

<ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Agent Pay - Company Pay <ul style="list-style-type: none"> - Agents – creating their own accounts - Coupon Codes (Company Pay only) <ul style="list-style-type: none"> - How they are used - How to request a coupon code <p>4. Agent Account Groups</p> <ul style="list-style-type: none"> • Uses cases / segments • Groups and the large company • Group metrics and reporting • Creating Groups • Group Admins <ul style="list-style-type: none"> - Group Admin -v- Company Admin -v- Office Admin • How to request a group account • Managing group admin accounts <p>5. Admin Dashboard and Metrics</p> <ul style="list-style-type: none"> • Marketing Potential • Marketing response rates • Email response and stats <ul style="list-style-type: none"> - Industry averages - Ways to increase marketing response <ul style="list-style-type: none"> - list segmentation - list management - frequency of send - compelling content - calls to action - images and test • Display Ad Retargeting – metrics • Marketing Materials to Be Managed <ul style="list-style-type: none"> - Activating marketing pieces - Expiration dates - Removing marketing pieces from agent accounts 	<p>How do I send an agent a new password?</p> <p>How do I create a new agent account?</p> <p>How do I assign agent subscriptions?</p> <p>What is the difference between “suspended” and “deactivated”</p> <p>Group Admin resources</p> <p>Best Practices: Email Content</p> <p>Best Practices: How Often to Send</p> <p>Best Practices: The Subject Line</p> <p>How do I set up an agent’s profile?</p>
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<p>6. Common Agent Questions</p> <ul style="list-style-type: none"> • Agent Profile <ul style="list-style-type: none"> - Why is my photo blurry/poorly sized? - Why aren't my listings showing up? • Contacts <ul style="list-style-type: none"> - How do I upload my contacts from Excel? - How do I export a list of my contacts? • Marketing Pieces <ul style="list-style-type: none"> - "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 <ul style="list-style-type: none"> - "Is there a simple guide to retargeting?" 	<p>Agent profile fuzzy? blurry? Bad?</p> <p>How To: Import Contacts From Excel How To: Export a List of Contacts</p> <p>How To: Create a Marketing Piece</p> <p>rezora SPAM and Deliverability Resources How can I avoid my email going to SPAM? How To: Add an Image to a Marketing Piece</p> <p>How do I add a video to a marketing piece?</p> <p>How To: Create a Custom Copy of My Listing</p> <p>All About: Display Ad Retargeting</p>
<p>Next Course</p>	<p>Marketer IV – Content Creation and the Template Builder</p>