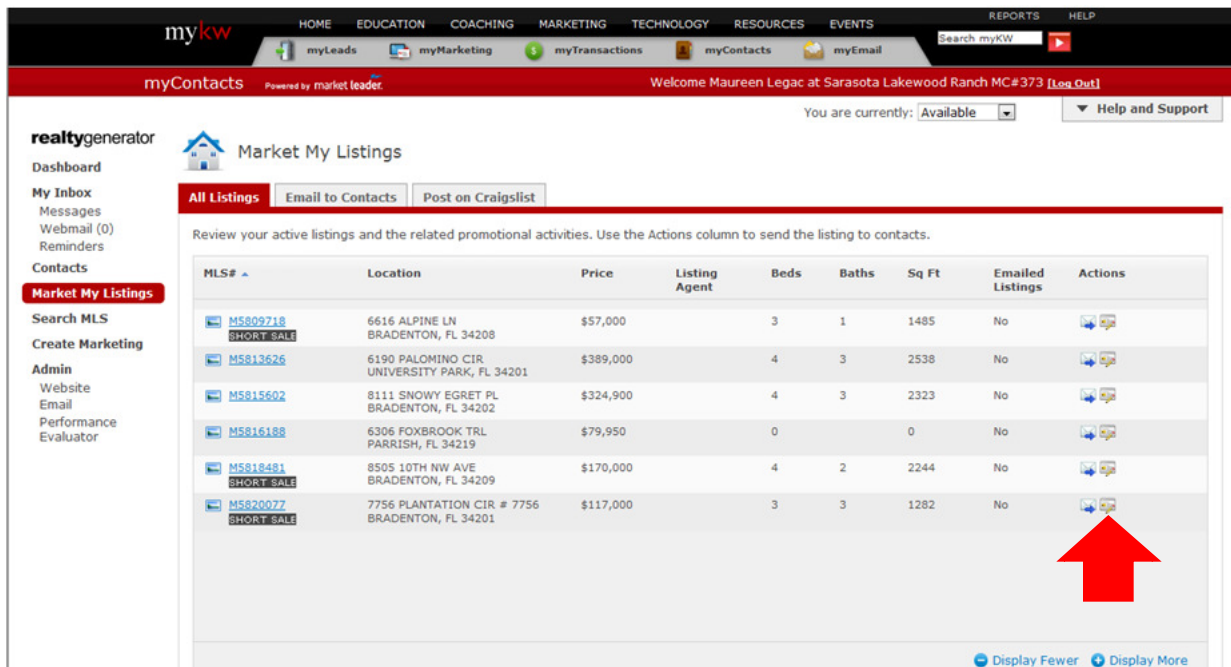
The symbol at the end of the listing line (under the "Actions" column) is the "Create Marketing Materials" link. Click this link for the listing you are working with. You will be directed to the myMarketing dashboard.

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.

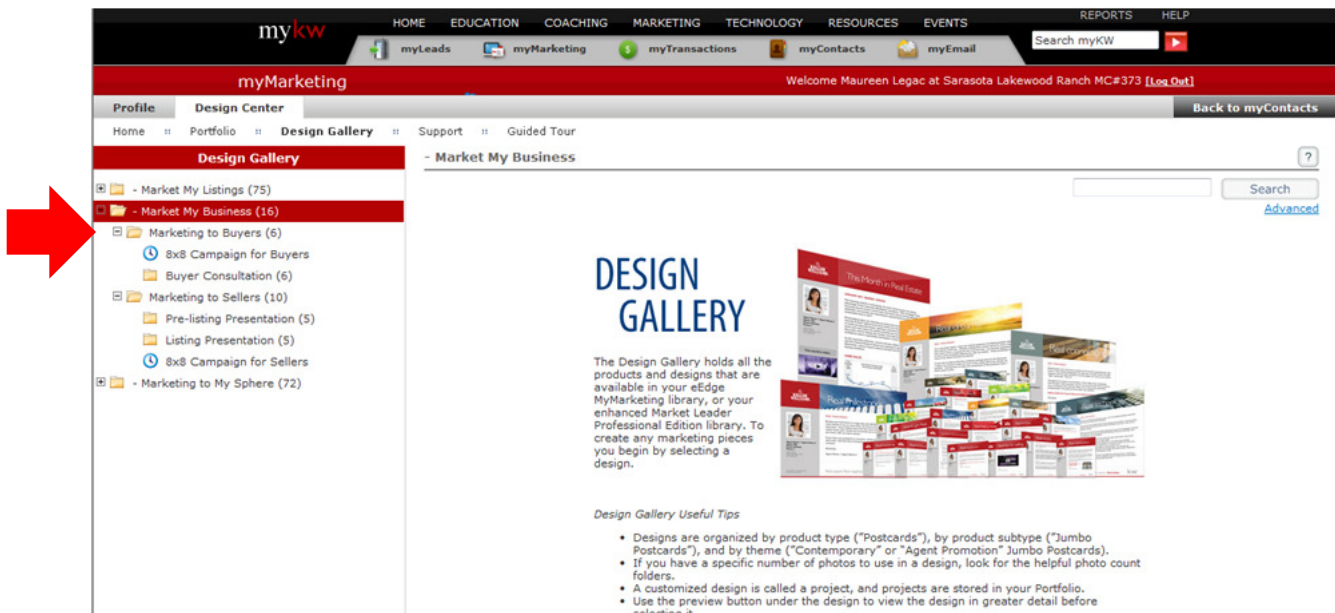**Prelisting and Buyer Consultation Packages**

