



*"Media with a View"*

# **NEW ORDERING PLATFORM & TOTAL MARKETING TOOLKIT**

## **We have upgraded to a New & Secure Ordering Platform.**

It's setup differently and we would like to explain the changes.

Our new ordering platform does require you to **LOG-IN** to your account, which also means you'll need to set-up an account - it's easy. You will be able to:

- Edit your Contact Information & Photos/Logos
- Edit your Property Website Design & Settings
- Edit & Download your Marketing Graphics & Video Slideshows
- Select Brochure/Flyer designs & select the images you want on them
- Manage your Orders & Payments

We used to use a Drop-Down Menu form; Now we use a CheckBox form.

Mainly, each Package Type is in its Own Separate Column.

We also added a new Listing Presentation Toolkit that you need to see!

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## ORDERING PHOTO-ONLY PACKAGES

Simply select the **desired photo package**.

**Twilight Photos** can also be selected if desired.

Add the **Total Marketing Toolkit** to get the Listing Webpage, Marketing Graphics & Video Slideshows, and Analytics! It's only a \$50 upgrade (*\$40 for Members*)!

### PHOTOS ONLY PACKAGE + TOOLKIT



**Photo-ONLY Packages**  
Economy Photos with Basic Adjustments & Corrections or our SIGNATURE HDR Photos w/ our Blue-Sky Guarantee & Magazine Finish

- ☐ Economy Photos
- ☐ 20 HDR Photos
- ☒ 30 HDR Photos
- ☐ 40 HDR Photos
- ☐ 50 HDR Photos
- ☐ 2 Twilight Photos  
Requires additional evening visit and/or extended time on-site

☒ **MARKETING TOOLKIT**  
Listing Website + Marketing Graphics + Videos + Area Information & Map

**-(No Virtual Tour)-**

**Select Desired Photos**

**Total Marketing Toolkit Upgrade**  
Listing Webpage w/ LeadGen  
Marketing Graphics Suite  
Video Slideshows  
PDF Flyers & Brochures  
Helpful Analytics

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## ORDERING STANDARD VIRTUAL TOUR PACKAGES

Select the proper estimated **Square Footage**.

Select the **desired photo package** (*Do not select if you only want a Virtual Tour*).

**Twilight Photos** can also be selected if desired.

Add the **Total Marketing Toolkit** to get the Listing Webpage, Marketing Graphics & Video Slideshows, and Analytics! It's only a \$50 upgrade (\$40 for Members)!

### STANDARD VIRTUAL TOUR + PHOTOS + TOOLKIT

**STANDARD 3D Virtual Tours**  
Interactive 3D Virtual Tour with Measurements & BASIC Floor Plans | Don't forget to ADD-ON Photos.

**Select SqFt.** →

- ☐ up to 1,450 SqFt.
- ☒ up to 3,000 SqFt.
- ☐ up to 4,000 SqFt.
- ☐ up to 5,000 SqFt.
- ☐ up to 6,000 SqFt.
- ☐ up to 8,000 SqFt.
- ☐ up to 10,000 SqFt.

**Marketing Toolkit Upgrade** →

- ☐ + 20 HDR Photos
- ☒ + 30 HDR Photos
- ☐ + 40 HDR Photos
- ☐ + 50 HDR Photos
- ☒ **MARKETING TOOLKIT**  
Listing Website + Marketing Graphics + Videos + Area Information & Map

← **Select Photos**

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## ORDERING PREMIUM VIRTUAL TOUR PACKAGES

Select the proper estimated **Square Footage**.

Select the **desired photo package** (*Do not select if you only want a Virtual Tour*).

**Twilight Photos** can also be selected if desired.

Add the **Total Marketing Toolkit** to get the Listing Webpage, Marketing Graphics & Video Slideshows, and Analytics! It's only a \$50 upgrade (\$40 for Members)!

### PREMIUM VIRTUAL TOUR + PHOTOS + TOOLKIT

**Select Square Footage** →

- ☐ up to 1,450 SqFt.
- ☒ up to 3,000 SqFt.
- ☐ up to 4,000 SqFt.
- ☐ up to 5,000 SqFt.
- ☐ up to 6,000 SqFt.
- ☐ up to 8,000 SqFt.
- ☐ up to 10,000 SqFt.

