Seven Steps to Launch Your Neighborhood Lead Generation in Command

Click each step below.

1 Kelle

2 Contacts

3 Neighborhoods

4 Prepare

5 Customize

6 Associate

7 Launch

kw KELLERWILLIAMS.
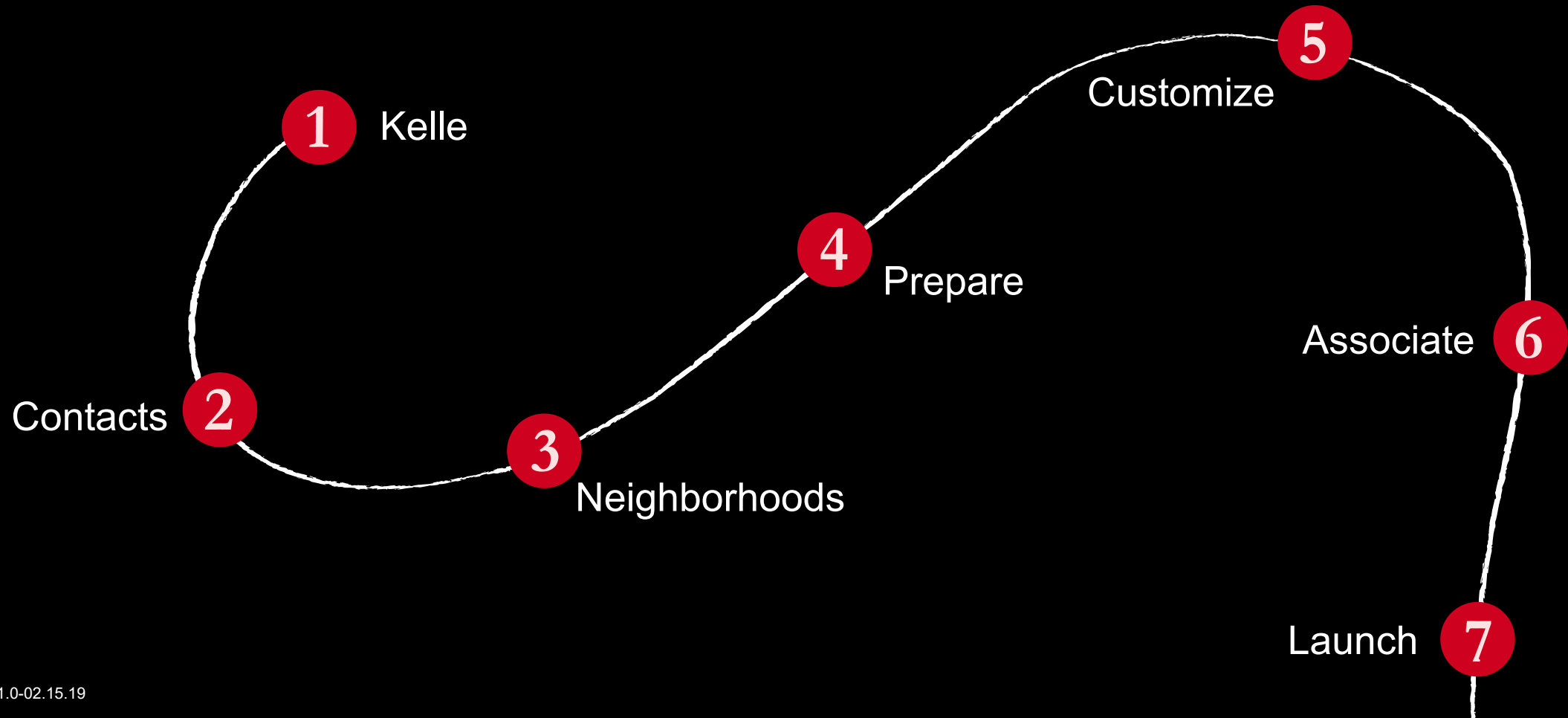
Add Contacts with Kelle

Track Your Progress

1 2 3 4 5 6 7

1. Make sure your Kelle app is up to date! ?
2. Open Kelle
3. Say, "Hey Kelle, add contact" ?
4. Enter contact information ?
5. Save contact information
6. Update information on the go

Done

WHY:

Seamlessly grow your database and stay top-of-mind while on the go.

