

Digital Database Newsletter

From Ryan Hvizda, Concord, New Hampshire

A powerful digital newsletter can be the cornerstone of your touch program. By leveraging a third-party video and marketing company to record, edit, and post content, you can save time with great results.



Ryan uses [Vyrat Marketing](#) as her third-party company! Vyrat does the video recording, editing, and, blog posting and posts to all social media channels.

1. CONTENT CREATION

Pre-Recorded Content

Twice a month, have a standing meeting to record database videos (buyer/seller content) and share agent training tips. Come prepared with your own content, however your third-party company may have some to use.

PRO TIP: Have ready-to-go content for market updates or interviews with vendors and agents from your team.

Home Value Emails

On a quarterly basis, use your third-party company to send home value emails to your database. Ensure that any inquiries are appropriately tagged with a follow-up plan, allowing you or your agents to promptly follow up with interested individuals with a personal Comparative Market Analysis. Use a simple MOFIR (Make Offer For Immediate Response) to get people to respond: *"Get the latest market sales price for your New Hampshire home for free!"*

Event Promotion

Your newsletters can serve as a platform to promote various events throughout the year. These can include quarterly giveaways, first-time home buyer seminars, client appreciation events and/or opportunities for community volunteering and team updates.

Reference **Tech Play #7** to learn more about how you can use technology in this section.

2. CONTENT LEVERAGE

Video Editing and Blog Creation

For maximum leverage, utilize your third-party company to edit and produce the videos. You may not always find a company that does everything you need, so don't be afraid to find more than one. Find examples of Ryan's blog posts here: www.hvizdateam.com/blog



Newsletter and Social Media Management

The third-party company should handle the design and creation of your newsletters, incorporating blog content and other essential updates. Twice a month have your third-party company post recorded content on YouTube, LinkedIn, Facebook and Instagram.

Database Management:

Help your third-party company by updating your distribution list every two weeks with any new contacts (buyers, sellers and vendors).