From the eEdge dashboard, click on "Create Marketing". You will be redirected to the myMarketing dashboard.
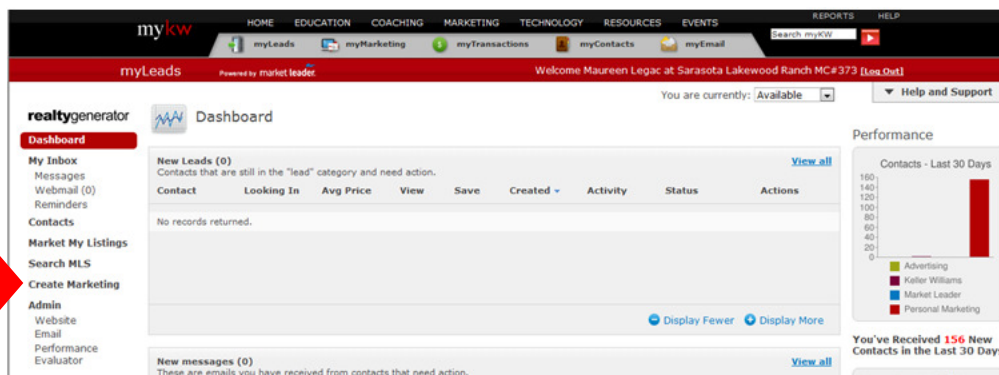
Click on "Design Gallery" which is under the "Design Center" tab.
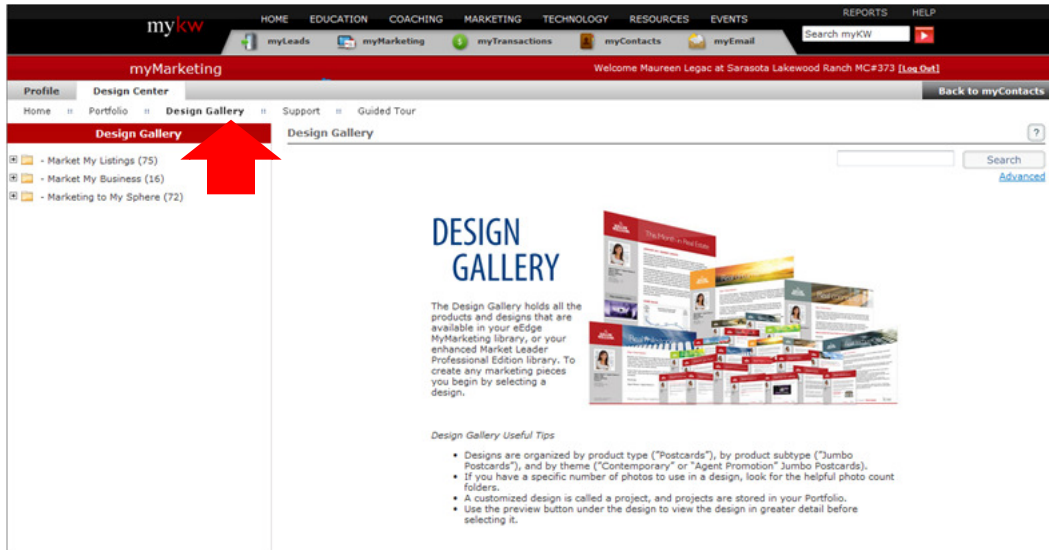
On the left side of the screen, you will see the "Market My Business" link with a "+" sign in the left column. Click the "+" sign to reveal the options.

