

<b>Course</b>	<b>Marketer I –Intro to rezora Admin</b>	
<b>Audience</b>	Marketers and Administrators who are new to rezora	
<b>Description</b>	<p>New to rezora, and looking for a good introduction? This 45-minute webinar is for Marketers and Admins and will equip you to:</p> <ul style="list-style-type: none"> <li>- Be familiar with the rezora layout</li> <li>- Understand admin and agent accounts, and how they’re related</li> <li>- Create a quick marketing piece</li> <li>- Manage content for agent accounts</li> <li>- Manage company settings and RSS feeds</li> <li>- Manage agent accounts and subscriptions</li> <li>- Assume the identity of an agent account</li> </ul> <p><b>Bring your questions – webinar followed by Q&amp;A !</b></p>	
<b>Agenda</b>	<b>Resources</b>	
<ol style="list-style-type: none"> <li>1. rezora Overview <ul style="list-style-type: none"> <li>• What is rezora, and how can it help me? <ul style="list-style-type: none"> <li>- Single platform for marketing, with detailed analytic info</li> <li>- Effectively manage agent materials</li> <li>- Market to agent’s contacts, while maintaining confidentiality of agent contact list</li> <li>- Provide agents with on-brand marketing templates</li> <li>- Designed for real estate</li> </ul> </li> <li>• Account Types <ul style="list-style-type: none"> <li>- Agent Accounts: send marketing pieces, and are the only ones that can send emails</li> <li>- Admin Accounts: cannot directly send emails, but used to manage agent accounts, develop and manage content, and view company-wide analytic info</li> </ul> </li> </ul> </li> <li>2. Quick marketing piece: the agent experience. <ul style="list-style-type: none"> <li>• Overview <ul style="list-style-type: none"> <li>- Basic steps of every marketing piece</li> <li>- Selecting a template</li> </ul> </li> <li>• Agent Editability <ul style="list-style-type: none"> <li>- Each template is different!</li> </ul> </li> </ul> </li> </ol>		<p><a href="#">How To - Access Agent Accounts</a></p> <p><a href="#">How To - Create a Marketing Piece</a></p>

<ul style="list-style-type: none"> <li>- Combination of static and editable content</li> <li>- All templates created and managed by admin account</li> <li>• Drag-and-Drop Property Listings <ul style="list-style-type: none"> <li>- MLS Integration, agents can quickly market listings</li> <li>- Listing content pulls from the MLS, and the content style/alignment pulls from the template</li> </ul> </li> <li>• Review, and Distribute <ul style="list-style-type: none"> <li>- Send a test email</li> <li>- Quickly share a marketing piece on social media</li> <li>- Quickly send to intended recipients, or schedule for a future date/time</li> </ul> </li> <li>• Marketing Piece Analytics <ul style="list-style-type: none"> <li>- Can easily view analytics for a particular marketing piece, contact, or listing.</li> <li>- Real-time feedback on marketing effectiveness</li> </ul> </li> </ul> <p>3. Admin account</p> <ul style="list-style-type: none"> <li>• Manage agent accounts <ul style="list-style-type: none"> <li>- Agent account statuses</li> <li>- Assuming identity</li> </ul> </li> <li>• Manage content <ul style="list-style-type: none"> <li>- Create editable templates for agents with the Template Builder</li> <li>- Create static templates for agents which can be scheduled to go out to agent contacts</li> <li>- Manage access to templates, allowing content to be created for specific agents or groups</li> <li>- View analytic information for a particular scheduled marketing piece or template</li> </ul> </li> <li>• Company Settings <ul style="list-style-type: none"> <li>- Adding RSS feeds, agents can quickly add articles to marketing pieces</li> <li>- Adding office ID to Our Listings page</li> </ul> </li> </ul> <p>4. Resources</p> <ul style="list-style-type: none"> <li>• Staying up to date</li> <li>• Resources Page</li> <li>• Training Webinars</li> <li>• The Green Help Tab</li> </ul>	<p><a href="#">How To - Understand the Dashboard</a></p> <p><a href="#">How To - Send a Sales Agent a New Password</a></p> <p><a href="#">How To - Use The Template Builder</a></p> <p><a href="#">How To - Restrict A Marketing Piece?</a></p> <p><a href="http://www.rezora.com/resources">http://www.rezora.com/resources</a>  <a href="#">Training Calendar</a></p>
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<ul style="list-style-type: none"><li>• Support<ul style="list-style-type: none"><li>- Support Hours (M-F – 9am-5pm MST)</li><li>- Support Email (<a href="mailto:support@rezora.com">support@rezora.com</a>)</li></ul></li></ul> <p>5. Q&amp;A</p>	
<b>Next Course</b>	Marketer II – Building Your rezora Skills