

	Resource	Description	How to use	Where to find
<b>KWRI</b>	Marketing to My Buyers	Buyer Consultations/8x8 Campaigns/Samples of letters & emails/mobile app	With current and prospective buyers	KW Marketing Resources My Business/Market to Buyers
	Marketing to My Sellers	Pre-Listing and Listing presentation/8x8		MyKWweb:Marketing Tab-Market
	Marketing to My Sphere	Samples of letter & emails/mobile app	With current and prospective sellers	My Business/Market to Sellers
	Marketing to "Have Not Mets"	33 Touch Campaign/This Month in Real Estate/print/email	To keep in touch with your sphere	Market My Business/Market Sphere
		Samples of: Just Listed/Just Sold Postcards, 12 Direct	With prospective sellers, brand yourself as neighborhood expert	MyKWweb:Marketing Tab-Market
		Postcards/12 Direct Emails		My Business/ Market Not Mets
<b>KW MC22</b>	Office Website	Main web customer portal	Used on all ads, billboards and corporately produced	<a href="http://kwoodlands.com/">http://kwoodlands.com/</a>
	Blog articles	General interest blogs on industry / homeowner related topics	social media, email clients, newsletters	KWWoodlands Office Intranet
	Videos from KWRI	This Month in Real Estate Video	Keep in touch w/shere. Share on social media/	KWWoodlands Office Intranet/ Featured Videos
	Market Reports: Market Share	Monthly Reports. Shows Market Share by Units	In Listing Presentations	KWWoodlands Office Intranet/
		Volume for Listings and Solds for TW and		Market Center/Documents/
	Market Reports: Market Watch	Monthly Report shows active, pending, closed	In Listing Presentations; mail or email to clients/	Market Reports
		Inventory by price band for homes with & w/out	have not mets	
	KW Woodlands Infographic	Infographic on Woodlands Monthly Single Family home Stats	Listing presentation, mail, email, social meda	Market Reports
	Bruce Kink's Monthly Video	Being re-formatted with goal of sharing market data with clients and keeping agent info at end of video.	Share with clients, prospective clients, sphere and have mets thru social media and email	Link located in Monthly vlog, front page of kwoodlands.com, MC 22 FB page.
	KW "In the Community" Videos	Recaps of KW events in the community	Share on social media, in email blasts, etc.	Link located in Monthly vlog, front page of kwoodlands.com, MC 22 FB page.
<b>OUR COMMUNITY</b>	<a href="http://thewoodlandstowship-tx.gov">thewoodlandstowship-tx.gov</a>	Residents - Resource for your client information	Sellers and Buyers	<a href="http://thewoodlandstowship-tx.com">thewoodlandstowship-tx.com</a>
	<a href="http://thewoodlands.com">thewoodlands.com</a>	Resources - info that use to be in Homefinder	Buyers	<a href="http://thewoodlands.com">thewoodlands.com</a>
<b>SOCIAL MEDIA</b>	Facebook	Weekly blog and video posts	Repost to your social media	<a href="https://www.facebook.com/KellerWilliamsTheWoodlandsandMagnolia/?fref=ts">https://www.facebook.com/KellerWilliamsTheWoodlandsandMagnolia/?fref=ts</a>
	Instagram	Daily posts	Repost to your social media	kwoodlands on instagram
	KW Video Blog	Monthly vlog	Repost to your social media	In your email box, delivered monthly