Add Neighborhoods to Contacts

Track Your Progress

1   2   3   4   5   6   7

1. Log in to Command ⓘ
2. Navigate to Contacts ⓘ
3. Select a contact from your database
4. Click Add Neighborhood to add neighborhoods to the contact
   - Search by neighborhood name or find each neighborhood on the map

Done

WHY:

Provide your contacts with real-time information that is relevant to them, their home, their family and their lives.

Identify Your Neighborhoods

1. Navigate to Settings
2. Connect your MailChimp account ?
   • To create a free MailChimp account, click here
3. Navigate to My Neighborhoods
4. Click Add Neighborhoods
5. Select your relevant neighborhoods on the map
6. Click Next then Complete
   • Landing Pages will be associated in Step 6: Associate Your Landing Pages With Your Neighborhoods

Done

WHY:

Demonstrate your hyperlocal expertise.

NEIGHBORHOOD NAME ⇕	LANDING PAGE		DATE ADDED ⇕
North Laguna	Configure	Preview	3 days ago
Bartons Bluff-Spyglass	Configure	Preview	3 days ago
Downtown West	Configure	Preview	3 days ago
Deep Eddy	Configure	Preview	3 days ago
Woods of Westlake Ren.	Configure	Preview	a day ago

Prepare Your Market Neighborhood Snapshot

Track Your Progress

1   2   3   4   5   6   7

1. Navigate to SketchHouse ❓
2. Click Create Custom Template
3. Select Market Neighborhood Snapshot, click Create Sketch
4. Select your color from the dropdown menu:
   • Red
   • Blue
   • Dark
5. Click Save
6. Click Preview LP or Preview Email to see your Snapshot

Done

WHY:

Prepare the key component that drives your monthly neighborhood nurture touch campaign

Customize Your Web Template

Track Your Progress

1　2　3　4　5　6　7

1. Navigate to SketchHouse ❓
2. Click Create Custom Template
3. Select Web and click Create Sketch
4. Confirm or change the web page name at the top right-hand corner of the page
5. Customize your web template using the design panel on the right-hand side.
   - Layout
   - Content
   - Widgets: Customizable elements (i.e. agent branding, lead form, local insights, etc.)
6. Click Save and Configure. Review the web template name and click Confirm
7. Customize your widgets with personalized information. When done, click Apply Changes.
8. Click Publish
9. Click URL to preview what your contacts will see
10. Repeat this process for each of your selected neighborhoods

Done

WHY:

Show off why you are the local expert in your selected neighborhoods.

Associate Your Landing Pages with Your Neighborhoods

Track Your Progress

1 2 3 4 5 6 7

1. Navigate to Settings
2. Navigate to My Neighborhoods
3. Click the edit icon ✎
4. From the dropdown, select the appropriate neighborhood landing page
5. Click Save
6. Click Preview to see what the page will look like for your contact
7. Repeat this process for each of your selected neighborhoods

Done

WHY:

When you link the landing page you created to a neighborhood, your contacts will receive that customized landing page as a part of their monthly neighborhood nurture drip campaign.

NEIGHBORHOOD ...	LANDING PAGE		DATE ADDED		
Round Rock West	Configure	Preview	a few seconds ago	✎	✕
The Oaklands	Configure	Preview	a few seconds ago	✎	✕
Behrens Ranch	Configure	Preview	a few seconds ago	✎	✕
Wood Glen	Configure	Preview	a few seconds ago	✎	✕
The Plantation	Configure	Preview	a few seconds ago	✎	✕

Launch Your Monthly Neighborhood Nurture SmartPlan

1. Navigate to Contacts
2. Select a contact
3. Make sure their neighborhoods are accurate
4. Click Get Neighborhood Snap URL to preview the page or to share directly through text, social media, or email
5. Click Add to SmartPlan
6. Click the Add to SmartPlan icon next to the Monthly Neighborhood SmartPlan

Done

WHY:

Stay top-of-mind with your contacts through real-time information about the neighborhoods that matter to them.