18 Steps to Learning KW Command - Plus Bonus Material!

Lori Ballen V. 2

Hi,
I'm Lori Ballen. I have a real estate team in Las Vegas, NV.

I spend all of my time in lead generation and coaching on real estate marketing.

I have 7 streams of income all generated from the same methods, and real estate is one of them.

Below, you'll find my 90 minute video on getting to know KW command (marketing components). Enjoy this guide.

Click to Play

1. Set Up Your Marketing Profile

Your marketing profile is very important. It's your photo, logo, and other information that appears on all of your marketing pieces.
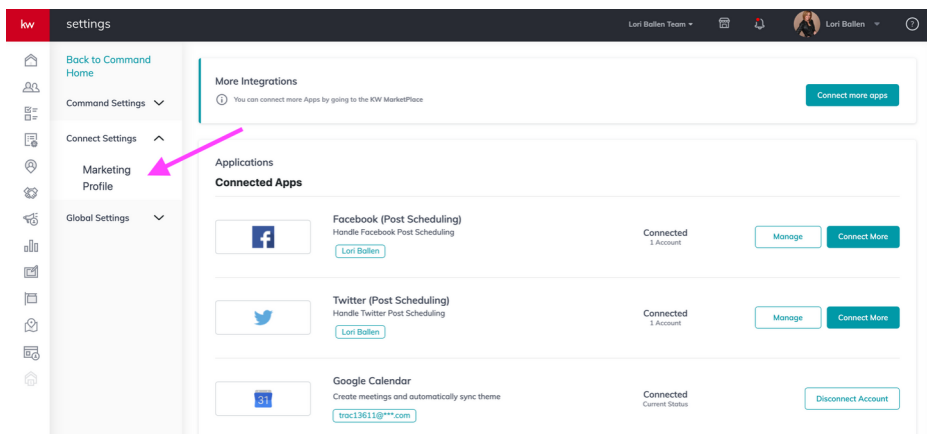
Take the time to set this up correctly. It's your first step.

From your Dashboard, Click your profile pic in the upper right hand corner.

Click to Play

Under Settings, find Connect Settings and then Marketing Profile.

Using the suggested dimensions, upload your photo and logo or team logo. You can leave the team logo blank if you don't have one. Click here to watch a video on resizing images.

My Photo (Required)

This avatar will appear as the default in all of your marketing materials. Image must be .jpg or .png format and smaller than 1 MB.

Recommended size: 360 x 360 pixels.

Upload

Team Logo

This avatar will appear as the default in all of your marketing materials. Image must be .jpg or .png format and smaller than 1 MB.

Recommended size: 360 x 360 pixels.

Upload

Next, Fill in the blanks with your biography and contact information.

My Details

First Name*
Lori

Last Name*
Ballen

Agent License Number
S.0075212.LLC

Team
Lori Ballen Team Las Vegas

Designations/Credentials
Marketing Specialist, Trainer, Speaker

Bio
Lori Ballen specializes in Las Vegas Residential Real Estate. Along with her team, she services Henderson and North Las Vegas. Originally born in Ohio, Lori has been in Las Vegas from her kindergarten year on and appreciates the growth of the Valley. Living in Las Vegas for 44 years, Lori considers herself a native. She has lived in Summerlin since it's inception in 1992 and has lived in several of the Summerlin Villages. she raised two beautiful daughters in the Clark County School District who received honors from Palo Verde High school and West Technical Academy "West Tech".

Lori had a team at Keller Williams. David works Henderson and Krista lives in North Las Vegas. Spending the majority of her time in lead generation and real estate marketing, David and Krista work directly helping clients achieve their real estate goals.

Mobile Phone*
7026047739

Office Phone*
7026047739

Fax
Enter your fax number

Email
lori@loriballen.com

Website
https://BallenVegas.com

Next, Add your DBA Logo

This is the logo of your market center. Click here to watch a video on finding your DBA Logo.

