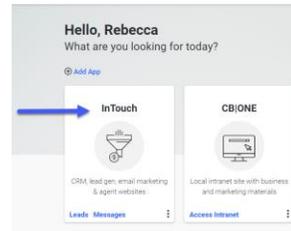


Virtual OH to SOI

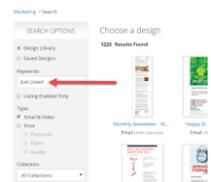
1. Log into CB Desk, then click onto Intouch
2. Next choose the Marketing tile, then Marketing Center



3. Under Design Library, choose Email and Video Marketing



4. Under Keywords, type "Just listed" in the "Blank" section
5. Choose a layout, either the 3 or more photo layout so that you can feature more photos.



[Listing Concierge just Lis...](#)
 [Listing Concierge just Lis...](#)
 [Single Property 1-Photo ...](#)
 [Multi Property 10-Photo...](#)

Email HTML Optimized
 Email HTML Optimized
 Email HTML Optimized
 Email HTML Optimized



[Multi Property 4-Photo \(...](#)
 [Single Property 6-Photo ...](#)
 [Single Property 5-Photo ...](#)
 [Single Property 4-Photo ...](#)

6. Type in the subject property address. It can also be the MLS #. Please make sure that you type slowly, we will the address to auto populate. Then choose personalize



Single Property 3-Photo (Custom Header)

Email | Library Design

HTML Optimized

Property Marketing: Single Property 3-Photo (Add your own custom header image)

Keywords: CR, Coldwell Banker, HTML, Email, just listed, just sold, property, property marketing

Choose a Listing:

13630900 1057 Rivershore Drive, Charleston SC 29493

[Personalize](#) [Compose Email](#)

Publish to Web and Share

7. Next, you can change the “heading” or the “Subject”, but click on that section. You can also check the images that have populated by clicking on the image. Please note that the images that populate originally, are the first 3 that you listed in the MLS. Sometimes they are not the best ones to showcase. You can change them by clicking on the image, and then choose the “MLS” section, and you will see all of the images that are loaded for the MLS listing and you can choose the ones you want to feature. -

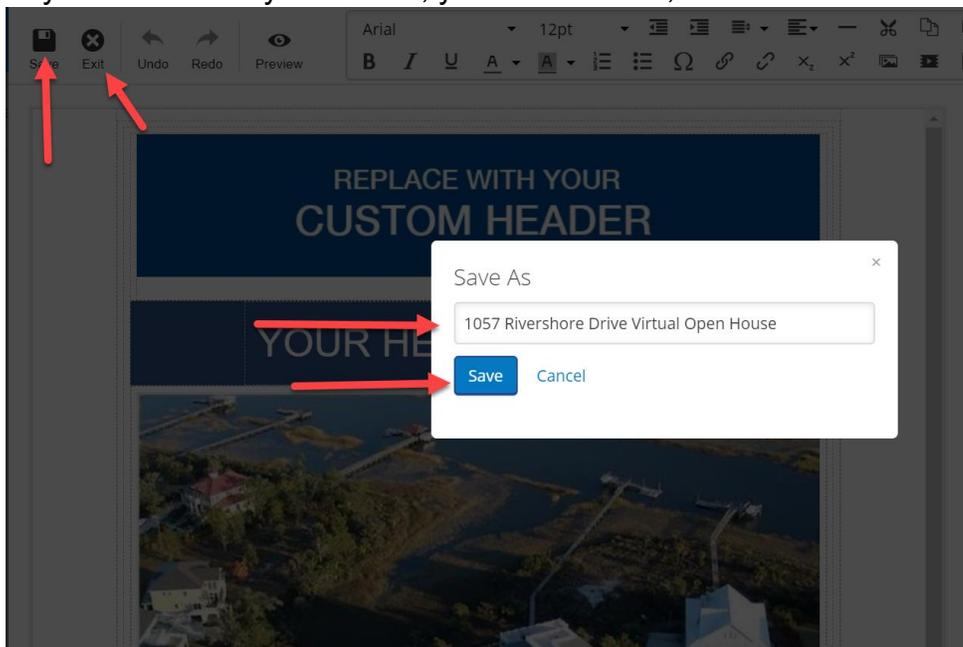
8. The MLS description will also pull over from the MLS, you can edit that by using the features at the top like you would in word. You can add bullet points or just delete part of the description. You will notice that you contact info has been

