

eMarketing Checklist

Steps to Success – Getting Started

Many times getting started is the hardest part of any new endeavor. At 1parkplace we realize that you have to continue your existing business, while getting started with your new eMarketing program.

To make the transition easier, we have outlined the first steps that you need to take to get your program started.

1. Start building your database, including email addresses, of existing clients and prospects.

Update your database daily

Completed

2. Send out an announcement VIP welcome email letter to your existing database.

Completed

3. Update your voice mail messages on your office and cellular phone to include a reference to your website address and services provided. Example voicemail script:

Hello, you have reached <<agent name>>. I'm not available at the moment, however, if you are looking for a home, I have over <<listing count>> properties available for your to search from TODAY on my website at www. <<website address>>. Otherwise leave me a message and I will get back to you as soon as possible. Thank you and have a great day!

Completed

4. Create a 'call to action' message that will be used in conjunction with your website address on all of your marketing materials, including your:

Email signature

Completed

Business Cards

Completed

Letterhead

Completed

Postcards

Completed

Listing Presentations

Completed

Advertisements

Completed

Any other materials that you use to market yourself

Completed

5. Make sure that you have a professional photo to incorporate in all of your marketing materials and your website.

Completed

6. Prepare and send out a press release announcing your new website and the services you provide.

Completed

7. Gather all the content that you want to include on your website.

Completed