- Log into Mykw.kw.com.
- Click on Marketing in the menu.
- Then Logos and Branding.
- Scroll Down to Download Instructions.
- Enter the Market Center Number or Address.
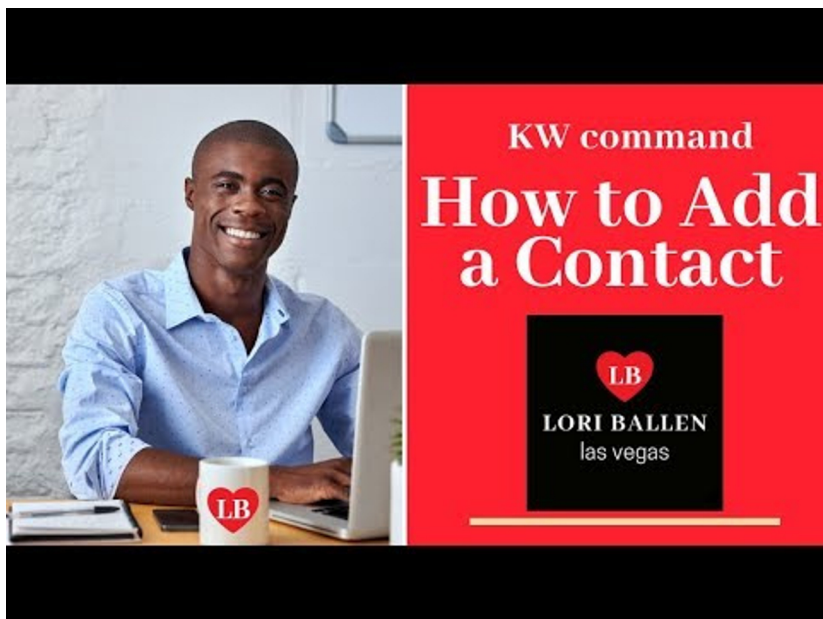- Preview and Download.

2. ACTIVATE MAILJET

1. Open Settings.
2. Find Mailjet.
3. Choose Connect.
4. Enter a valid reply Email address.

KW Answers: Command Settings

3. ADD A HOMEOWNER TO YOUR CONTACTS

1. Find Contacts in the column on the left.
2. Click the button marked Add a Contact on the upper right corner.
3. Fill in information and click Create.

Click the Image to Play the Video

Add to Contacts

Full Name*

⊕ Add Relationship

Primary Email

| Personal ▾ | |

Primary Phone

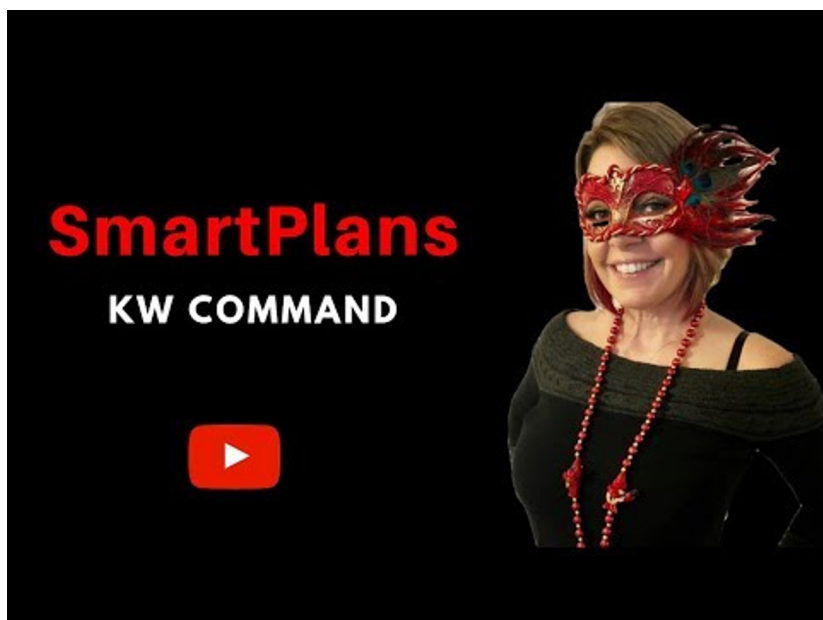| Mobile ▾ | 🇺🇸 ▾ | Enter a phone number |

☐ Mark as Lead   ☐ Add to Sales Pipeline

Tags

| Select ▾ |

⊕ Add More Information

Cancel   Create

4. PUT THE HOMEOWNER ON A NEIGHBORHOD NURTURE SMART PLAN

Click the Image to Play the Video

1. Open the homeowner you added previously.
2. Make sure a neighborhood is appearing under their address.
3. Choose SmartPlans from the upper right.
4. Choose + Add to Smart Plan.
5. Choose the SmartPlan right for this client as several have the neighborhood nurture option.
6. Click the arrow to the left of any smart plan to reveal the steps in that plan.

