



**FEBRUARY 28 - MARCH 2**

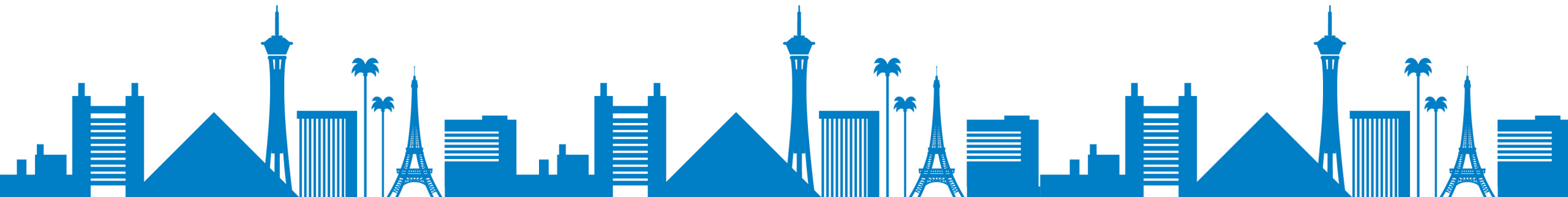
MGM Grand Hotel & Casino • Las Vegas, NV

*Las Vegas*





# Using Megaphone to Drive Traffic to Your booj Website





# Presenter



**Ashley  
Rosa**

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Executive Director,  
Technology Engagement  
RE/MAX, LLC



# Agenda

- 01** Explore the importance of having custom content on your website
- 02** Discover how to use online ads to drive traffic back to your website

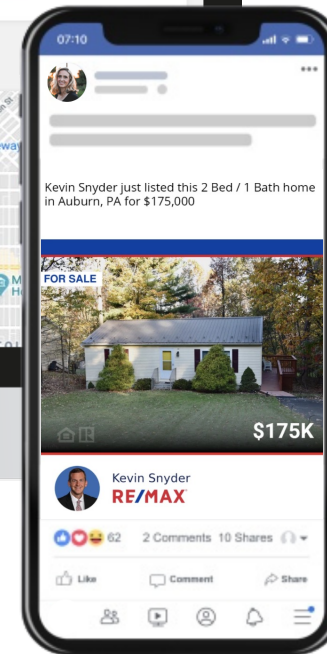
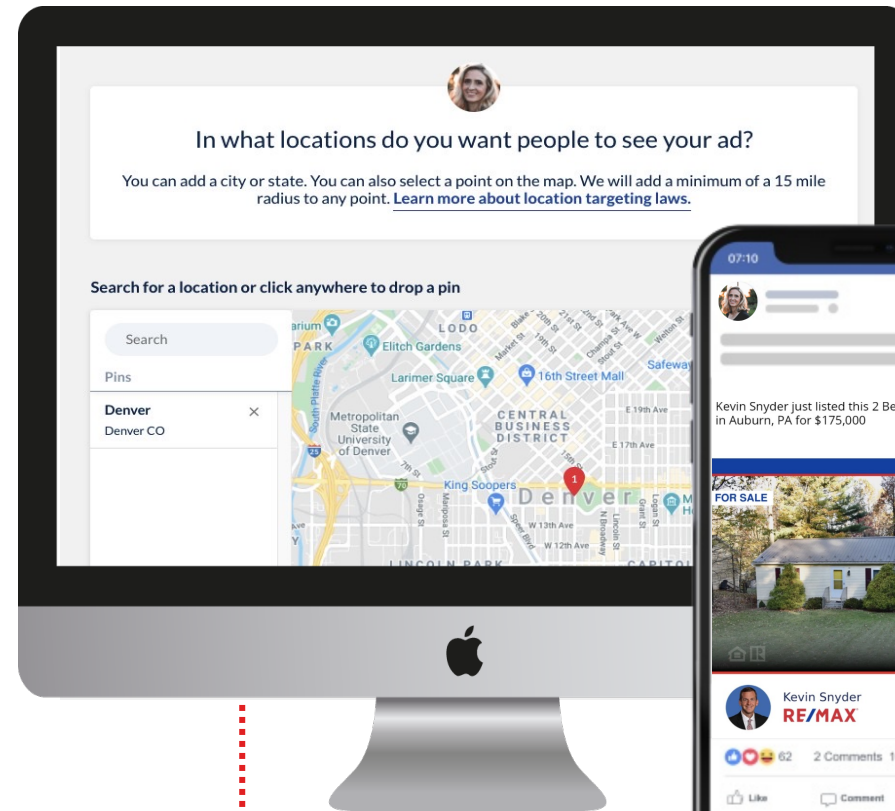


# Market Yourself Online with Megaphone



Create beautifully branded + professional marketing materials by leveraging pre-designed content templates

Run online ads on Google, Waze, Facebook, Instagram + Twitter, targeting specific locations + interest.



Publish your listings to Social Media – including free automation options!