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.


KW_PRELISTING_001   KW_PRELISTING_002   KW_PRELISTING_003

Select | Details | Preview   Select | Details | Preview   Select | Details | Preview

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).
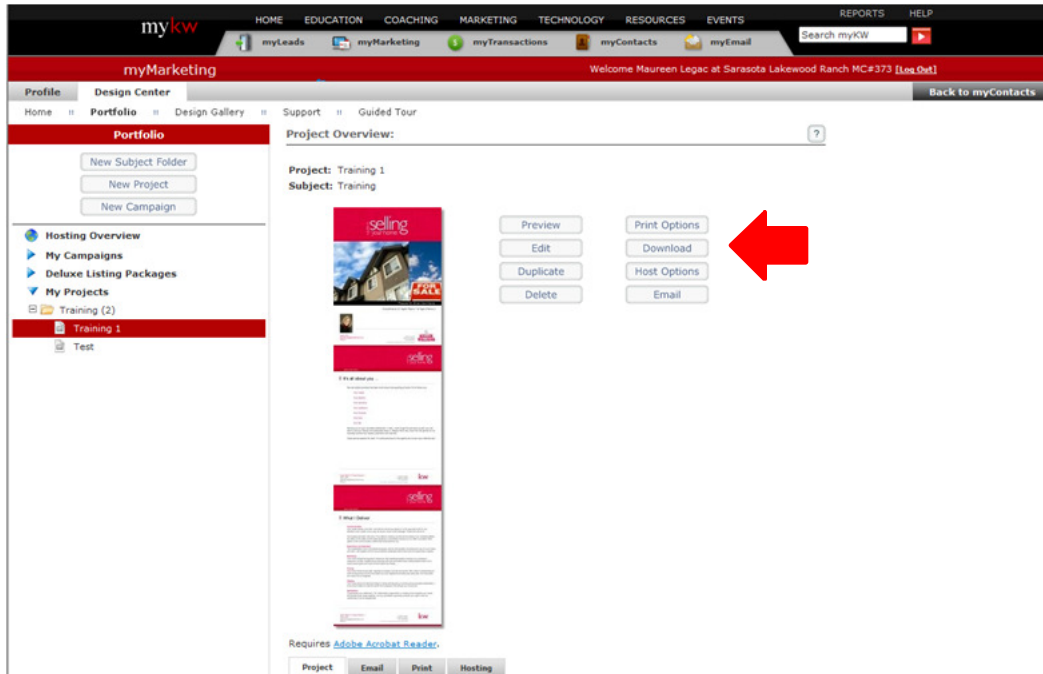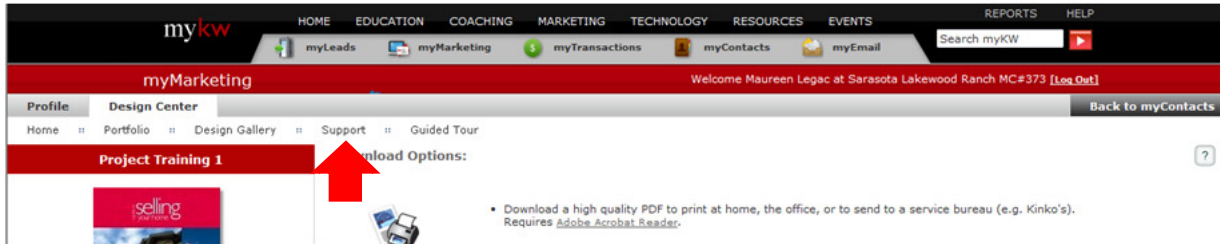