Please select the SmartPlan you want to add selected contacts to.

| 🔍 Type to search SmartPlans |

▶ 🔗 **Monthly Neighborh...**
4 Steps   ✓ Subscribed

▶ 🔗 **Bi-Weekly Neighbo...**
4 Steps   ✓ Select

▶ 🔗 **Quarterly Call Plan**
3 Steps   Select

▶ 🔗 **Mid-Term Nurture**
6 Steps   Select

▶ 🔗 **Long-Term Nurture**
8 Steps   Select

▶ 🔗 **8x8 New Contact E...**
15 Steps   Select

▶ 🔗 **Birthday**
6 Steps   ✓ Subscribed

5. Add a Birthday to the Homeowners Contact Record.

1. Open the homeowner you added previously.
2. Click Edit.
3. Scroll down to Add More Information.
4. Click the arrow next to About.
5. Add in their Birthday (no year required).

6. Put the Homeowner on a Birthday Smartplan

1. Choose SmartPlans from the upper right.
2. Choose + Add to Smart Plan.
3. Choose Birthday.
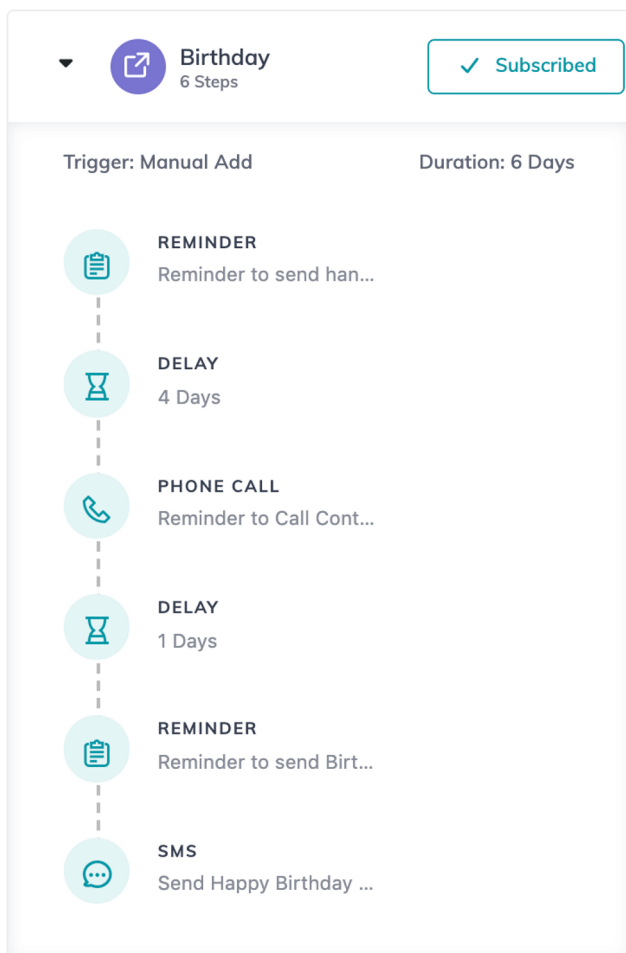
7. Get the Homeowner Contact Record to a 100% Database Health Score.
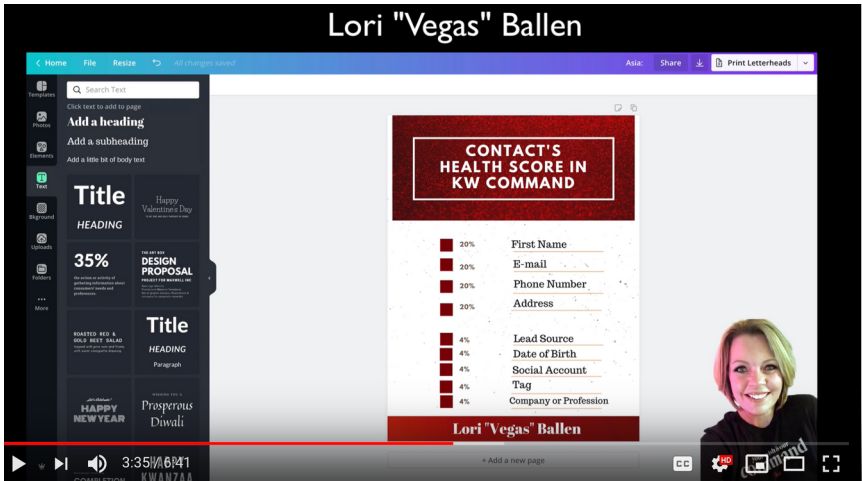
- First Name - 20%
- Email - 20%
- Phone Number - 20%
- Address - 20%
- Lead Source - 4%
- Tag (Any Contact Tag) - 4%
- Date of Birth - 4%
- Social Account - 4%
- Profession or Company Name - 4%