Leads

197 ▲ 100%

Top Channel  
**facebook**

Top Performing Ad

187 Faith Drive  
**Engagement**  
**378**

[View Ad](#)

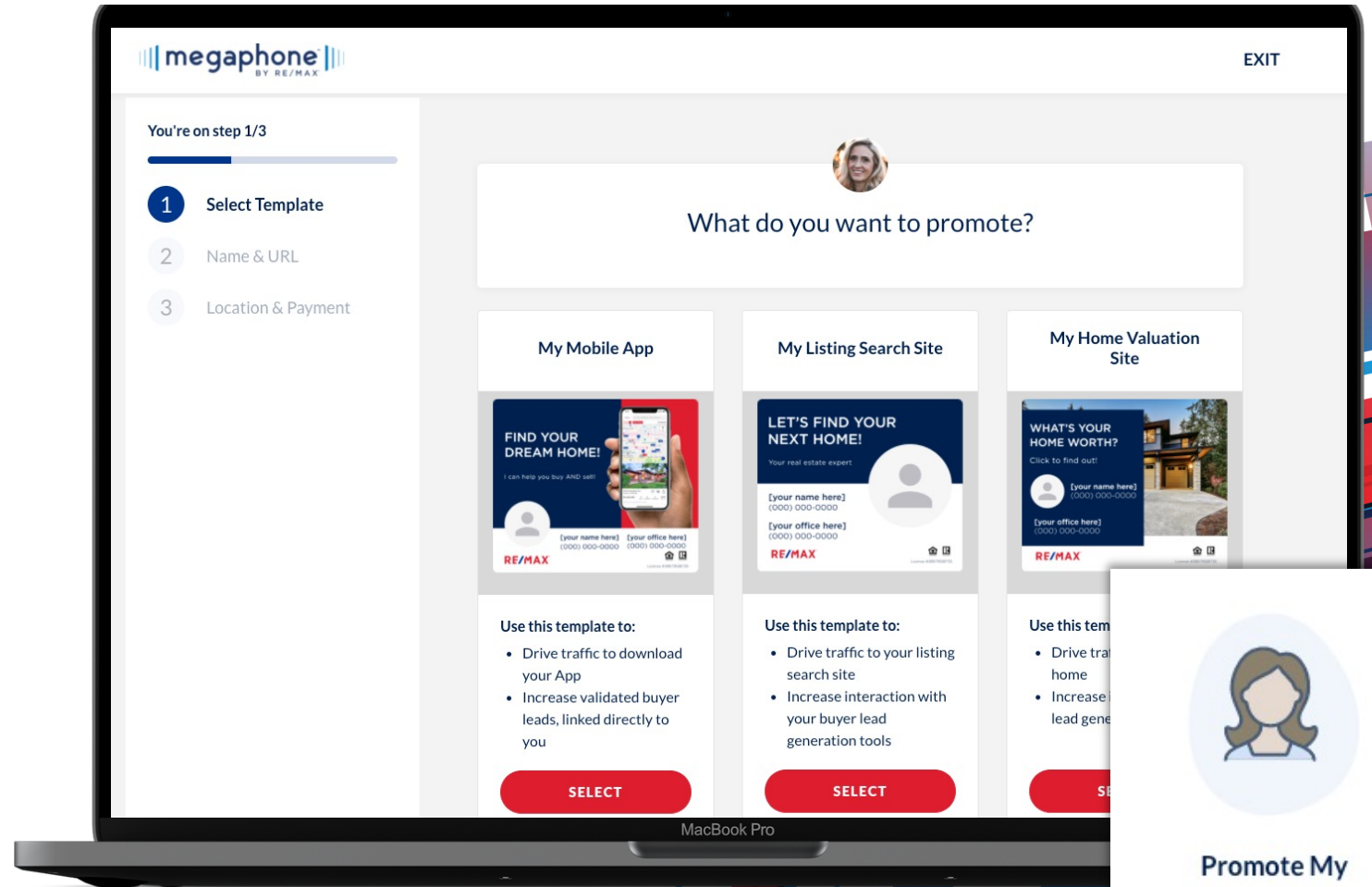
Measure the success of your advertising efforts by tracking leads, engagement, and more



# Megaphone: Promote My Business

## Promote My Business

- Drive traffic to your...
  - Branded Mobile App
  - Listing Search Page
  - Home Valuation Page



# Megaphone: Promote My Business

The screenshot shows the "megaphone BY RE/MAX" web interface. On the left, a sidebar indicates the user is on step 2/3, with three numbered steps: 1. Select Template, 2. Name & URL (currently active), and 3. Location & Payment. The main area is titled "Let's give your ad a name" and includes a profile picture placeholder. Below this, there are two input fields: "Name your ad" with the text "My Mobile App - January" and a note "Heads up, you can't duplicate ad names"; and "Destination URL" with the text "https://jrauh.remax.com/mobile-apps" and a green checkmark icon. A note below the URL field says "Make sure your URL matches the branding on your ad". To the right, a "Preview" section shows a sample ad for "FIND YOUR DREAM HOME!" featuring a hand holding a smartphone displaying a real estate app. The ad also includes a profile picture of Joan Raugh, her name, phone number, and the RE/MAX logo. A "CHANGE PROFILE IMAGE" button is located below the preview.