To save a copy on your computer, select the "Standard Print Options". You could also select "Advanced Print Options" (for professional printers) or the website/email option (for web hosting or emailing).
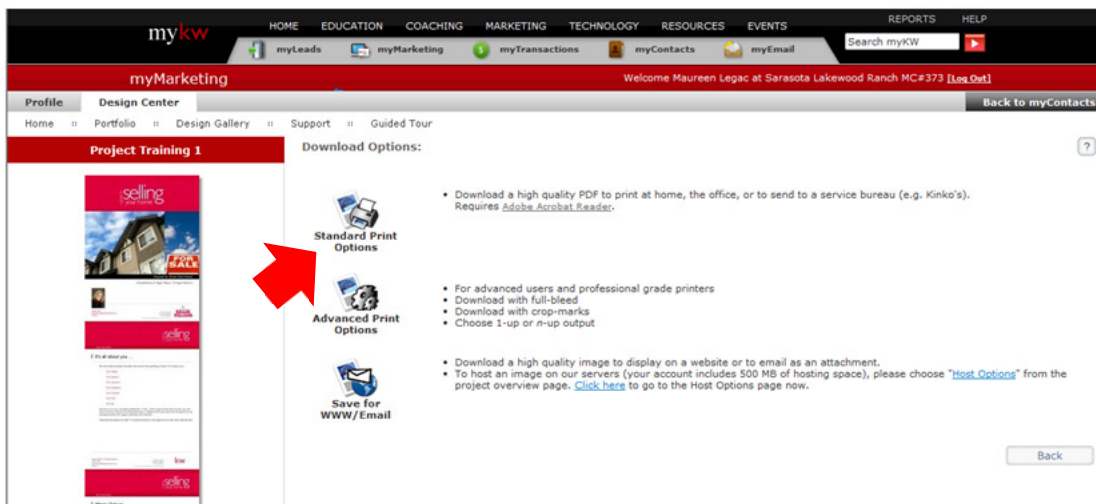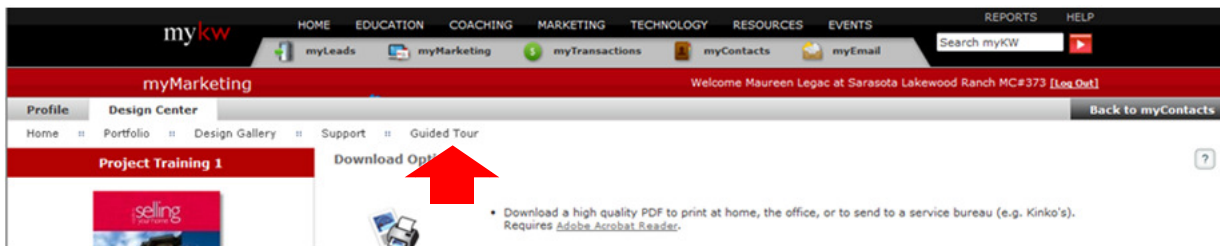
Frequently Asked Questions