8. Choose a Listing
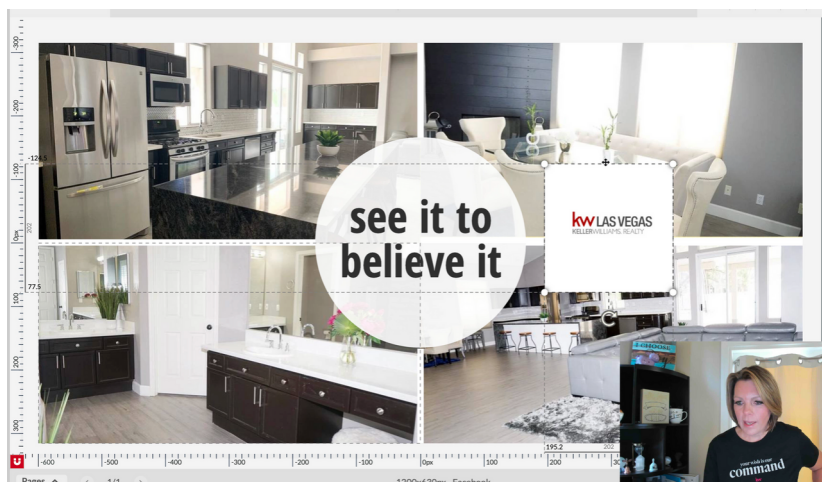
If you don't have a listing, reach out to your market center and ask for permission to market a listing.

If it's not in the listing system, you can still create designs and ads.

Just have several photos available and the MLS sheet or property description.

9. Connect Your Social Profiles
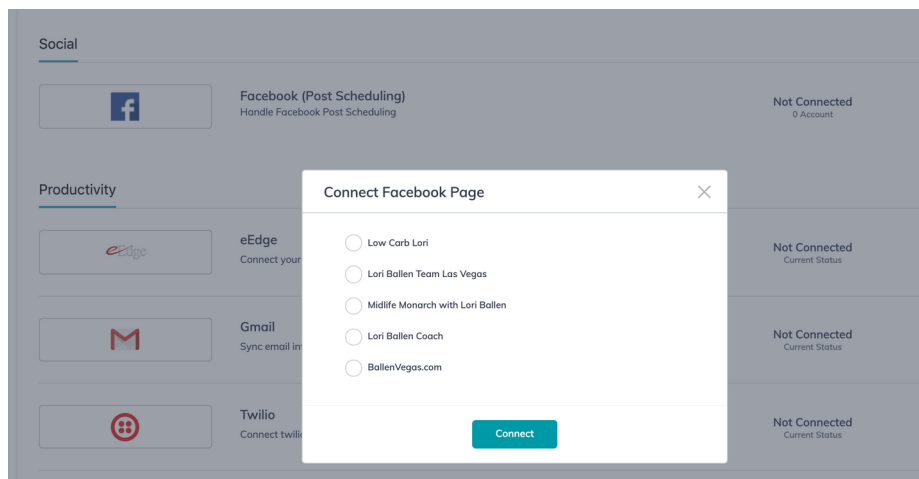
1. Next to your picture in the upper right corner, click the arrow.
2. Choose Settings.
3. Find Facebook and any other social integration options (such as Twitter).
4. Click Connect.
5. You must have a Facebook Business Page to post ads.

10. Create a Graphic in Designs

1. From the left hand column, choose Designs.
2. Find the Plus sign at the bottom right hand corner and click to see selections.
3. Choose Social and Create Template
4. If you have a listing, find it in the pop out finder. If not, click the X to close it.
5. Choose a Template and Play with Edits.
6. Click Save on the Upper Left and then Download on the Upper Right. (jpeg is generally fine and the correct size for digital. use png for transparent or print.)