## Follow the Template!

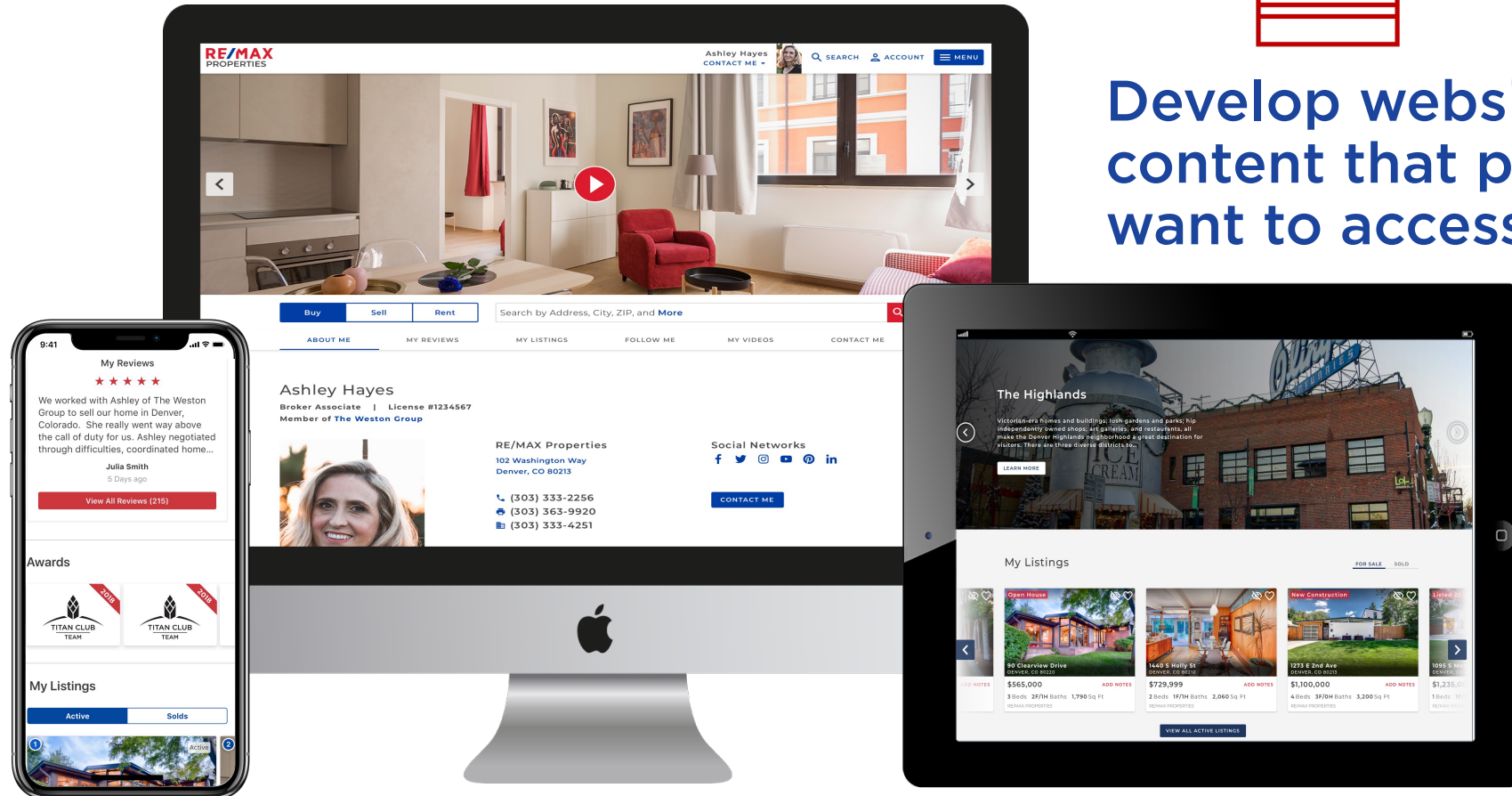
**After selecting which part of your business you'd like to promote, determine where you want users to go when they click your ad and where you want the ad to be pushed out to.**

**The rest is done for you!**

# Content is King!



Develop website content that people want to access.



# Ideas for Custom Content Pages



Spotlight  
local vendors  
you work  
with



Showcase  
the different  
communities  
you serve



Provide more  
in-depth  
buyer/seller  
resources



Spotlight  
how you  
market your  
listings +  
brand



Share local  
information  
+ market  
reports

# Share Valuable Content + Resources



**Consider common questions** often asked by your clients + **build content that helps answer those questions.** If your clients are asking, it's likely others are searching online for the same information, too!



# Default Content for Potential Clients



## Buyer's Guide

RE/MAX

Buyer's Guide

From developing your budget to signing your name on the dotted line, learn more about the home buying process.

