

Training Syllabus

Course	Marketer II – Advanced rezora Admin
Audience	Marketers and Administrators who are familiar with topic covered in Marketer I (Marketer I syllabus here)
Description	Are you a Company Marketer or Admin, somewhat familiar with rezora, and looking to up your game? This 45-minute webinar will equip you to: - Manage and edit company settings and RSS feeds - Create and manage agent accounts - Take a deeper dive into dashboard metrics and marketing performance - Answer the most common questions from your sales agents. Bring your questions – webinar followed by Q&A!

Agenda

- 1. Review of Marketer I
 - What is rezora, and how can it help me?
 - Account Types
 - Agent Accounts overview
 - Admin Accounts overview
 - Marketing piece overview
 - the agent experience
 - Marketing Piece Analytics
 - Resources
- 2. Company Settings
 - Billing Information
 - Company Pay
 - adding subscriptions/ activating agent account
 - removing subscription/ deactivating and agent account
 - Billing Information -> Agent Account visibility and sorting Company Settings
 - RSS News Feeds
 - adding provided feeds
 - adding custom feeds / interaction with template blocks
- 3. Managing Sales Agent Accounts
 - Account Visibility
 - sorting by agent use and login
 - export agent account listing

Resources

Marketer I Syllabus

How To - Access Agent Accounts

How To - Create a Marketing Piece

How To - Understand the Dashboard

How To - Send a Sales Agent a New Password

Activity Reports For Admin Accounts

How do I access my agents' accounts?

- using agent lists for internal communications
- Individual agent account information and metrics
- Sending an agent a new password
- Agent permissions / assuming agent identity
- Creating a new agent account
 - Agent Pay
 - Company Pay
 - Agents creating their own accounts
 - Coupon Codes (Company Pay only)
 - How they are used
 - How to request a coupon code
- 4. Agent Account Groups
 - Uses cases / segments
 - Groups and the large company
 - Group metrics and reporting
 - Creating Groups
 - Group Admins
 - Group Admin -v- Company Admin -v- Office Admin
 - How to request a group account
 - Managing group admin accounts
- 5. Admin Dashboard and Metrics
 - Marketing Potential
 - Marketing response rates
 - Email response and stats
 - Industry averages
 - Ways to increase marketing response
 - list segmentation
 - list management
 - -frequency of send
 - compelling content
 - calls to action
 - -images and test
 - Display Ad Retargeting metrics
 - Marketing Materials to Be Managed
 - Activating marketing pieces
 - Expiration dates
 - Removing marketing pieces from agent accounts

How do I send an agent a new password?

How do I create a new agent account?

How do I assign agent subscriptions?

What is the difference between "suspended" and "deactivated"

Group Admin resources

Best Practices: Email Content

Best Practices: How Often to Send

Best Practices: The Subject Line

How do I set up an agent's profile?

- 6. Common Agent Questions
 - Agent Profile
 - Why is my photo blurry/poorly sized?
 - Why aren't my listings showing up?
 - Contacts
 - How do I upload my contacts from Excel?
 - How do I export a list of my contacts?
 - Marketing Pieces
 - "Is there a simple "How To" guide for creating a marketing piece?"
 - "How do I avoid my email going to SPAM?"
 - "How do I add an image to a marketing piece?"
 - How do I add a video to a marketing piece?
 - "How do I make a custom copy of a listing"
 - Display Ad Retargeting
 - "Is there a simple guide to retargeting?

Agent profile fuzzy? blurry? Bad?

How To: Import Contacts From Excel How To: Export a List of Contacts

How To: Create a Marketing Piece

rezora SPAM and Deliverability Resources How can I avoid my email going to SPAM? How To: Add an Image to a Marketing Piece

How do I add a video to a marketing piece?

How To: Create a Custom Copy of My Listing

All About: Display Ad Retargeting

Next Course

Marketer IV – Content Creation and the Template Builder