11. Schedule a Facebook Post

Preview Your Post

Facebook: Lori Ballen Team Las Vegas ▼
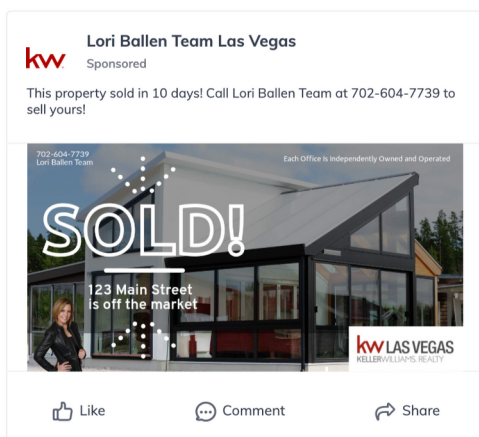
kw **Lori Ballen Team Las Vegas**
Sponsored

This property sold in 10 days! Call Lori Ballen Team at 702-604-7739 to sell yours!

702-604-7739
Lori Ballen Team   Each Office Is Independently Owned and Operated

SOLD!

123 Main Street
is off the market

kw **LAS VEGAS**
KELLER WILLIAMS REALTY

👍 Like   💬 Comment   ➡ Share

1. From the left hand column choose campaigns.
2. In the top right find the button Add New.
3. Choose Social Post.
4. Design your Ad.
5. Crop photos based on the social option.
6. Choose a Date and Time.
7. Choose your Channels.
8. Finish by selecting Schedule Post in the upper right hand corner.

12. Place a Social Ad

Click for Video

1. From the left hand column, choose campaigns.
2. In the top right find the button Add New.
3. Choose Social Ad Paid.
4. Choose Advertise a Listing.
5. Name the Campaign (at the top).
6. Choose Where you want your ad to run.
7. Click Set up Campaign.
8. When the pop up box appears, find your listing. You may have to toggle to "All Listings". If you don't have a listing, click X and you can design the ad manually.
9. Click on Ad Copy and add the headline and the body text and then Save.
10. Select the Page you want associated with your ad.
11. Choose Awareness or Lead Ad. Awareness takes them to a website. Lead ad is a form that pulls in contact info from the contact and then sends them to a URL.

12. Select a photo or a video. Consider using a graphic you made in designs but don't use too much text. Facebook will not approve photos with a lot of text.

13. Choose your area and radius

14. Select interests where available. Many of us choose interests such as Zillow and Realtor.com because we know that buyer is following real estate pages. Click the browse option to open a box and search for more.

15. Fill in the box for where you want the lead to go when they click. Most use a landing page or IDX page for that listing.

16. Choose your Budget and Publish.

Note: The ad is running from a KW Facebook account, not your own.

Notes About Facebook Ads

- Make sure you add your credit card to payment information.

- You can now spend metrics for your ads under payment information.

- When a lead comes in from Facebook, there will be lead notes in the contact record.

- You can place an ad without a listing. Just close the listing box when it appears and add your own photos

- You can make a landing page for the url. See the landing pages section in this guide.

- You can make a pic in designs for your FB ad.

How to Set up Alerts and Routing for Leads using Zapier

Here's how to use the professional version of Zapier to find your leads and send to text or email to yourself or a member of your team.

Zapier does have a cost. This is only to be used as a bridge if you have a large number of leads.
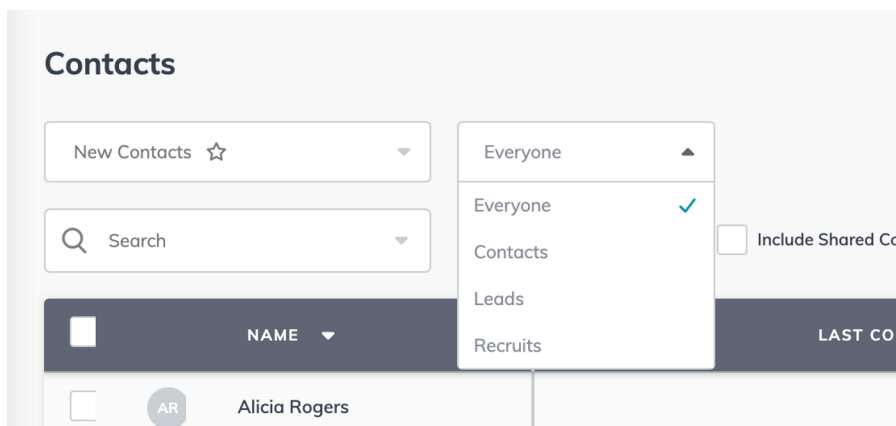

Click to Play

13. Locate your Leads

In the upper left corner of contacts, use the drop down menu to change everyone to Leads.

Leads are marked with the Orange L.

You can also use Filters to find leads by source or another field.

14. Tag A Lead

You can create a new tag from the contact window itself.