Buying a home can be one of the most exciting experiences of your life. This can be true whether you've purchased several homes or you're preparing to buy for the first time. With the right support system and the help of a trusted RE/MAX professional, you can make the most informed decision.

Our guide breaks down the steps of buying a home so you can start the process feeling confident and prepared. From developing your budget to signing your name on the dotted line, you'll find helpful tips right here. Plus, we are here to help every step of the way.

- 1 Define Your Goals
- 2 Pick a RE/MAX Agent
- 3 Determine Your Financial Standing
- 4 Make an Offer
- 5 Close on Your Home

## Mortgage Considerations

RE/MAX

Mortgage Considerations

From researching neighborhoods all the way to closing, I can guide you every step of the way — and that includes sharing tips on things to consider as you shop for the right mortgage loan.

Your home is a huge investment and your mortgage terms can affect your budget for years to come. Below are a few things to consider as you shop for the best loan for your needs. Keep in mind, these are just suggestions. Speaking with a mortgage professional is the best way to get a clear picture of mortgage loan options, down payments and more.

**Check Your Credit Score**

Your credit score can directly impact what mortgage loans and interest rates you may be eligible for, so work on getting it as high as you can before starting to shop around for a home. You can request a copy of your score through one of the three major credit bureaus: Equifax, Experian or TransUnion.

**Create a Budget and Start Saving for a Down Payment**

## Account Benefits

RE/MAX

Personalize Your RE/MAX® Experience.

Save searches, share properties, and receive real time alerts when you create an account.

The Simplest Way to Find a Home

EMAIL ADDRESS  
Enter your email address

PASSWORD  
Enter your password

Password must be at least 8 characters and include a number or special character.

CONTINUE

OR SIGN IN WITH

Apple Google Facebook

By registering for an account or using this website, you agree to our [Terms of Use](#) and [Privacy Notice](#).

Sync and Share Effortlessly

## Seller's Guide

RE/MAX

Seller's Guide

From determining your home's value to closing day, learn more about the home selling process.

The decision to sell your home is a big one. Whether this will be your first time on the selling side of the real estate process or you've done it several times before, we would love to assist you with the sale of your home. Our trusted RE/MAX agents can help you navigate the process and help answer any questions you may have.

- 1 Choose a RE/MAX Agent
- 2 Prepare Your Home for Sale
- 3 Determine Your Home's Value
- 4 Accept the Offer
- 5 Close on Your Home

Choose a RE/MAX Agent

## Relocation Information

RE/MAX

Considering Relocation?

Considering moving to the area? I know the local area, both as an agent and as a neighbor, and can help make this transition seamless for you.

**Welcome to the Neighborhood!**

First of all — I am so happy you're considering moving to the area! I may be biased, but I think our community is a wonderful place to call home. While this is an exciting new chapter for you, I also understand the challenges that come with navigating a move to a new area.

One of the most important steps in preparing to move is finding a home you love. I know the area, both as a RE/MAX agent and neighbor, and will go above and beyond to make this transition seamless for you. In addition to my exceptional customer service, I can connect you with the latest tools to make your home search as easy and convenient as possible.

When shopping for a home, it is important to choose the right neighborhood that fits your unique needs. You'll want to prioritize neighborhood features that are important to you, as well as factors that will be practical and convenient in the future. Learn on me as a support system to provide information on the best neighborhoods for your lifestyle, property taxes, school districts, commute times, public transportation, area amenities and more! I know the nuances of the local market and can help you find the right home at the right price.

One of the many reasons I love working with people new to the area is that I get a chance to show you why I love it.

## Mobile App Benefits

RE/MAX

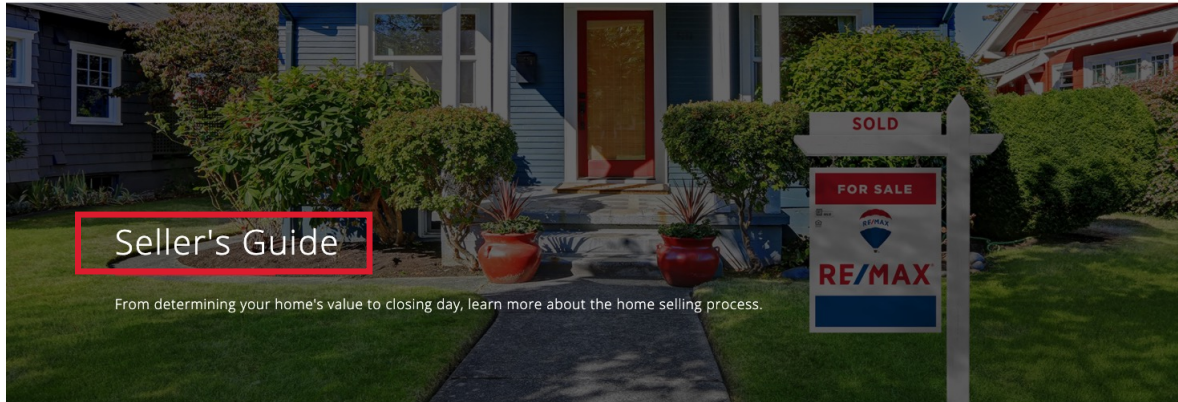
The best of our website, in your pocket

Enter your phone number to get the app! TEXT

Search all available listings in the area, save searches to revisit later and favorite homes you love — all from the convenience of your smartphone or tablet. Our app syncs to your account in real-time, ensuring your preferences are easily accessible, whether you're browsing on your desktop or mobile device.



