



Digital Accelerator Package Onboarding Agreement

The Digital Accelerator Program offered by Schmidt Family of Companies is a digital marketing and brand reputation package to help increase your digital presence, advertise your services and listings, attract buyer and seller lead opportunities, and more. In order for success, there is information needed for our team to access your accounts *and* expectations on the Agent's side. This document is intended to layout those needed items and expectations.

Getting Started – Necessary Information

Your Digital Marketing Specialist will require the below*:

- Moxi – Login email and password
- Listings2Leads – Login email/username and password

*If you don't have this information, please get with your ASC.

Usernames and passwords for the below do not need to be provided, but must be available during your onboarding meeting so you can grant Advertiser Permissions:

- Facebook
- Instagram
- YouTube
- LinkedIn
- Google My Business
- Any other relevant social media accounts

Commitments

Outlined below are the commitments we ask of you in order to make this program as successful as possible. Failure to keep up may result in weaker digital campaigns, less engaging content, less effectiveness, and less lead opportunities. These commitments include:

- Minimum six months participation to ensure full effectiveness of program.
- Supplying content and information for actionable marketing campaigns twice per month such as open houses, new and existing listings, solds, local area market statistics, agent videos, and any other agent-specific content. Please leverage your Marketing Group for design assistance.
- Meeting once per month by Zoom for 30 minutes to discuss marketing strategy for upcoming month and review performance and reports for previous month. You can access the Calendly link to schedule a session here:
<https://calendly.com/peterhopkins/30>
- Please keep confidential all techniques and marketing strategies so they stay unique to you.



- Agreement that “Leads” are opportunities derived from an expression of interest in your listings or services and they require prompt contact with relevant content by the Agent. This content is best delivered using a CRM of the Agent’s choosing to nurture their leads. Recommended campaigns and tools are fully provided, but the delivery and timing are the Agent’s responsibility.
- It is important to maintain access to two or more listings to market and attract lead opportunities. Sharing of another Agent’s listing is encouraged so long as the Listing Agent has granted permission. Only Broker Listings may be used to for promotion or New Construction Homes/Developments not listed in any MLS.
- To gain the greatest success, please keep lines of communication and collaboration open with your Digital Marketing Specialist.

Submitting Requests

If you have a new listing, advertisement, or any sort of marketing request specific to the Digital Accelerator Package, you agree to submit using the button found on SchmidtResources.com at the link below.

<https://www.schmidtresources.com/digital-accelerator-packages>

Your Digital Marketing Specialists, along with the *entire* Marketing Group, are committed to making this program work as effectively as possible. By signing up for our Digital Accelerator Program, you agree to the above commitments to ensure maximum optimization, efficiency, and of course success!

Due to the scheduling of your digital campaigns, if you should choose to terminate your program after the six-month commitment, you must do so with 30 days’ notice to Tracy@SchmidtHQ.com.

If you have any questions, please reach out to Tracy Bacigalupi at Tracy@SchmidtHQ.com or 231-758-7077.