

## Week One

### Newsletter

- Newsletter is prepped by the 25th of the previous month
  - Choose Featured Listing
  - Choose Topic
  - Choose Video
  - Get Phil's Note
- Make sure all attached [bit.ly](#) are correct
- Subject
  - "Real Estate Done Right Newsletter"
- Preview Text
  - "December 2018 Edition"
- Send to
  - CEO's
  - Real Estate Client List
  - Tom Ferry Eco System
  - The Gerdes Team
- Schedule to go out at 6:15am on the 1st of the month

### Real Client Review Cards

- Review Card is Created
- Released Tuesdays at 9am & Fridays at 9am
- IG Story
  - Whitagram Photo (Frame, 15)
  - No writing
  - Attach Zillow Reviews [bit.ly](#) Link
- IG Wall
  - Whitagram Photo (Frame, 15)
  - "Client name(s) Share Their Experience Working With Phil & Victoria Gerdes"
  - Add Zillow Reviews [bit.ly](#) Link
  - Add hashtags
- Facebook Story
  - Regular Formatted Photo, no text
- Facebook Personal Page
  - "Client name(s) Share Their Experience Working With Phil & Victoria Gerdes"
  - Add Zillow Reviews [bit.ly](#) Link

**If Video Becomes a Unicorn BOOST BOOST BOOST**

- Add hashtags
- Tag Entire Team
- **Facebook Business Page**
  - Client name(s) Share Their Experience Working With Phil & Victoria Gerdes”
  - Add Zillow Reviews [bit.ly](https://bit.ly) Link
  - Add hashtags
- **LinkedIn**
  - Client name(s) Share Their Experience Working With Phil & Victoria Gerdes”
  - Add Zillow Reviews [bit.ly](https://bit.ly) Link
  - Add hashtags
- **Twitter**
  - Client name(s) Share Their Experience Working With Phil & Victoria Gerdes”
  - Add Zillow Reviews [bit.ly](https://bit.ly) Link
  - Add hashtags



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## Week Two

### Did You Know video Is Released

#### "Did You Know" Outline

#### Production

- Identify Video Topic
- Secure Location of Shoot & Time
- Storyboard a 1 - 3 Minute Video
  - Review Video w/ Phil
- Shoot Video
  - Shoot 3 Intro Video Clips
    - 15 Second Show Clips
    - Example: "On this Episode I'm Talking About... Swipe Up", "You Don't Want to Miss Out", "This May Make You Want to Change Your Weekend Plans"
  - Shoot Video Thumbnail Photo
  - Shoot 3 Quote Card Photos
- Have Video Transcribed
  - Proof Read Transcription
- Create 3 Quote Cards

#### Release Schedule

#### Monday

- 11AM Video Uploaded to Youtube
  - Add Custom Thumbnail
  - Add Photo to Pages and Make The Size 6.5 X 3.65
  - Screenshot Photo
  - Add to iPhotos
  - Upload to Youtube From iPhoto

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- Video Added to MDLuxuryRealEstate.com
- Transcription Added as Blog to MDLuxuryRealEstate.com
- Transcription Added as Blog to LinkedIn
- Transcription Added as Blog to Medium.com
- Schedule MailChimp Email and Facebook Post for 615AM, Tuesday
- Send to
  - CEO's
  - Real Estate Client List
  - Tom Ferry Eco System
  - The Gerdes Team
- Create ALL Story Posts For Instagram & Facebook For The Week

## Tuesday

- MailChimp Promo Email Auto Sent - 8:59AM
- Business Page Facebook Post Auto Posted - 8:59AM
- Facebook Boost - 11AM (\$20 Boost in a 10 mile Radius of Area)
  - Tag Video Participants
  - Share w/ All Relevant Groups

\*Thumbnail cannot have a PLAY button
- Post Video to Phil's Personal Page - 11AM
  - Tag Video All Team Members