# Personalize Default Content Pages



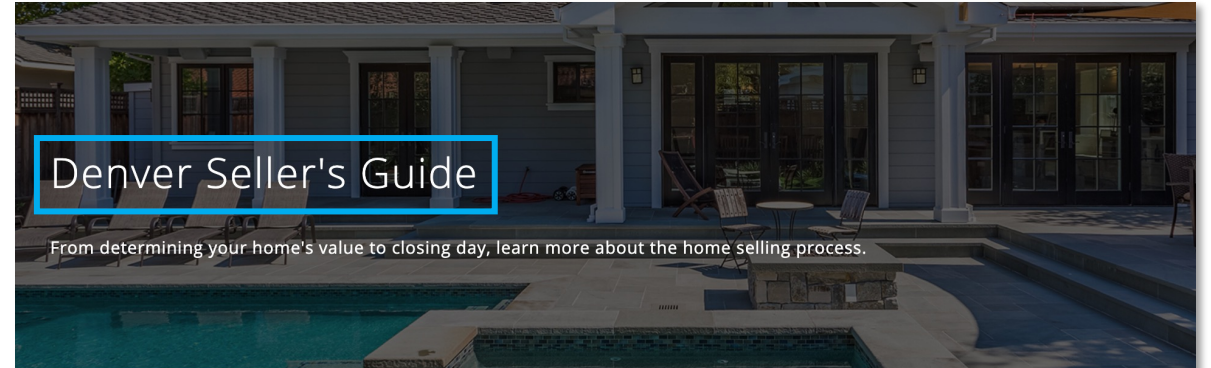
The decision to sell your home is a big one. Whether this will be your first time on the selling side of the real estate process or you've done it several times before, we would love to assist you with the sale of your home. Our trusted RE/MAX® agents can help you navigate the process and help answer any questions you may have.

## Choose a RE/MAX Agent

The best thing you can do to make the selling process as quick and as easy as possible is to hire a real estate professional — and our RE/MAX agents are here to help every step of the way. We can offer cutting edge technology, comprehensive marketing strategies, and can effectively and efficiently guide you through the real estate process. We understand the nuances of the market and can work with you to determine a competitive and fair price for your home.



Before



The decision to sell your home is a big one. Whether this will be your first time on the selling side of the real estate process or you've done it several times before, I would love to assist you with the sale of your home. As a trusted RE/MAX® agent, I can help you navigate the process and help answer any questions you may have.

## Choose a Local Denver Agent

The best thing you can do to make the selling process as quick and as easy as possible is to hire a real estate professional — and as a RE/MAX agent, I am here to help every step of the way. I can offer cutting edge technology, comprehensive marketing strategies, and can effectively and efficiently guide you through the real estate process. I understand the nuances of the market and can work with you to determine a competitive and fair price for your home.



