

Technology Intro

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eEdge On-boarding

- KW.com
- KWMTD Intranet
- Your Profile and getting to 100%
- Emails / Website / Mobile App
- Intro to eEdge Marketing
- Homework

KW Technology Basics

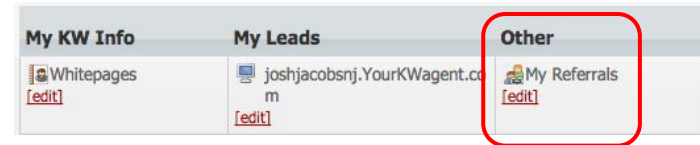
- **Google Chrome** is recommended web browser (free download)
- **PDF** document I send new agents has:
 - user names, email address options, mobile app code/link
 - getting your profile to 100% cheat sheet
 - your website links
- Your information hubs are:
 - **mykw.kw.com** : Keller Williams corporate news and info, KW cares
 - **KWMTD Intranet**: Local office news, events, announcements, classes, and classifieds
- You can access **Dotloop**
 - From the eEdge control panel by clicking **Start eTransactions**
 - or dotloop.com

Overview of mykw.kw.com

- **HOME** -> Welcome New Associates
 - Best place to start
- **EDUCATION** Tab
 - Keller Williams University: Free and paid education resources
 - Ignite: Highly recommended class to take. Learning materials available here
 - KWConnect: Video resources
- **TECHNOLOGY** Tab
 - Greensheets: take class with Liz (internal commission invoice)
 - KW Email: Check @kw.com email & reset password
 - Access eAgentC website
 - Change password for kw.com
- **MARKETING** tab
 - Logos and Graphics
- **COACHING** tab -> Learn about coaching and BOLD
- **EVENTS** tab
 - Mega Camp (August) for Mega Agents and aspiring Mega Agents
 - Family Reunion (Feb)

Your Profile

- Should be at 100%
- Upload a headshot
- Use cheatsheet to get to 100%
- Use keller williams links / handles if you don't have your own
 - Twitter
 - Facebook
 - Blog
- Your profile should be updated in 3 places
 - 1) Dashboard of KW.com (click profile, OTHER click edit)
 - 2) eEdge control panel -> my marketing+ ->manage and create campaigns
 - Admin -> my account (edit info here)
 - 3) Market center intranet
 - Above photo click gear icon and edit info

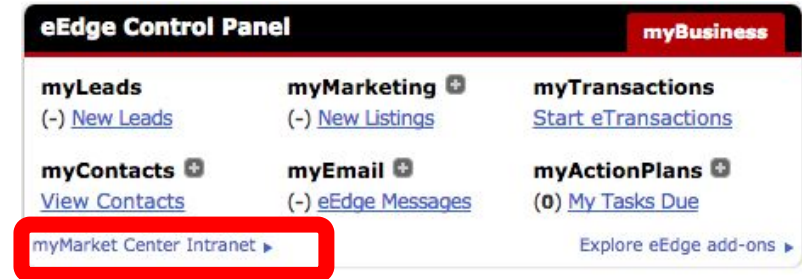


KW Email

- Your @KW.com email address
 - We recommend you use as your primary address
 - Log in at gmail.com
 - Enter full email address including ____@kw.com
 - Forwardable, smartphone compatible
- eEdge email address @kwrealty.com
 - Log in on eEdge dashboard of kw.com
 - Monitor for any new leads
 - Limited forwarding / portability

KWMTD Market Center Intranet

- This is your hub for everything happening in your local office. Access from mykw.kw.com
- **Calendar** can be synced with google calendar
 - Office Meetings, Events, Classes
- Use the **ADD POST** button to make an announcement
- Use the **ANNOUNCE POST** button to send an alert to all agents using the KWMTD list
 - You must “add recipients” before announcing
- Search for old announcements, supplier recommendations etc
- Make sure all of your alerts are ON
- Edit your profile
 - Above photo click gear / settings icon
- Tech updates / bugs / news are posted here



KW Websites

- Keller Williams provides agents with two websites
- Access websites on KW.com -> Click plus sign (+) next to myMarketing
 - eEdge: <http://joshjacobsnj.kwrealty.com/> (an example)
 - Edit your info in “my details” tab first
 - eAgentC: <http://joshjacobsnj.yourkwagent.com/> (an example)
 - Agents can customize eAgentC using approved vendor (addtl \$)
- Section 4.5 is where you access your Mobile App information

KW Mobile App

- KW App is an agent branded on-the-go home search tool
- Information at: mykw.kw.com -> Technology -> KW Mobile App Resources
- Direct users to download the KW app from the App Store
 - Clients should enter your agent ID code
 - You can also share app from your phone
- Direct users to download using links on your tech setup form we sent
 - looks like: app.kw.com/KW2JT5TS5



eEdge Marketing

- eEdge offers a digital marketing (CRM) platform
 - Send a combination of print and digital marketing products
 - Send as one-off or create a campaign
- Access eEdge from the KW.com dashboard
- Add CONTACTS using the contacts tab (pulls from Dotloop)
 - You can add contacts to GROUPS
- Create Marketing Tab allows you to Create Campaigns
 - Add contacts or Groups to your campaigns
- MARKETING CENTER is another hub for all things marketing
 - There are costs for Print materials
 - You can purchase mailing lists from 3rd party vendors

Getting Your Profile to 100%

5% First Name	5% Display for customers
5% Last Name	0% URL
0% Team Name	5% Biography
5% Street 1	1% Languages
0% Street 2	5% Specialties
5% City	5% Service Area
5% State/Prov	1% Slogan
5% Zip/Postal	0% Loss Mitigation Resume
2% Country	1% Designations
5% Business Phone	3% Blog URL (http://blog.kwri.com)
0% Home Phone	3% Facebook URL https://www.facebook.com/kwmttd
5% Mobile Phone	1% Twitter URL @kwri or twitter.com/kwri
0% Fax	3% Referral Notes (e.g., I offer 25% referral fee)
5% Text/Carrier	
10% Email	
10% Image	

Homework

- Get your profile to 100%
- Download and share your app with me