
EDIFY

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Personalized Weekly Emails

OVERVIEW

Opportunity for JMG agents to use the core JMG weekly email and customize portions for a more personalized email marketing strategy.

Package 1: Standard Monthly - \$100/mo

- Ability to customize introduction text and featured listing section of the weekly newsletter going out to an agent's contact list.
- Content is due by Monday EOD and a test template will be sent on Tuesday morning.
- Agent is responsible for providing:
 - Introduction text
 - Listing Address for Featured Listing Section - Cecilia will pull photos and listing description from listing unless otherwise noted by agent.
 - Alternatively to the listing section, Agent may insert a video clip in the final block of the newsletter. Agent must submit a video clip link, GIF or cover photo, if desired, and personalized description.

Package 2: A La Carte - \$30/weekly newsletter

In addition to the options and parameters in package one:

- Cecilia must receive notice by EOD Friday before the newsletter goes out that the agent wants custom content.

FINE PRINT

- If an agent is unable to provide content by Tuesday at noon, they forfeit that week's customization option.

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- Agent must have clean Follow Up Boss contacts for seamless import into Active Campaign. First name, Last name (no couples, no "&"), and one email address per contact in Follow Up Boss.
 - Agent must use the Active Campaign platform for email distribution.
 - Before email distribution can commence, Agent must tag WEEKLY EMAIL in their Follow Up Boss Account for the contacts they wish to receive email.
 - All communication about the customized weekly email is directly with Cecilia edify.your.marketing@gmail.com (Not Mariah, not Katie).

PAYMENTS

For monthly clients, Cecilia will send an invoice at the beginning of the month for the prior month's work and payment is due via Venmo within 30 days.

For a la carte clients, Cecilia will send an invoice the day after the newsletter deploys and payment is due via Venmo within 5 business days.