



# Marketing Workshop

## 1 SELL CONVENIENCE, CERTAINTY, AND COST SAVINGS BASED ON YOUR CUSTOMER'S NEEDS

- Listen to your client's story to identify their pain points
- Solve their pain points by focussing on what's MOST important to each client
- Contactless home buying and selling during Covid-19 pandemic

| CONVENIENCE                                                            | CERTAINTY                                                                   | COST SAVINGS                                                                       |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| No more juggling the home sale on top of everyday life                 | Underwritten pre-approval so finances are fully vetted before making offers | No need for temporary moves or putting belongings in storage during listing period |
| No more showings while they live in the house                          | No more contingent offers                                                   | Maximize sales price by prepping listings for sale                                 |
| No need to deal with contractors and repairs while living in the house | Get them their dream home on their timeline                                 | Non-contingent offer helps win the bid and possibly save some money in the process |

## 2 TAKE ADVANTAGE OF FREE MARKETING TOOLS TO BUILD YOUR BRAND

- Leverage social media to build your brand and increase visibility to your network
- Save time by scheduling social media posts (**Hootsuite, Buffer**)
- Create professional-looking marketing collateral using templates (**Canva**)
- Build out targeted email campaigns to keep your network engaged (**Mailchimp**)
- Use co-branded content readily available in the Knock Resources
- Take advantage of free stock images: **Canva, Pexels, Unsplash, Pixabay, Burst**

## 3 START PROSPECTING USING THE HOME PRO APP

- Check to see which houses are pre-qualified for the Home Swap
- Take advantage of the postcards and other co-branded marketing materials to educate your prospects on the Home Swap and initiate a conversation

## 4 USE SOCIAL MEDIA TO SHOWCASE YOUR BRAND AND YOUR CLIENT'S SUCCESSES

- Start branding yourself by announcing your KCA certification
- Add your KCA badge to your email signature, website, and social media
- Educate effectively:
  - Email marketing campaigns are a great way to showcase your expertise
  - Use call-to-actions to engage your audience:
    - *Call me today!*
    - *Contact me to see if your home qualifies for this amazing program!*
    - *Follow my Instagram stories to see how The Chandler Family navigates their #KnockHomeSwap!*



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## Turn Moments into #KnockHomeSwap Milestone Posts:

### WHEN YOU BECOME A KNOCK CERTIFIED AGENT

- It's official! I'm a Knock Certified Agent, which means home buying & selling just became way easier for all of you! Let me help you buy before you sell - call me today! ☎️ #KnockCertified #KnockHomeSwap #BuyBeforeYouSell

### WHEN THE CLIENT BUYS AND MOVES INTO THEIR NEW HOME

- You know what's my favorite day? #ClosingDay ★
- Congratulations to The Bright family for closing on their #dreamhome! #KnockHomeSwap

### BEFORE AND AFTER PICTURES OF THE HOME PREP ON THE OLD HOUSE

- WOW what a transformation! Thanks to the #KnockHomeSwap you can get your house ready for market with no upfront expenses ✓ #Before&After #KnockHomePrep ★🔪

### WHEN THE CLIENT SELLS THEIR OLD HOME

- #WeDidIt! Another #KnockHomeSwap for the books - enjoy your new #dreamhome Watkins family! ★



## Helpful links:

### CANVA

- **Canva Help Center**
- **How to create designs using templates** - a starting point to help you create visuals for social media marketing, email marketing, etc.
- **How to add and edit text** - customize the co-branded assets located in Knock Resources (Ex. "Contact Me" cards, postcards, and more!)
- **How to resize and crop** - upload your own images or use stock photos
- **How to embed media in your design** - a guide to help you add QR Codes, or videos to your visuals

### HOOTSUITE

- **Hootsuite Help Center**
- **Overview of the dashboard** - learn your way around the tool
- **Add a social account to your dashboard** - connect your Facebook, Instagram, LinkedIn, or other social media profiles where you wish to schedule posts
- **Schedule a post** - save time by scheduling your posts in advance on a quarterly basis