**Select Desired Photos** →

- ☐ + 20 HDR Photos
- ☒ + 30 HDR Photos
- ☐ + 40 HDR Photos
- ☐ + 50 HDR Photos

**Marketing Toolkit Upgrade** →

- ☒ **MARKETING TOOLKIT**  
Listing Website + Marketing Graphics + Videos + Area Information Et Map

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## ORDERING OPTIONS & EXTRAS








Here you can add **Aerial Photos, Motion Videos, and Editing Extras.**

If you already HAVE Photos, you can order the **Total Marketing Toolkit** here.










### Aerial & Video Add-Ons

Beautifully finished HD Aerial photos and Listing Videos

- ☐ **Aerial 6-Pack**   
2 Front + 2 Back + 2 Overhead  
(also for LAND listings)
- ☐ **Aerial 12-Pack**   
3 Front + 3 Back + 3 Overhead +  
3 Neighborhood Features
- ☐ **2 Aerial Twilights**   
Requires additional evening  
visit and/or extended time on-  
site
- ☐ **1 Min. Aerial Video**   
Edited Aerial Video w/  
Soundtrack & Branding  
Overlays
- ☐ **3 Min. Walk-Thru Video**   
Walk-Thru listing video w/  
Soundtrack & Branding  
Overlays
- ☐ **5 Min. LUXE Video**   
Walk-Thru listing video w/  
Aerial Clips + Soundtrack +  
Branding Overlays
- ☐ **Aerial Video Clips**   
3 Un-Edited Video Clips



### EXTRAS

- ☐ **MARKETING TOOLKIT ONLY**   
Already have your listing  
photos? Choose this option to  
add the Total Marketing Toolkit  
to your listing presentation!
- ☐ **Virtual Tour Update (3)**   
Includes 3 Scans/Views to  
update a Virtual Tour + up to 5  
HDR Photos of updated spaces
- ☐ **Virtual Tour Update (6)**   
Includes 6 Scans/Views to  
update a Virtual Tour + up to 10  
HDR Photos of updated spaces
- ☐ **Digital Landscaping**   
2 images digitally landscaped  
(clean up driveways/ green  
lawns)
- ☐ **Virtual Staging**   
3 images virtually staged; We  
do not edit 3rd party images.
- ☐ **Community Amenities**   
5 additional photos of  
community features (Lodge,  
Pool, Gym, Tennis Courts,  
Shopping, ect.)
- ☐ **Description Writing Service**   
Listing & Photo Descriptions of  
Major Features

### ABOUT THE PROJECT

Help us understand the nature of your project and be better prepared to serve you by telling us about your project or listing; check all that apply.

- ☐ **FOR SALE BY OWNER**   
Non-Licensed For Sale Projects
- ☐ **INDUSTRIAL PROPERTY**   
Additional safety gear required
- ☐ **Cleaning & Staging (Light)**   
Light duty: 30 Min
- ☐ **Cleaning & Staging (Extra)**   
Extra duty: 1-2Hr
- ☐ **Additional Travel Time**   
Travel outside of area 1 (1hr)

## TOTAL MARKETING TOOLKIT

This is the Listing Presentation Toolkit we've been looking for! Each of its features are designed for Social Media Marketing and can easily be edited to match your style and color palette.

- Listing Webpage (*Various Layouts*)
  - Just like the ones on our [Featured Listings Page](#)
  - Branded & Unbranded
  - Embedded 3D Virtual Tours or Videos
  - Free Lead-Gen
  - Optional Free Background Music (*can be changed by you*)
- PDF Brochure/ Flyer (*Various Layouts*)
- Marketing Graphics (*Suite of different designs*)
- Video Slideshows (*Branded & Unbranded*)
- Optional Analytics Reports

If you **ALREADY HAVE PHOTOS** for your Listing, you can order a Marketing Toolkit for your listing and use those images for your Listing Website and Marketing Graphics Suite. (*Professional Photos Only*)

If you have a **Virtual Tour** or a **Video** done for your listing, it can be added to the Listing Webpage easily.

The next few pages show some of the various Marketing Graphics that come Premade with this upgrade.

