

Intro to eEdge

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Intro to eEdge

- What is eEdge?
- How to access the eEdge control panel
- How to manage your contacts
- How to set up a new marketing campaign
- How to create new marketing materials
- Your two websites & how to customize them
- How to use the eEdge task manager
- Watch an intro video
- Guided tour of eEdge control panel
- In-Class: you will add a new contact
- Homework: create a property flyer for open house

What is eEdge

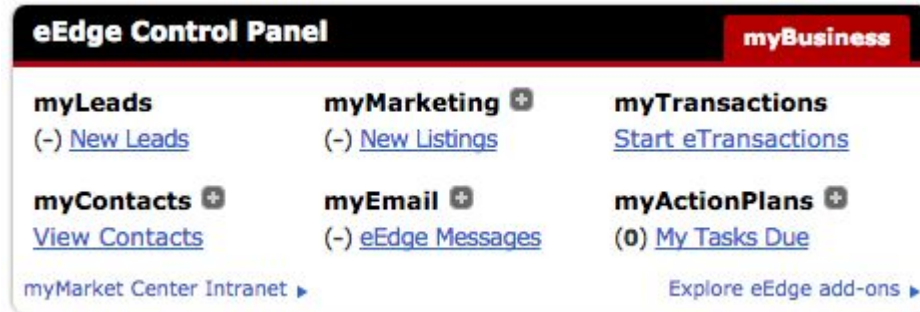
Video Click [HERE](#)

eEdge is a contact, marketing, and transaction management platform provided to you as a Keller Williams agent at no additional cost. It's the central hub where you will manage your business.

You are not required to use eEdge except for myTransactions/DotLoop. The office requires that all paperwork for a transaction be submitted digitally (paperless) through myTransactions/DotLoop.

The Dashboard

Access eEdge control panel from kw.com



my contacts

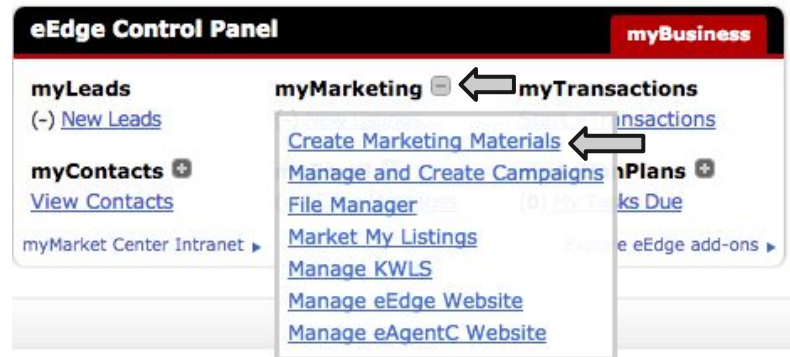
- Contacts are added to eEdge 3 ways
 - Manually (1-20)
 - In bulk / batch import (.csv file) 20-10k contacts (processing time)
 - Lead capture (websites)
 - Dotloop*
- The minimum info you need is
 - Name (first + last)
 - Email address or physical address
 - You should assign status & type to each contact
- You should organize your contacts into GROUPS so you can add multiple contacts to a campaign easily.
- When a new lead comes in, assign them to a group
- When you add a new contact you can send a welcome email
- eEdge -> MyAccount->Admin->Email takes you initial contact wizard and welcome email

eEdge Marketing Campaigns

- **KW considers any contact with a client a TOUCH**
 - Phonecall, postcard, email, drop by
 - A touch campaign can be all 1 type or a combination
- **eEdge marketing campaigns are designed around a certain number of touches per time period**
 - **8 x 8** (aggressive) 1 touch per week for 8 weeks (new lead)
 - **33 Touch** (medium) 33 touches per year
 - **12 x 12** (mild) Monthly (usually after sale / close)
- **To create a new campaign**
 - in eEdge control panel
 - click the + sign next to myMarketing ->manage & create campaigns
 - Tip: Add a 13th step (phonecall) to remind you when a campaign ends

eEdge Marketing Materials

- eEdge has hundreds of customizable marketing products
 - Postcards, listing packets, emails, flyers etc
- You can edit the products online and either download and print yourself or have eEdge send out for you*
- You will need to install microsoft silverlight to edit



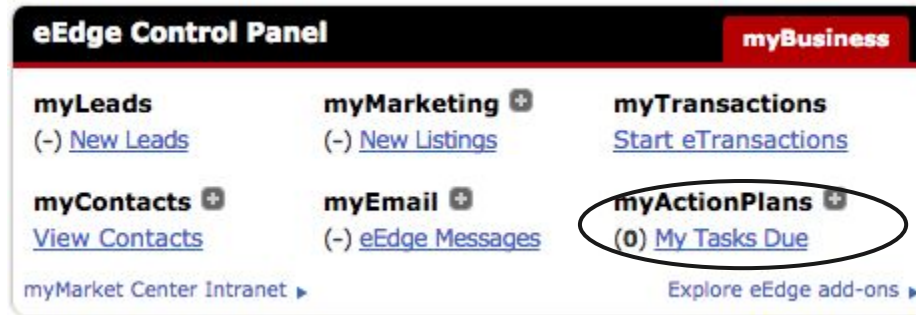
your websites

- KW provides your with two websites
 - **eEdge** website (____.kwrealty.com)
 - minor customization (contact info..)
 - one custom page
 - **eAgentC** website (____.yourworkagent.com)
 - more customizable
 - hire out design work \$400-\$600
 - standard site [example](#)
 - Brandco [example](#)



myAction Plans | Tasks

- Edge has generic task lists to keep you on track
- Plans for open houses, new listings & more
- Customize task lists and add dates



Michael Lewis Marketing Suite

<https://mlms2.orderingstore.com/>

MLMS is KW approved marketing design & production company

You can create everything from business cards to property flyers (like eEdge)

MLMS can:

- Print and mail for you
- Print and ship to you
- Download and print (PDF) on your own \$12

There are some free items under the “Free Stuff” tab