**If Video Becomes a Unicorn BOOST BOOST BOOST**

Wednesday - Friday

Post Intro Video Clip #1-3 - 9AM

- IG Story
  - Regular format (no border)
  - "Quick! Turn Your Sound On!" (Above Video)
  - "Watch Now!" "Swipe Up!" (Below Video)
  - Add "#DidYouKnow"
  - Connect bit.ly Link to Story
- IG Wall
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio #DidYouKnow"
- Facebook Story
  - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
  - "New Video! Don't Miss Out! (Above Video)
  - Follow The Link! bit.ly Link" (Below Video)
  - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Wall
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
  - Tag All Team Members
- Facebook Business Page
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow"
- LinkedIn
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
- Twitter
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"

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Wednesday-Friday

Post Quote Card Photo #1-3 At 4PM

- IG Story
  - Regular format (No Border)
  - "Quick!" (Above Photo)
  - "Watch Now!" "Swipe Up!" (Below Photo)
  - Add "#DidYouKnow"
  - Connect bit.ly Link to Story
- IG Wall
  - Whitagram Photo (Frame, 15)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio! #DidYouKnow"
- Facebook Story
  - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
  - "New Video! Don't Miss Out! (Below Photo)
  - Follow The Link! bit.ly Link" (Below Photo)
  - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Page
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
  - Tag All Team Members
- Facebook Business Page
  - Regular format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow"
- LinkedIn
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
- Twitter
  - Regular Format (No Border)

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- “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link #DidYouKnow”

## Week Three

### Real Client Review Cards

- Review Card is Created
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  - Whitagram Photo (Frame, 15)
  - No writing
  - Attach Zillow Reviews [bit.ly](#) Link
- IG Wall
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  - “Client name(s) Share Their Experience Working With Phil & Victoria Gerdes”
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  - Add hashtags
- Twitter
  - Client name(s) Share Their Experience Working With Phil & Victoria Gerdes”

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- Add Zillow Reviews [bit.ly](https://bit.ly) Link
- Add hashtags

## Week Four

### “Welcome Home Series” Outline

#### Production

- Identify Local Business/Partner to Feature in Upcoming Video
  - Ensure Business/Partner Fits the Idea of “Partners Making You Look Bigger Than We Are”
  - Ensure Business/Partner is Local to Annapolis, Baltimore and/or Eastern Shore
- Secure Business/Partner Participation, Location of Shoot, Time and Agreement that We May Use Video in all Marketing Pieces, in Perpetuity.
- Storyboard a 3 - 5 Minute Video
  - Review Video w/ Phil
- Shoot Video
  - Shoot 3 Intro Video Clips
    - 15 Second Show Clips
    - Example: “On this Episode I’m Talking About... Swipe Up”, “You Don’t Want to Miss Out”, “This May Make You Want to Change Your Weekend Plans”
  - Shoot Video Thumbnail Photo
  - Shoot 3 Quote Card Photos
- Have Video Transcribed
  - Proof Read Transcription
- Create 3 Quote Cards

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  - Share w/ All Relevant Groups
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- Tag Video All Team Members

## Wednesday - Friday

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  - Regular format (no border)
  - "Quick! Turn Your Sound On!" (Above Video)
  - "Watch Now!" "Swipe Up!" (Below Video)
  - Connect bit.ly Link to Story
  - Add #WelcomeHome
- IG Wall
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio #WelcomeHome"
- Facebook Story
  - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
  - "New Video! Don't Miss Out! (Above Video)
  - Follow The Link! bit.ly Link" (Below Video)
  - Add #WelcomeHome
  - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Wall
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #WelcomeHome"
  - Tag All Team Members
- Facebook Business Page
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #WelcomeHome"
- LinkedIn
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #WelcomeHome"
- Twitter

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- "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #WelcomeHome

### Post Quote Card Photo #1-3 at 4PM

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  - "Quick!" (Above Video)
  - "Watch Now!" "Swipe Up!" (Below Video)
  - Connect bit.ly Link to Story
  - Add #WelcomeHome
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  - Add #WelcomeHome
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- Facebook Personal Page
  - Regular Format (No Border)
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  - Tag All Team Members
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  - Regular format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #WelcomeHome"
- LinkedIn
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #WelcomeHome"

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- Twitter
  - Regular Format (No Border)
  - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #WelcomeHome"



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