- Website Links (*Branded/ Unbranded*)
- Photo Downloads
- Brochure/ Flyer Downloads
- Social Media Marketing Tiles
  - Instagram, LinkedIn, Facebook, Twitter, Pinterest
- Site Videos
  - Square & Horizontal "Quickies"
  - Slideshow Tours (*Branded & Unbranded*)

## Website Links

Branded



Branded Link

<https://tnhometours.com/>



Download

Unbranded

For the MLS



Unbranded Link

<https://tnhometours.com/>



Download

## Additional Links

3d Virtual Tour

[https://youriguide.com/TN\\_312BLN](https://youriguide.com/TN_312BLN)

## Download Photos

Download your photos now on the



Download Page

## Flyers, Printable Materials and Attachments

PDF Floor Plans





## Just Listed



## New to the Market



## Open House



## SOLD



## Sold in XX days



## Realtor Card & Collages



## Photo Tower

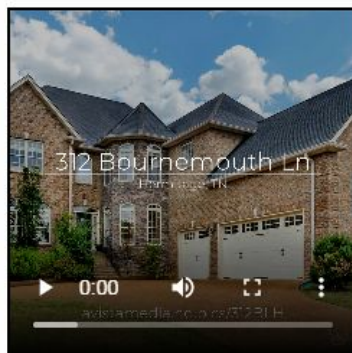




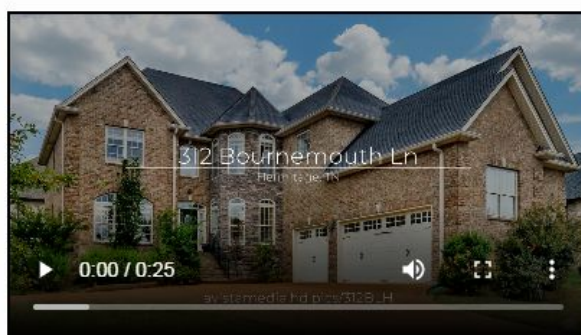
## Site Videos

### Teaser Videos

Post and boost to likely buyers in the area


[Edit](#)
[Rebuild](#)
[Download MP4](#)

5.24 MB


[Edit](#)
[Rebuild](#)
[Download MP4](#)

8.70 MB

### Branded Video

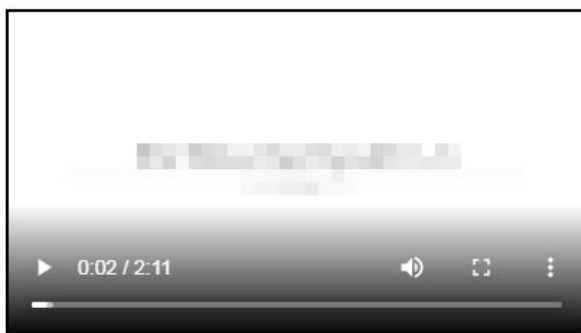
Embed on your company's website or post to social media


[Edit](#)
[Rebuild](#)
[See On YouTube](#)
[Download MP4](#)

46.7 MB

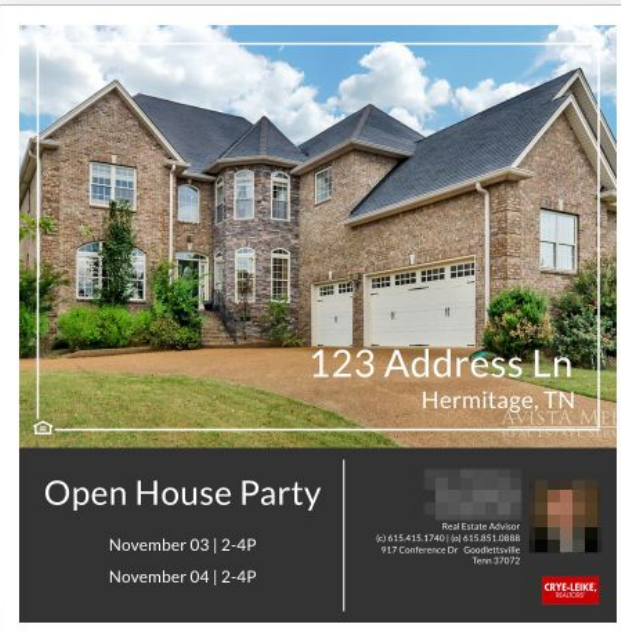
### Unbranded Video

Embed on your website or share through social media with real estate professionals and groups so they can tag their buyer clients


[Edit](#)
[Rebuild](#)
[See On YouTube](#)
[Download MP4](#)

50.5 MB

Easily Edit & Customize the Marketing Graphics to your needs!



