

# Frequently Asked Questions

## What is Megaphone by RE/MAX?

Megaphone is a powerful marketing and advertising platform that any time-strapped agent can understand and use. The system is intuitive, provides time-saving automation and is mobile-friendly. Busy agents can promote themselves, advertise listings and generate leads—through digital or print—whether at their computer or on the go.

## What can Megaphone do?

Three powerful things:

### Create marketing materials.

Use custom artwork or beautiful built-in templates.

### Post listings on social media.

Create Twitter, LinkedIn, Instagram and Facebook posts.

### Run online ad campaigns.

Purchase social and web campaigns, including video ads.

Automation options are available in each area. Agents can launch new digital ad campaigns, share listings on their social media accounts and create listing packets whenever they create or update a listing in booj or their MLS.

## Use Megaphone instead of Design Center

Many RE/MAX® promotional tools are now gathered under one roof and are even easier to use, including template-based listing collateral. Megaphone is the one place to go for any kind of listing promotion.

### Q. What additional benefits does Megaphone offer?

Automation saves time and hassle: Agents can automate many routine tasks, so they can focus on serving their clients instead of the busywork involved in listing promotion. Megaphone provides automated advertising, listing packets and social media posts.

Expertise is built into the platform: Megaphone blends the best practices of Homesnap for lead generation, Deluxe for content templates, and campaign placement and optimization strategies from our various advertising partners. Megaphone is truly a smart platform.

### Q. Can I continue to use Design Center anyway?

No. Design Center is being decommissioned on March 31, 2021. If you would like to save your favorite items from Design Center, plan to download them to your computer before then.

### Q. How do I learn more about Megaphone's new capabilities?

Visit RE/MAX University® where a new series of training videos will be uploaded to help you understand the basics of Megaphone and its capabilities.

### Q. Design Center will no longer be available after 3/31/21. What do I need to do to prepare?

RE/MAX University® will release a series of helpful videos that demonstrate how to complete common Design Center tasks with Megaphone. Additionally, you should prepare by:

1. Downloading and saving any Design Center campaigns you would like to keep.
2. Downloading contact lists from Design Center.

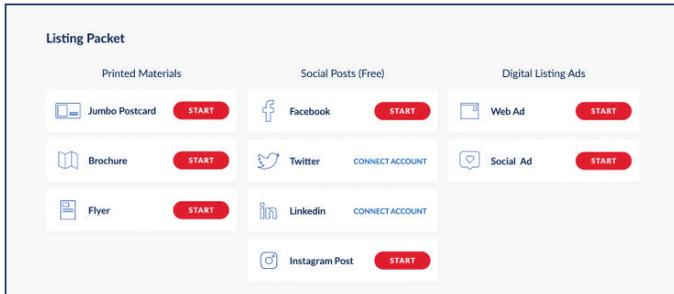
## Listing Packets

### Q. What is a listing packet?

Listing packets are the automatically generated materials that Megaphone creates for your listings.

#### This includes:

- Print Materials – Quickly download a basic flyer, postcard or brochure
- Organic social posts – Publish templated listing promotions on Facebook, LinkedIn, Twitter and Instagram for FREE!
- Digital listing ads – Templated listing ads for paid campaigns across various websites and social media



### Q. How does listing packet automation work?

- Listing information is syndicated to Megaphone which can trigger updated materials every time you have a:
  - New Listing
  - Open House
  - Price Reduction
- Any listing enhancements made in the booj Listing Manager are reflected throughout Megaphone, including edits made to remarks and high-quality photography.
- Allow Megaphone to deploy digital marketing on your behalf. Simply connect your social media accounts, set your ad preferences, and your automation is ready to go!

**Digital | Social | Print | Listing Automation Leads | Personal Branding Marketing to help you serve buyers and sellers, all in one place.**

## Organic Social Media Posts

### Q. Why should I use Megaphone to create social media posts?

**Two words: consistency and convenience.** Share the same listing with your social media followers across multiple platforms from a single tool, using our professionally designed templates and enhanced listing information.

