Posting Content Online Marketing Campaign Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Go through your contact management system and identify all of your prospects and clients who are or want to be investors. Capture their email address in a separate file. You will use this later on.
3. If you don’t already have one, setup a website for your business. This is also very easy to do and there are great tutorials on how to setup a website. You can also watch the My Investment Services recording of how to setup your own website. Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab watch this video:

**2016-4-20**

1. Building you own website
2. Setup an account with Zoom or GOTOWebinar. There are pro’s and con’s to both. Zoom is typically less expensive. GOTOWebinar now transcribes your audio video recording into written form. Start with the basic account for now. If you choose more advanced versions it will cost more money and as you progress in your business you may find it beneficial to pay for more features that save you time. Both services are user friendly and have good tutorial and user support.
3. Setup a Youtube channel for your business. This is also very easy to do and there are great tutorials on how to setup a Youtube channel. You can also watch the My Investment Services recording of how to use Youtube. Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab watch this video:

**2016-4-13**

1. Using YouTube in marketing.
2. Setup a Facebook page for your business. This is also easy to do and there are great tutorials in this process. NOTE: You should have a personal Facebook page AND a business Facebook page. You can also watch the My Investment Services recording of how to use Facebook. Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab watch this video:

**2016-3-22**

1. Using Twitter, LinkedIn and Facebook in your marketing to and for Investors.
2. In Facebook you will want to create a “Look Alike” custom audience using the email address form step 2 above. This will allow you to reach more people who are like the ones you already server and who know you, like you and trust you.
3. Setup a LinkedIn account for your business. You don’t have to use the Pro version. The free version will do just fine in the beginning.

You can also watch the My Investment Services recording of how to use LinkedIn. Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab watch this video: (Same as above)

**2016-3-22**

1. Using Twitter, LinkedIn and Facebook in your marketing to and for Investors.
2. At first select an investment property for you to tour. Look for one where you can get the financials on the property. You can either try to identify one on one of the listing services like MLS, loopnet or Co-Star. Or, better yet, you can use one of the other marketing campaigns like visiting community banks or the letter campaign to create a listing or purchase opportunity for youself!
3. Visit the property with the financials in hand and walk through the property while recording on your phone in audio/video format, what you are seeing starting with the exterior 1st then the exterior. While you are touring the property use time between rooms to highlight some of the financials.
4. If you have the a zoom account you will be recording this via ZOOM. Likewise with GOTOWebinar.
5. If you have paid for advanced features on Zoom you can have your recording simultaneously broadcast on your Youtube channel and Facebook live at the same time. I recommend this because FB Live gets you more traffic than a standard Facebook post. The FB algorithm for determining how far your reach is rewards live video.
6. If you have the basic version of Zoom you will have to load the recording later on manually to both Youtube and Facebook.
7. If you are using GOTOWebinar you will have to load the recording later on manually to both Youtube and Facebook.
8. If you are using GOTOWebinar your recording can automatically be transcribed into to WORD doc. You will use this later.
9. If you are using Zoom you will have to have your recording transcribed for you. There are numerous online services that do this for you and for a very reasonable price. You can go to Fiverr. I have used “Internet Transcribers” with great success for a lot of work.
10. Once you have your transcriptions in hand you can edit them or have someone edit them for you into a blog! Then you can post your blog on your own website and others as well.
11. Furthermore, you can take your videos and post them on your own website, Instagram, Twitter and LinkedIn.
12. On all of your postings you will give the viewer the opportunity to download the financials and other information on the property you showcased. For example, in Youtube in the description of the video you can provide a link for the download.
13. On face book you will repost your video to your own followers and your custom audience that you created in step 6 above.
14. You will also ask your followers, clients and prospects in your contact management system (CMS) to subscribe to your Youtube channel., Facebook page, Linked account, Twitter, and Instagram.
15. For all those who viewed your video on any of the channels named in step 18 inlcuding Youtube and Facebook email or post directly to them on whichever channel to used to view your video with the following wording:

“I am working with Gary Wilson and My Investment Services and am a Certified Investor Agent. I thought of you during the course work and believe you may find this interesting. Have you ever wanted to (pick which is most appropriate for your prospect):

Flip a house and earn a big paycheck!

Own rentals earning you passive income for life!

Make money in Real Estate without needing money or even owning property!”

And either of the following links so they can download the mini e-book(s) that are appropriate for what they want to invest in:

* 1. Flipping For Profits Without The Risk
		1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
	2. Rental Profits Without The pain
		1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
	3. Wholesaling So Everybody Wins
		1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling/>

For listeners who engage with you do the following to create engagement between you and your prospects and establish your authority and credibility:

Give them one of the following links so they can download the book(s) that are appropriate for what they want to invest in 1st:

* 1. Flipping For Profits Without The Risk
		1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
	2. Rental Profits Without The pain
		1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
	3. Wholesaling So Everybody Wins
		1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling>
1. Subscribe to the My Investment Services Youtube channel. Then choose the subject that is best for your nurturing prospect – Flipping, buying rentals, wholesaling. There is a Playlist for each of these. Do not send the entire playlist at once. Rather send one video from the playlist per day. The playlists are provided below in “a.”, “b.” and “c.” After you have sent them nurturing prospect all the videos in the playlist, one per day, then send them the corresponding follow up video identified in the “i.” tab after each of “a.”, “b.” and “c.”

a. For Flipping use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Flipping-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=h3rrHZ0ZGjY&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=4&t=0s>

b. For Rentals use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Rental-Profits-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=06RsrZyYY7Y&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=5>

c. For Wholesaling use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Wholsaling-Webinar-5-20-2020.docx>

i. Then send them this video: <https://www.youtube.com/watch?v=SH4odRWdi4U&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=2>

1. After you have built rapport and established the relationship ALWAYS make an offer (CTA) like a free search of properties.
2. Interview everyone who asks you to help them invest.
3. Qualify everyone you have interviewed. You want to make sure they have cash and credit. See modules 5 (Flipping) and 6 (Rentals) of your “Investor Agent” training program for instructions on how to work with them.
4. Ask them to email you with a recap of your conversation.
5. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! The letter campaign. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. If they are not ready, willing and able yet you can set them up on the booklet campaign so that you can nurture the relationship further until they are ready.
7. Now you have a client and you and they can begin to profit.
8. TAKE ACTION NOW!
9. The suggestion of using the property tour as the content for your postings is just one idea. There are many posting ideas that you can use this same process for like simply giving your professional opinion of a recent topic of interest. You can create a case study of one of your or a client’s recent investments and post that. You can showcase video testimonials from your clients. You can interview a lender, attorney, contractor, Insurance rep, appraiser, or inspector and post that. You can showcase a recent book you’ve read or training course you’ve taken!
10. TAKE ACTION NOW!