



Co-Marketing Partner Promotion Journey (video & non video)

Agent engagement Journeys within Total Expert are a great way to help show agents the value of the platform and increase their likeliness to sign up to become a Co-Marketing Partner. They are great tools to help engage agents and get them curious about the platform.

Available Journey Options

- M - LO to Agent Co-Marketing Promotion
- Invitation to Collaborate – Video

How to get the Journeys ready?

- **Select which Journey you would like to deploy**
 - You have the option between a plain text email Journey or Journey with video content
- **Determine the cadence for messaging to agents**
 - The current Expert Content Journey is configured with a 7 day time delay in between emails. You can determine the sending cadence within the Journey by updating the Timer Delay component between emails.
- **Review email content to ensure the emails in the Journey are in alignment with what you want to promote to agents**
 - The Co-Marketing engagement content includes content on all features within the system that would benefit a potential Co-Marketing partner
- **Define how you'd like to get your end users on the journey - the "on ramp"**
 - **Here are a few ways to consider:**
 - Include a 'manual add contact' on ramp for loan officers to manually add new agents to this Journey
 - Use an agent group so that agents are automatically put on the Journey