

Course	Agent I – Getting Started With rezora	
Audience	Sales Agents who are new to rezora	
Description	<p>New to rezora? Ready to start using your account? This 45-minute webinar is for Sales Agents and will equip you to:</p> <ul style="list-style-type: none"> - Understand how to use rezora to market your listings and nurture your contacts - Complete your user profile, and ensure all marketing is personalized to you - Integrate your listings – so that they automatically populate into your account - Access all major functions of rezora - email, social media and other distribution channels - Import your Contacts – upload your database, add individual contacts and create distribution lists - Create and sending a marketing piece - Interpret the metrics on your dashboard <p>Bring your questions – webinar followed by Q&A !</p>	
<p>Agenda</p> <ol style="list-style-type: none"> 1. Setting up your Account <ul style="list-style-type: none"> • Overview of the dashboard <ul style="list-style-type: none"> - Analytics-at-a-glance - Quick links • My Account tab <ul style="list-style-type: none"> - Password and access - Completing my profile - Uploading my photo - Activity report - Allow login access • My Listings page <ul style="list-style-type: none"> - different types of listings (feed versus custom listings) - How to pull your listings from the feed into your account • Contacts page <ul style="list-style-type: none"> - How to add/remove a single contact - Import contacts from Excel - Distribution lists, self-contact and the Primary Sphere distribution list. 2. Creating a Marketing Piece <ul style="list-style-type: none"> • Select a Template <ul style="list-style-type: none"> - How to quickly find a good template - Using filters - Why is this step the most important? 	<p>Resources</p> <p>How To Get Started With rezora</p> <p>How To Understand the Dashboard</p> <p>How To Upload Your Profile Picture</p> <p>How To Sharpen Your Profile Picture</p> <p>How To Integrate Your Listings Into Your Account</p> <p>How To Add an Individual Contact</p> <p>How To Import Contacts From Excel</p> <p>How To Create Distribution Lists</p> <p>How to Create a Marketing Piece</p>	

<p>Agenda</p> <ul style="list-style-type: none"> • Add General Content <ul style="list-style-type: none"> - Selecting a good subject/title for a marketing piece - Brief overview of the WYSIWYG menu <ul style="list-style-type: none"> – adding images, hyperlinking images/text, and font styles - Drag and Drop Properties - How to quickly add a listing to your marketing piece - Drag and Drop Articles - How to include articles from the news feeds – and how to create your own - Review - Why is this the second most important step? - Sending a test email, and generating previews of an email • Distribute <ul style="list-style-type: none"> - Sharing a marketing piece on social media - Share on links and the online link to quickly share a marketing piece online <ul style="list-style-type: none"> – and pull it down if needed. - Sending the email – selecting your recipients, and sending options 	<p>Resources</p> <p>Best Practices - The Subject Line</p> <p>Best Practices - Test Emails Video - Sending a Test Email</p> <p>How To - Post a Marketing Piece to Facebook</p> <p>How To - Distribute a Marketing Piece</p>
<p>Next Course</p>	<p>Agent II – Building Your rezora Skills</p>