You can also add tags by going to: settings, then command settings, then contacts, and then custom tags.

From here, you can also edit and archive tags.

Tags are a way of "sorting" your contacts such as buyer, seller, investor, SOI, Geographic farm and so forth.

Color coding is also available.

When I run a facebook Ad, I will use a tag to show me which listing they registered for.

You can also use custom fields.

15. Add a New Lead to the 8 x 8 Smart Plan

You can bulk add leads by accessing the smart plans directly. Use THIS LINK to bypass the marketing profile in the KELLE guide and land on the smart plans.

For the sake of this getting started guide, just choose one of your new leads.

Now, just as you did with the neighborhood nurture and birthday plan, add this contact to the 8 x 8.

Click on the arrow next to 8 x 8 in Smartplans to view the steps.

Note: SMS automation is available once you connect Twilio. [Video: https://youtu.be/U9oexzJyNdw]

16. Assign a Manual Task to A Contact.

Click to Play the Video

You can add manual tasks from the task dashboard and assign a contact.

You can also assign a task from the contact window.

Find Tasks in the menu above a contact.

Click + Task.

Add your Task and set the date.

17. Add an Activity and a Note to a Contact Record.

On the bottom right of the contact record, find the plus sign.

From the plus sign, you can add a calendar date. It's using Google Calendars so you'll need to have that set up in your settings if you want to use it.

You can add an activity. Be careful about the checkbox response as it removes them from the 8 x 8.

It's assuming you want that if it's a new contact as the 8 x 8 is designed to generate communication. Once there is communication, you can move them to midterm or longterm nurture or another campaign.

You can add a note using the + sign as well.

18. Create a Client Testimonial Design and Share it on Social Media.
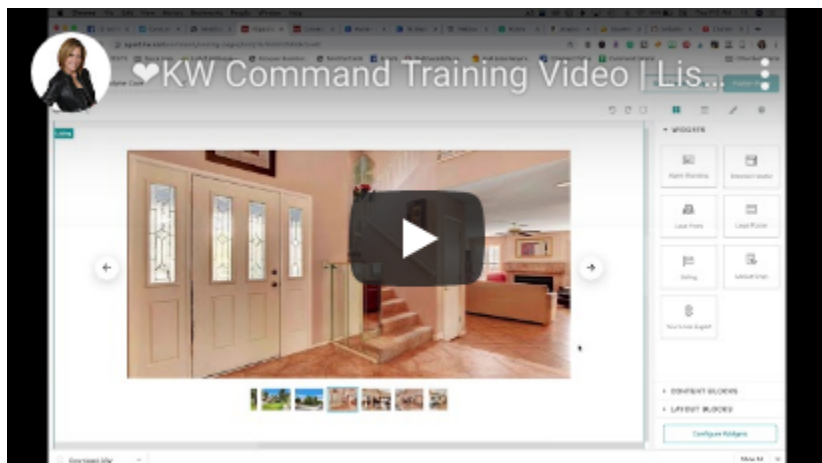

[Click to Play](#)

1. From the left hand column, choose designs.
2. Choose the + sign at the bottom right.
3. Choose social and Create template.
4. Close the pop out box.
5. On the left, find the Client Testimonial Templates.
6. Choose your favorite and customize.
7. Save so that the design will appear in your templates and download also.

Bonus Material: Print Marketing

Access KW Answers

1. Business Cards
2. Client Love: Thank You Cards
3. Event Invitations: Door Hangers and Postcards
4. For Sale, Just Listed, Just Sold: Door Hangers, Letters, Postcards, Tri-fold Brochures
5. Home Value: Door Hangers, Postcards, Letters
6. Join KW Announcement: Postcard, Letter
7. Listing Presentation
8. Local Expert: Postcards, Door Hangers, Letter,
9. Neighborhood Snaps: Flier, Door Hanger, Postcard
10. Open House: Door Hanger, Letter, Postcard
11. Price Update: Door Hanger, Flier, Postcard
12. In Campaigns, you can run a paid direct mail campaign using your uploaded design or template provided.

Create a Listing Landing Page.

Click to Play

1. From the left hand column, choose sites.
2. Click the Add a site button.
3. Choose Stand alone page.
4. Name your Page.
5. Drag and drop in your branded header, listing, Market Snap, Lead Form, and Local Expert.
6. Click configure widgets and make sure all have the required (red dot) fields.
7. Publish and customize URL by clicking the 3 dots to the right once published.

KW Command Resources