### Q. Can social media posts be automated?

Yes! Megaphone can be configured to immediately create a new social media post when any of your listings changes status. **Triggers include:**

- New Listing
- Open House
- Price Reduced

### Q. How much do organic social media posts cost?

Social media posts are available at no additional cost.

## Digital Ad Campaigns

There are two types of digital ad campaigns: Web ads and social media ads.

### Q. What changes have been made to the online advertising features since Megaphone's launch?

The interface has been redesigned to make it easier to start, target and monitor both social and web campaigns.

Listing campaigns are template-based. These ads will use booj or MLS-provided information, but can be enhanced with your own photography.

### Q. Where do web ad campaigns appear?

Rather than targeting a specific site, your ad targets people who are interested in different topics across multiple sites. **These categories include, but are not limited to:**

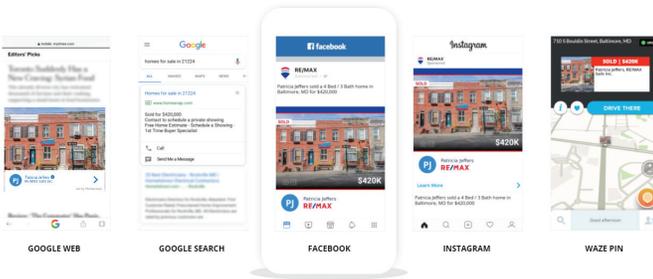
- Real Estate
- Home & Garden
- Interior Design
- Sports
- News

Your ad will appear next to relevant website content as frequently as your allocated budget will allow. Campaigns can also focus on specific geographical areas.

### Q. Where do social media ad campaigns appear?

Social media campaigns are designed to promote your listings. These campaigns can appear on one or more of the following platforms:

- Instagram
- Facebook
- Google
- Waze



### Q. What metrics are tracked by Megaphone?\*

- Leads
- Engagement
- Awareness
- Top performing ad
- Likes/Shares on Megaphone-created organic social posts

\* Reporting capabilities may vary by region

### Q. How are Deluxe and Homesnap related to Megaphone?

While Megaphone is a proprietary system developed by RE/MAX®, some components are powered by our technology providers behind the scenes. Homesnap helps with online ad placement and the Concierge service. Deluxe powers the template library and automated listing packets.

### Q. What content should I use for my ad?

Depending on the type of ad, you may use content automatically created for you, upload your own content, or modify templates within Megaphone. RE/MAX® provides content you can use on remaxhustle.com, the RE/MAX Marketing portal or the “Megaphone” template gallery within Photofy.

Check out the specs provided in Megaphone for image and video requirements before creating your own content.

### Q. Where can I learn more about Megaphone?

RE/MAX University® will be adding new resources to familiarize you with the platform. Helpful prompts are also built into Megaphone that will guide you through the platform.

[www.learninglibrary.com/RemaxU/A/Post/Details/106](http://www.learninglibrary.com/RemaxU/A/Post/Details/106)

## Notifications and Reporting

### Q. I have not used Megaphone but receive notifications anyway. What is going on?

New listings in company-owned or participating regions get an initial free ad on Facebook. You will receive a Megaphone notification for this and any leads that are generated from the campaign. Booj users will also see these leads in their booj CRM.

Notifications will also arrive when automated listing packets are ready for use. New listing packet automation will begin in March.

### Q. I want to share the performance of an ad or campaign with my client. Where do I look?

Click on the desired ad under “Active Ads” on the main dashboard. The next screen will display the ad and provide a link to share ad performance.

## Megaphone Concierge

### Q. I receive a large number of leads to qualify or would like to “hire out” management of my social media campaigns. Can Megaphone help with this?

Yes! Ask about Megaphone Concierge. Concierge is a premium service that provides professional staff to manage and optimize lead generating campaigns for your listings. These leads are vetted before being forwarded to you for follow up, and indicate that they are in market to buy, are not looking for a rental and are not working with another real estate agent.

### Q. How much does Megaphone Concierge Cost?

The cost varies based on your location, competition, and specific campaign goals – a starting point could be \$500/month or more. Please contact the concierge team to see if this option is right for you.