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TECHNOLOGY &
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RE/MAX EXCLUSIVE: MEGAPHONE HELPS AGENTS SAVE TIME, MARKET THEIR BUSINESS

Innovative resource merges digital ad creation, placement and automation

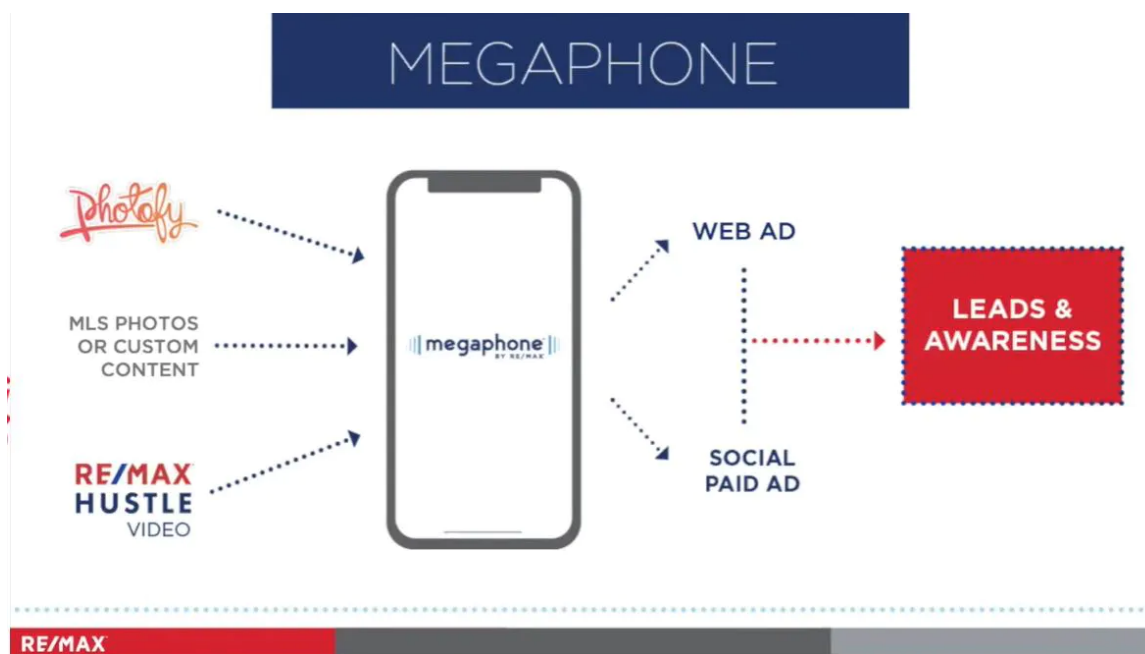
RE/MAX agents now have an exclusive resource that simplifies the creation and placement of their digital advertising.

Megaphone, a new RE/MAX in-house marketing tool, helps drive traffic to online listings, websites and social media pages. Using an easy-to-learn platform, agents

can create customized ads, place them across the web and prepare performance reports for clients.

“We created Megaphone to solve the marketing noise and problems [agents] deal with every day,” Abby Lee told RE/MAX affiliates as she unveiled Megaphone at February’s RE/MAX R4 convention.

Because it was developed in-house, Megaphone is compatible with most other RE/MAX platforms. To build an ad, agents can upload photos from the MLS, use their own custom content, or choose from many options available through Photofy – a mobile-based system that contains RE/MAX creative material for just about any message. Agents can also use **customizable videos from RE/MAX Hustle**.



After the Ad is Created

Once the ad is built, brokers and agents have two options for deployment: web or a social paid ad.

For a social paid ad, RE/MAX agents merely set a budget and choose their preferred social channel for the ad to run. For web ads through Megaphone, RE/MAX agents follow simple prompts to execute a campaign. Megaphone does all the legwork and manages the campaign from there.

A strategic partnership with Homesnap enables agents in the U.S. to push personalized marketing materials to Facebook, Instagram, Google and Waze. Agents in company-owned regions also receive a free week of automated Facebook posts for new listings.

Maureen Houston of RE/MAX Island Realty in Hilton Head, South Carolina, raves about the user experience. “I spent a lot of time creating paid Facebook social posts before Megaphone. This platform is so much easier. Anything that can save me time and help me market my business while I focus on helping my clients is a tool I will return to time and time again.”

Leads generated through the ad are sent directly to the booj CRM and emailed to the listing agent. RE/MAX is covering the cost of the first ad, and agents can then track the performance and extend the ad if they wish.

Chuck Cornwell, Broker/Owner of RE/MAX Regency in Warrenton, Virginia, encourages RE/MAX agents to learn about the Megaphone platform and take advantage of it.

“The answer from everyone should be yes [they’re using it],” he says. “It’s bringing leads to agents.”

David Serle, Broker/Owner of RE/MAX Services in Boca Raton, Florida, said he received “three leads on his very first ad after it ran for only two days.” Noting the user-friendly nature of the platform, Serle adds, “The ease and convenience of it is amazing. I don’t have to reinvent the wheel if I don’t want to. I can click a couple buttons and set and forget.”

Since **Megaphone launched at the R4 Convention**, the new Facebook automated listing ad program has generated more than 140,000 leads for RE/MAX agents.

RE/MAX agents wanting to learn more about Megaphone can log into **MAX/Center** – the members-only resource site – and download an FAQ document.

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