After

# Highlight Local Communities



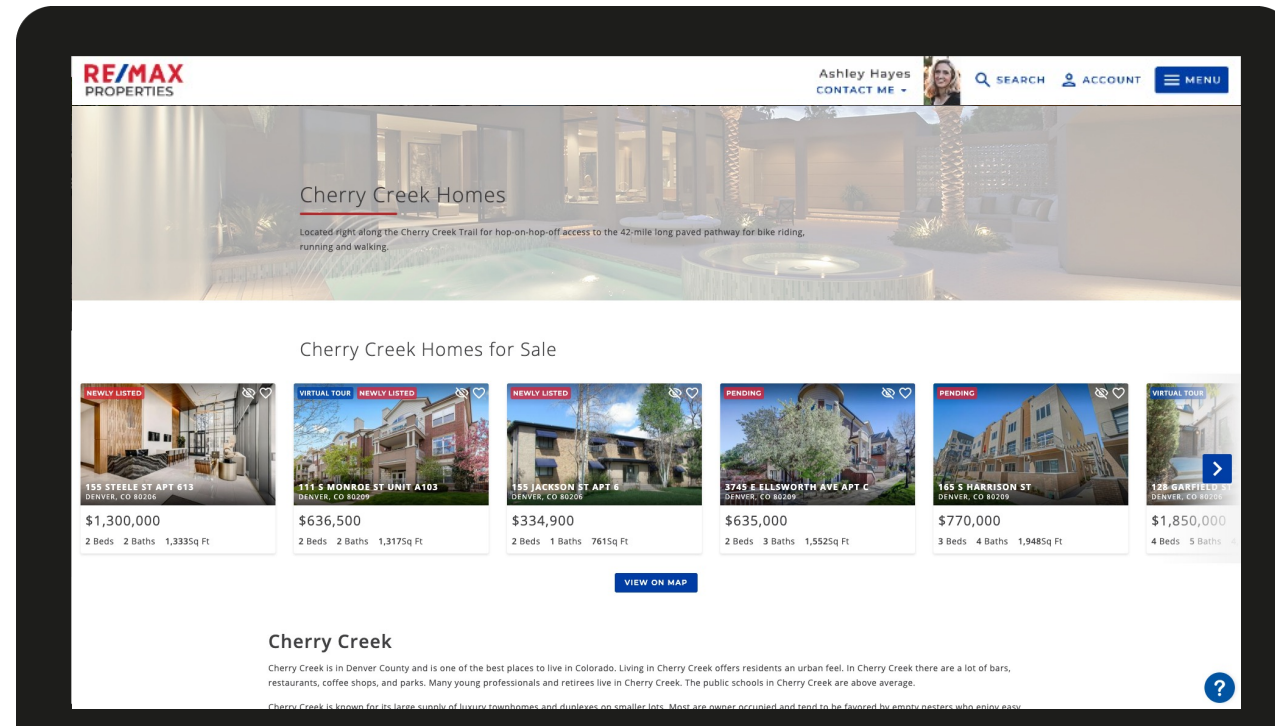
Neighborhood  
Description



Local Info



Community  
Videos



Saved Search Block



Contact Form

Local  
Listings



External  
Links



Community  
Photos







# Megaphone: Create a Custom Ad

## Create a Custom Ad

**If your goal is not to promote your listing(s), but instead to promote your business or you want to create your own artwork for a listing, then the custom web ad is the best route for you.**

The screenshot shows the 'megaphone BY RE/MAX' web interface. On the left, a progress bar indicates 'You're on step 1/5' with steps: 1. Upload Ad (active), 2. Name & URL, 3. Platform Targeting, 4. Location Targeting, and 5. Summary & Pay. The main area is titled 'Upload your image or video' and includes instructions to use the RE/MAX Photofy App or RE/MAX Hustle videos. It lists 'Image & Video Rules' with specifications for image sizes, file sizes, and types, as well as video aspect ratios, max file size, and file types. A large dashed box prompts the user to 'Drag and drop an image or a video or just click to browse'. At the bottom, there is a '← BACK' button and a link to 'Or select from your RE/MAX Photofy content'. The laptop is identified as a 'MacBook Pro' at the bottom.

