



Social Media Marketing kit

Congratulations on taking the next step to adding social media marketing to your farm.

1. The first step is to get email addresses and phone numbers for the people in your farm so you can touch them through other social mediums. As long as you have the name and home address for your farm, we have a data partner who can append (add) emails and phone numbers that match your information. They are not able to match every record, but it's good portion of them. To append your list, complete the Appending List order form in this pack of information and email it to us – we'll handle the rest.
2. Once you get emails and phone numbers, then you can do several things. First, you can start running targeted Facebook ads directly to your list. And second, you can send drip emails to them as well. See details for those...

Targeted Facebook Ads

When you upload your mailing list to Facebook, they will try to match your list with their subscribers. The more information you provide them, the better chance they can find a match. This is why the email address is so important. If your name, email and city/state in your mailing list matches the same information in their subscriber list, then you've got a match. When Facebook finds these matches, it's called a "Custom Audience." From there, you can run ads to your "Custom Audience" and target your geo farm directly.

The primary purpose of targeted Facebook ads is to keep your name and value proposition always in front of your farm. The more they see you, the more they will choose you.

Here are simple instructions...

1. go to your Facebook AdsManager
2. create a new campaign. It will ask you what type of campaign. Select "Reach"
3. create an Ad Set with your daily budget and how frequently you want to reach them. We recommend reaching them 4 to 8 times a month.
4. finally, create your Ad

Hint: if you want to identify sellers, if you have a Home Valuation website it makes it easy (a Home Valuation website is where a homeowner enters in their home address and it gives them a value ... and simultaneously emails you the home address entered. Once you know the address, you can match it back to your list and know who is inquiring about their value ... which is a leading indicator they may be thinking about selling)

1. check the box for Add A Website URL
2. for the Website URL, enter your Home Valuation URL
3. for the ad Headline, use this: **Thinking about selling? Get your home's value for today**

4. for the Call To Action button, select: **Learn More**

Drip Email Campaign – “Monday Morning Coffee”

Included in your kit is a one-year subscription to our Monday Morning Coffee email campaign. It is sent twice monthly to your list. To activate the campaign, complete the form attached to this document and email it to us with your email list.

Hint: for best results, do not start emailing until after your third postcard has been received. We’ve noticed that if homeowners start getting your emails immediately without knowing who you are, they opt out almost immediately. So we recommend giving them time to see you in the mail, start getting your Facebook ads, and any other touches you do in the farm. Then, once they’ve started seeing you, you can add the drip email as well.

ORDER FORM to
Append email and phone to your mailing list
And Activate your “Monday Morning Coffee”
twice-weekly email campaign

To Submit the form on the following pages, please sign, scan and email to
Activations @ MasterGrabber.com

Include:

1. Signed form
2. Mailing List to append
3. Email List (as applicable) for the email campaign



Append Email and Phone, activate MMC

Your Information

_____ First Name
_____ Last Name
_____ Email Address
_____ Telephone

_____ (check here) **Append phone and email** to your mailing list (\$45 per 100 records) *

***Note:** Our data partner generally matches 60-70% of addresses with emails and 35-50% with phone numbers. It is required to have both name and mailing address in your list for the match. The percent match is not guaranteed, and while the accuracy is not guaranteed we have found it to be accurate for appended data services. however, if the match comes in lower than 70% of the stated amounts above your cost will be reduced by half. We make access to this data through our data partner available as a service to you for your convenience. The data is provided “as is” and WE MAKE NO WARRANTY AS TO THE ACCURACY OF THE DATA.

_____ (check here) **Activate Monday Morning Coffee** twice-monthly email campaign *
Requires **one-time activation fee \$20**

***Note:** Monday Morning Coffee goes out every other Monday morning. You are provided a link to review each email starting Wednesday the week before it goes out, and you can make any changes to the email content you desire. Monday Morning Coffee is limited to the greater of either 500 email addresses or the number of addresses in a geo farm for which you are using our mailing service to mail. This service is provided for 12 months from the date of activation.

*** IMPORTANT:** This package is only available if you purchased the Advanced Technology and Training pack. Please enter your name and email address used with your purchase so we may validate this order form:

Name: _____ Email: _____

Payment Information

All charges will appear as “**Master Grabber**”. Payment must be made and authorized by the same person signing above. All charges are automatically applied to your payment method selected.

If you are paying by checking account debit you must provide a credit card as a back-up payment method.

Credit Card Information

Please do NOT use American Express. If you require using AMEX, please contact Support first for special instructions.

Card number: _____ Exp. Date _____ Sec. Code (on back) _____

Name on Card: _____

Billing Addr: _____ City _____ State _____ Zip _____

_____ (is this a **home** or **office** address?)

Checking Account Information

(complete this section if you desire "checking account" as your preferred payment method)

Note: if paying by checking account, you must provide an image of a check or deposit slip for that account.

Account #: _____ Routing # (9 digits): _____

Billing Addr: _____ City _____ State _____ Zip _____

_____ (is this a **home** or **office** address?)