### Social Media Tile Details


Headline  
Open House Party

Open House 1 Date-Time  
November 03 | 2-4P

Open House 2 Date-Time  
November 04 | 2-4P

Address  
123 Address Ln

City, State  
Hermitage, TN

 Photo  
Front Exterior

Background Color  
#333333

Photo Text Color  
White

Save Updates Cancel

**Save your changes**  
**Download the Graphic**  
**Share on Social Media or Email**

The next page shows a basic template for creating a Real Estate Marketing Post

## SOCIAL MEDIA MARKETING TEMPLATE

Sharing your listing on Social Media REGULARLY is essential for getting your listing in front of as many people as possible. It is important to avoid Duplicate Posts (*annoyed people will end up hiding your posts, or worse, blocking you*) and create variations of your listing. This is easy to do with the suite of various graphics our toolkit comes with, but you have to start somewhere.

Here's a solid recipe that has proven to work well across North America.

### Social Media Real Estate Post Outline (*in order*)

1. 1 or 2 line **HEADLINE** with your **Contact Information**
  - a. Use "@names" to tag yourself or places
  - b. Tag yourself in 3rd person so others can share your post
2. Link (*URL*) to the **Listing Webpage** or Virtual Tour
  - a. This should generate a Preview
  - b. You can override the preview by adding marketing tiles
3. **More information about the listing** (*short paragraph*)
  - a. Make it personal and use emoji's if you like
4. **More information about YOU or Your Services** (*why list with you?*)
  - a. Focus on speaking to your target clients in 3rd person
  - b. Make it sound like someone's testimonial (*or share a testimonial*)
5. **Hashtags** (*#ThisIsaHashTag*) to make the post more search-friendly
  - a. Twitter invented these to help search engines
  - b. Use a few blank lines to separate them from the content to "Bury" these at the end of your post out of view

See an example on the next page



## Content Example:

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Beautiful country home with amazing views atop its own little mountain in @Goodlettsville, TN! Contact @Mr.GoodRealtor for more information!

Take a tour of this home here: [www.TNHomeTours.com/123AddressLane](http://www.TNHomeTours.com/123AddressLane)

-[BLANK LINE]-

This home is atop its own mountain and features stunning views with sunsets you won't forget. The 3 miles of private trails in its own wooded acreage are a perfect getaway for anyone. Write more fantastic information about this home with emoji's if you savvy etc...

-[BLANK LINE]-

*"Mr. GoodRealtor has been matchmaking sellers and buyers in the Nashville area for 2 decades and knows how to gets results! He will find you the perfect home for you and your family, or sell your home using his marketing super-powers. Call him the moment you decide you're going to buy or sell a home and he will help make it happen with his painless and effortless methods!" - Mrs. Previous Client*

-[BLANK LINE]-

#RealEstate #Home #ForSale in #Nashville, #TN | #Realtor #Broker #Buyer #Seller  
#HomeSweetHome #Listing #Acreage #Trails #Mountain #Views #Sunsets #VirtualTour  
#AddCleverHashTagsLike #ListWithMe #MrGoodRealtor #etc



**Use your content with different marketing graphics to create variations to post every 2 to 3 days. Share these posts in relevant groups to increase exposure.**

## Lunch & Learn Workshops

Avista Media has several Lunch & Learn Workshops designed to help refresh your team's Social Media Marketing skills.

If you would like to help build your team's effectiveness by hosting a Lunch & Learn Workshop, please let us know and we'll get your office on the schedule!

Our current workshop flyer is included:

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## REAL ESTATE SERVICES

# SEEN

# &



**2020 EDITION**

[FEATURED LISTINGS](#) | [www.AvistaMedia.com](http://www.AvistaMedia.com)



# GETTING YOUR LISTING SEEN & SOLD

using

## Technology & Social Media

A workshop tailored for Real Estate Professionals that  
are **serious** about **strengthening** their **Brand Value** and  
Improving their **Marketing Strategy**

to

**Sell Real Estate  
FASTER & for MORE \$**

and

**WIN More Listings**

*Based on a combination of NAR studies, our exclusive experience with marketing on  
Social Media, and our network of Professional Real Estate Service Providers*