Presentation Guide: Infographic Flyers

In this session, marketing administrators will train their end users on how to create and publish Infographic Flyers, intended to promote a listing through highlighting surrounding schools, landmarks, and community features.

POWERPOINT

Agenda

- Benefits of Infographic Flyers
- Feature highlights
- In-platform training
- Best practices
- Your next steps!

Benefits of Infographics

- Engagement – a unique way to engage your consumers and potential borrowers with a listing flyer that helps them digest complex information.
- Empower Borrowers – empower your borrowers by providing relevant listing information so they become more informed consumers.
- Highlight Important Features – enables users to highlight and promote features about the listing they feel is most relevant to their target audience.
- Community Experts – help your borrowers become community experts and prepare them with pertinent community information.

Feature Highlights

- Time Efficient
- MLS Integrated
- Customizable
- Beautiful design

In-Platform Training

Before you begin - assist and guide users with the login process based off your organization's login method

How to Create an Infographic Flyer

- Within the navigation menu click on Print Marketing > Create New
- Identify the specific Infographic Flyer you want to demonstrate.
- On the right-hand side, click on Actions > Select.
- *Note that Infographic Flyers are co-branded. *

- Select a Co-Marketing partner profile.
- Let users know that upon selecting a profile, that agents' active listings on the MLS will automatically populate.
- Step 2 is OPTIONAL:
  - If the user would like to search the MLS manually for listings, they can search by MLS#, State, Location, and Agent Name.
  - Users also have the capability to search the agents' listings that are in Pending or Sold status on the MLS by toggling through the Listing Status field.
- Select any listing.
- Click Customize and Publish at the top left.
- Media File Name: allows for user to repurpose the name of the flyer. For example: Infographic – 123 W. Elm St.
- The MLS integration will bring in the images, remarks, details, etc. of the listing.
- Cover the areas users can edit:
  - Header text
  - Click on any image to demonstrate ability to swap images directly from MLS
  - Agent remarks
  - Agent details
  - Middle panel: click on any image, let users know they can swap out the type of community feature they want to promote, as well as pick specific ones.
  - Co-marketing profile
- Click Save First Draft.
- After the first draft has been saved, let users know that content can no longer be edited nor unpublished after clicking Publish. Encourage them to double check their work.
- Click Publish.

How to Share Infographic Flyers to Social Media

- After clicking Publish, the platform will redirect you to your Saved print marketing pieces.
- Click Actions next to the Infographic you just created.
- Click Share – review how the Social Post form.

How to Print Infographic Flyers

- Click Actions next to the Infographic Flyer you just created.
- Click Print and Ship.
- Review Print Order form.
  - Type in a quantity.
  - Click Submit Order.
- From the Orders page within Print Marketing, show users how to pay for print orders.
- Click on the … to the left of a print order, then click Pay.

Best Practices

- Create an Infographic Flyer for every new listing.
- Before sharing the Infographic Flyer, review all default types (and modify accordingly) to ensure the options selected resonate best with the property.
- Post the Infographic Flyer to social media.

Going Forward from Here

- For adoption and retention purposes – encourage your audience to access supporting documents, videos, and resources and demonstrate where they can access our Help Center within the platform, as well as reaching out to our Product Support team.