Create a Custom Ad

# Megaphone: Create a Custom Ad



1

Upload Ad Media

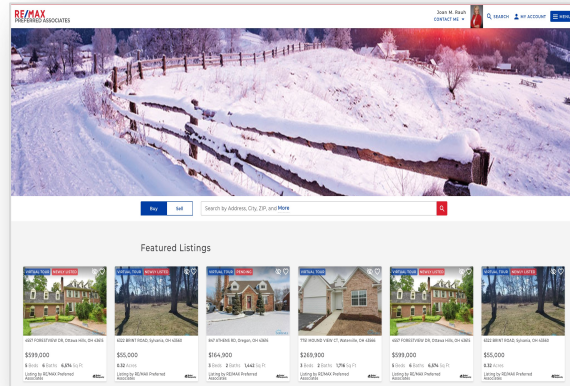


RE/MAX  
HUSTLE

Photofy

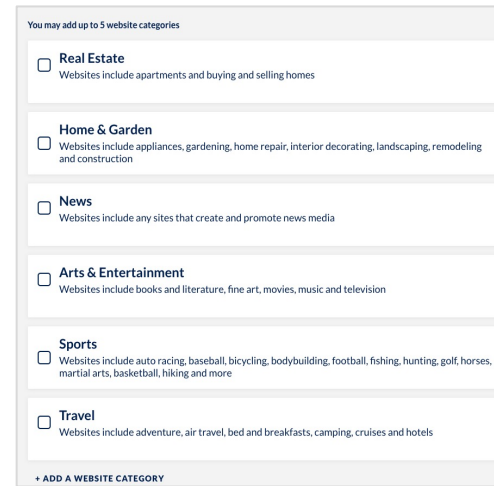
2

Select Destination Website or Page



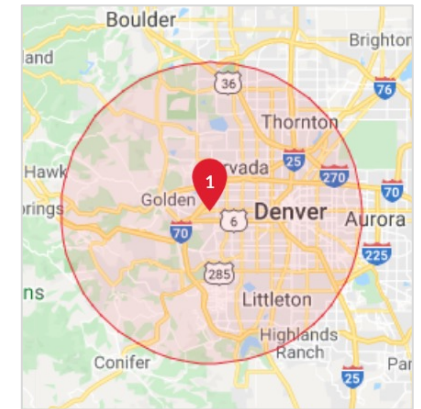
3

Select Web Categories



4

Select Location Targeting



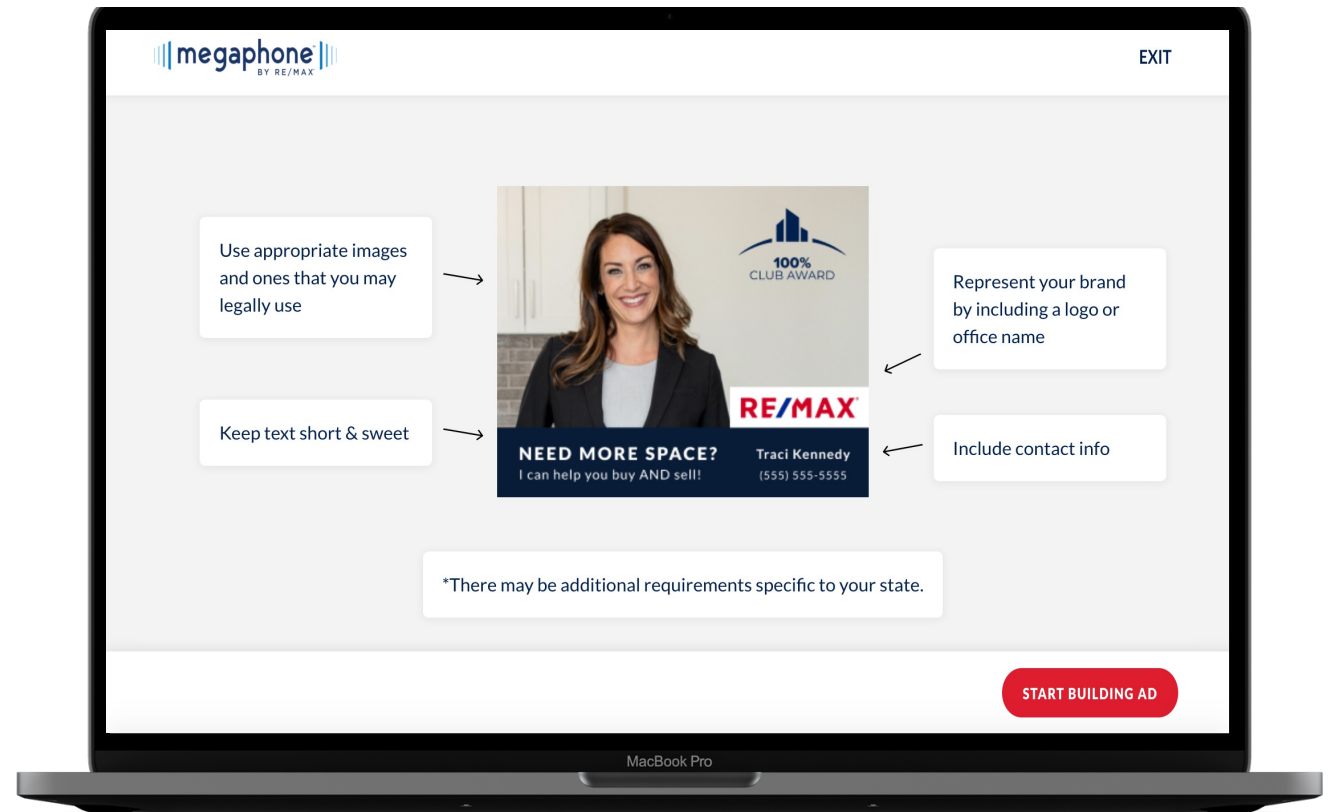
RE/MAX TECHNOLOGY



# Megaphone: Create a Custom Ad

## Best Practices

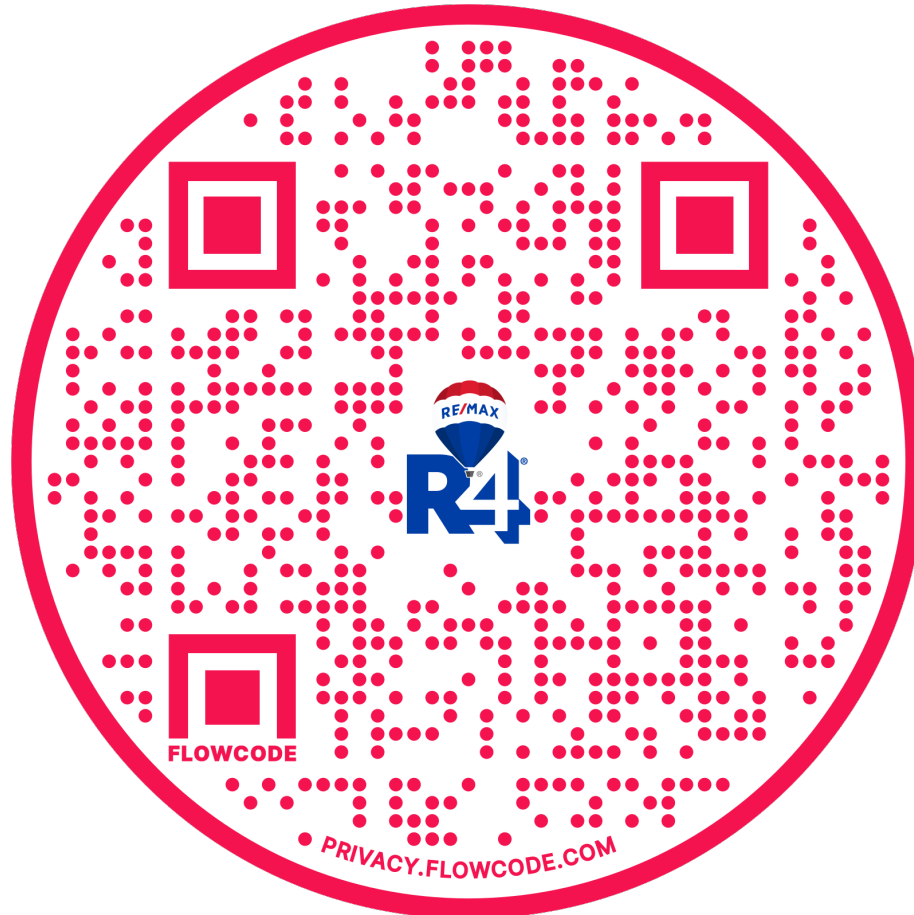
- Be intentional about where you direct leads
- Promote community content and events
- Have meaningful Call-To-Actions
- Include Contact Info
- Make it eye catching