There is a very thorough list of FAQ's under the "Support" tab on the Marketing dashboard.
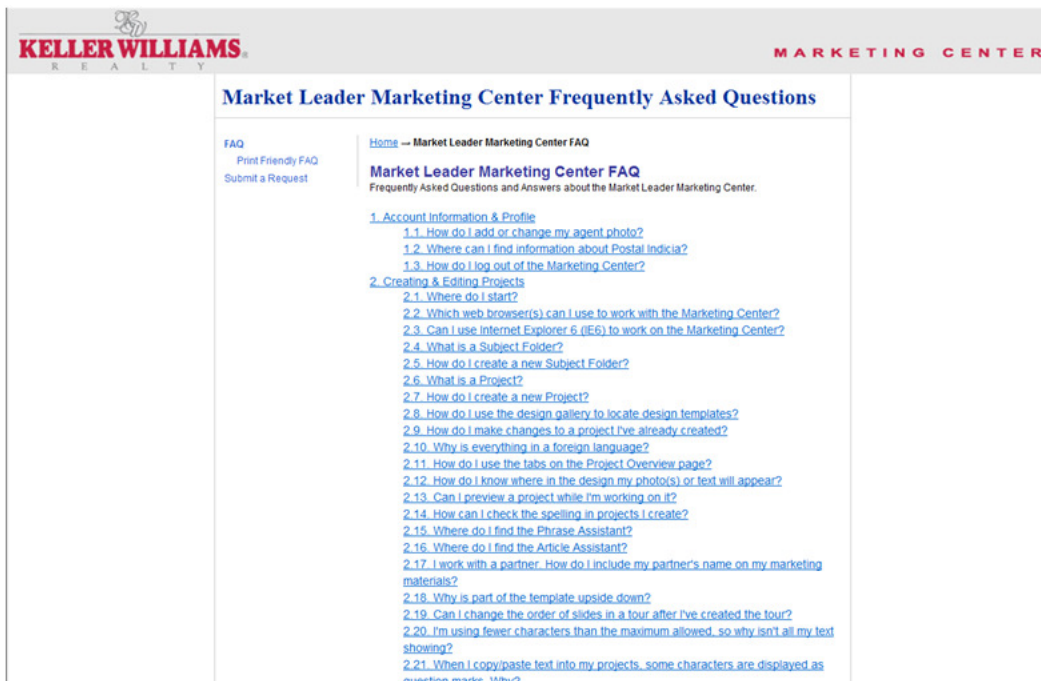
In addition, there are prerecorded video tours of the Marketing options in eEdge. To view the tours, click on "Guided Tour" under the "Design Center" tab.
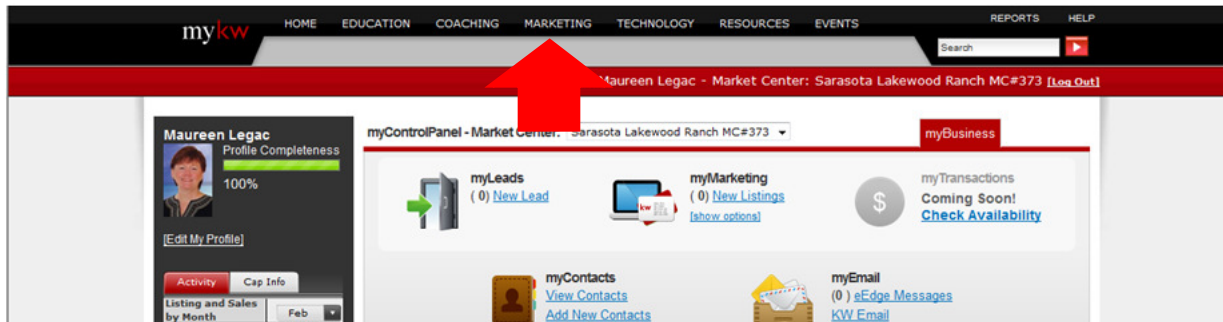
The tour window will be displayed. You can listen to the tours in order or click on the tour that interests you.
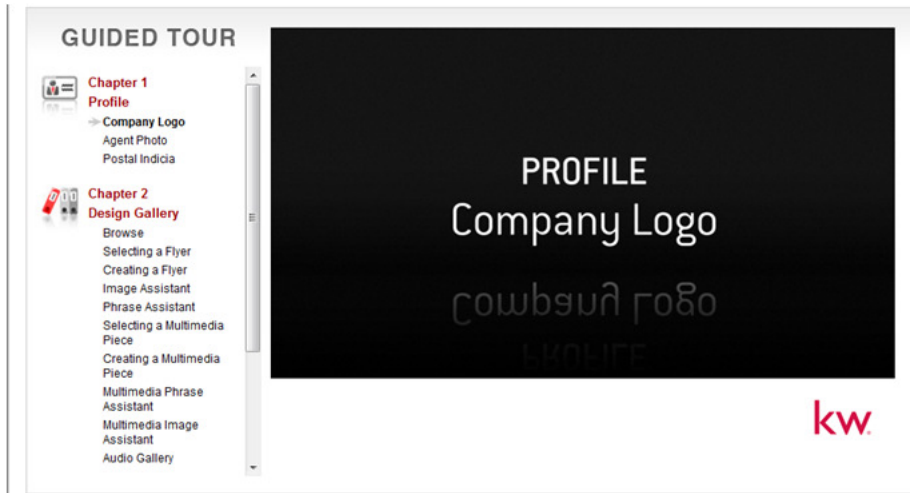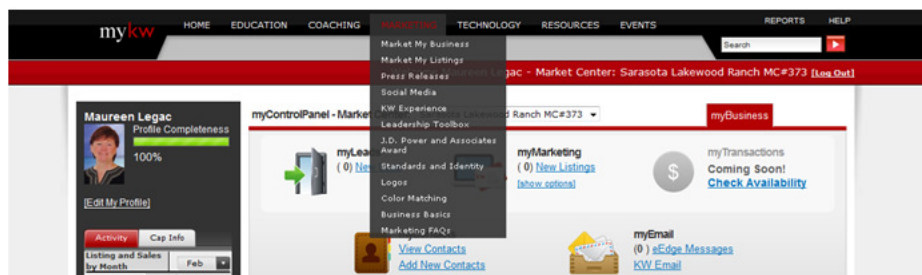

<u>Other Marketing Options</u>

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.