added. Please make sure that you leave the CB Intouch email there, as that is

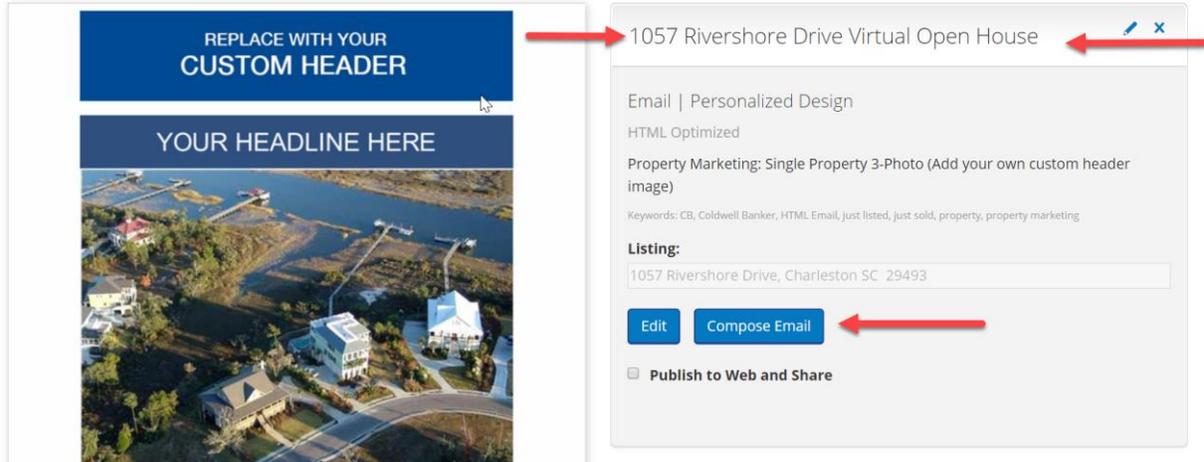


used for tracking if your SOI has opened the email.

9. Please make sure that you hit the "save" button on the top left side, that will allow a screen to populate, you need to "rename" the file, that way the original file will stay in tact. Once you do that, you need "save", and "exit" out of the screen.



10. Now we are ready to send out the email. You will notice that the email screen has the name of the file, as well as the "email" button. Push the compose email button.



11. Next you need to choose the “To” button This will take you to the option to choose who you wish to email this to.

To: Add a contact name or email

Recipients receive their own copy of the email and will not see other recipients' names.
Marketing emails can be sent only to your contacts.

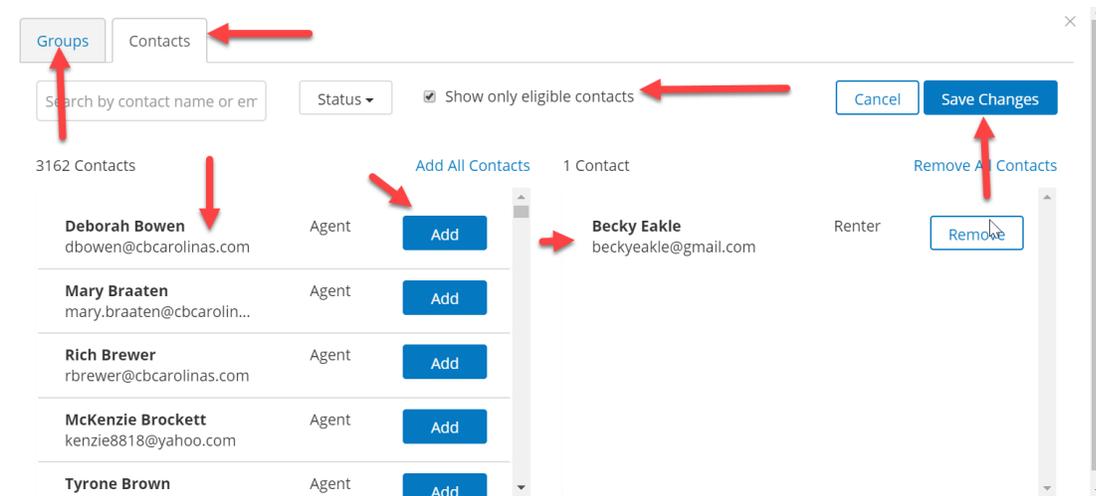
Subject: Check out 1057 Rivershore Drive

11pt B I U A [color] [background color] [bulleted list] [numbered list] [link] [unlink] Merge Quick Text

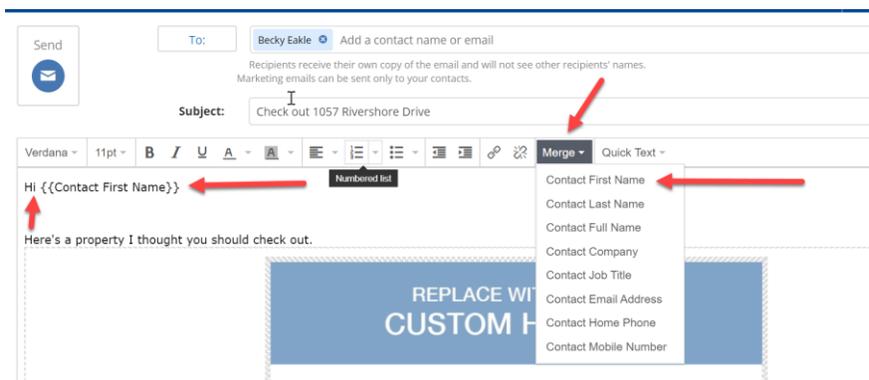
erty I thought you should check out.



12. You will see the choose for contacts or groups. You can choose which one you desire, but if you want to send this listing to everyone, I would choose “contacts”, and it will populate all of the contacts in your database that has an email address. Once you do that, all you have to do it “add all”, and it will move all of them to the right side of the screen. When you are finished with that, just hit the “save’ button on the top right side.



13. Next you would add a greeting, such as “Hi”, or “Hello”, next you will choose Merge, then contact first name. This will allow the system to personalize each email to each person by their first name, which is pretty cool.



14. Scroll down to the bottom, and you will see the add showcase button, please click that. It will allow you to showcase 3 additional random office properties. You can also add a PDF to send out to everyone if you had it. Things such as floorplan, list of upgrades, and such. Then all you have to do is “Send”.