# Access Slides + Related Training Materials in RE/MAX University



**Scan the QR Code**  
and let us know if  
you'd like access to  
materials related to  
this session!

*Course enrollments will be shared on Monday, March 7 via RE/MAX University.*



# Contact Product Support



## Chat

Reach out via the [Live Chat](#) feature available in the [Support Services](#) tile on MAX/Center.



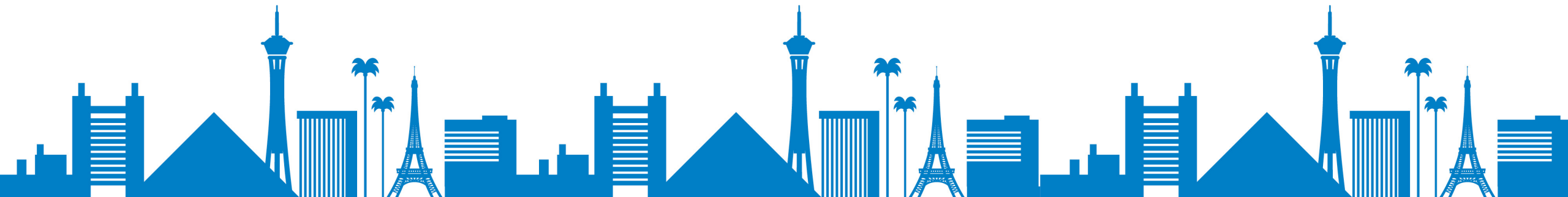
## Call or Text

Speak directly with a team member by texting or calling [1-888-398-7171](tel:1-888-398-7171).



## Email

Email [productsupport@remax.com](mailto:productsupport@remax.com) and someone will get back to you as soon as possible.



# DOWNLOAD *the* **R4** APP

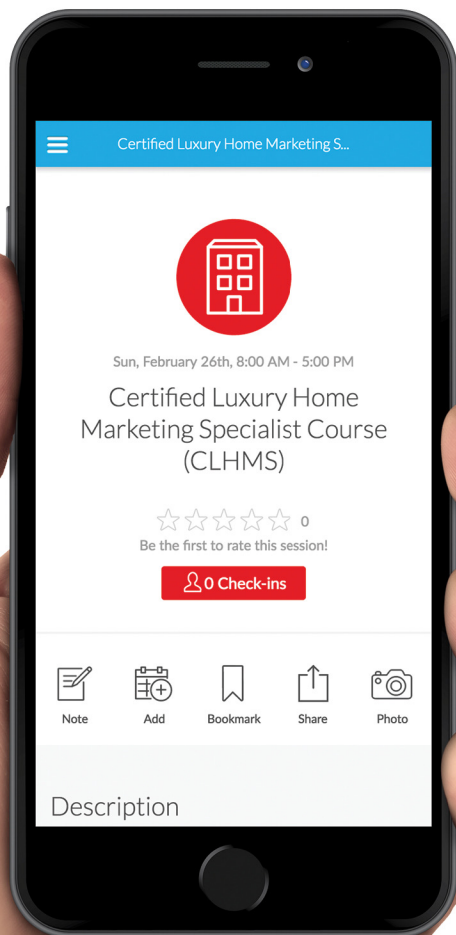
- Visit your app store and download **RE/MAX, LLC Events**
- Open app and search **“RE/MAX R4 2022”**
- Enter event password: **REMAX22**
- Download event *(For full access to the app you must login)*



## **WIFI ACCESS**

Network: REMAX    Password: 2022REMAX





*Don't Forget*

**TO TAKE THE  
SESSION SURVEY!**





*Thank You!*

*Las Vegas*

