









Paradym's QuickStart Guide to Automation

Use this handy, step-by-step guide to start automating your real estate marketing today!

Share Interesting Things to Social Media	Promote Your Listings on Social Media	Automate Emails	Automate Everyday Tasks
<p>Find Interesting Content:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Set up a Feedly account. <input type="checkbox"/> Create “Feeds” for topics that might be interesting to your clients. This will give you a constant source of interesting articles to share that you don’t have to go searching for. 	<ul style="list-style-type: none"> <input type="checkbox"/> Make sure your MLS syncs to your virtual tour provider. 	<ul style="list-style-type: none"> <input type="checkbox"/> Use a product like MailChimp to add an email signup form to your website to gather emails. 	<ul style="list-style-type: none"> <input type="checkbox"/> Simplify your access to online documents: use Google Drive and Google Docs to access documents in one place via desktop and mobile.
<p>Share Interesting Content:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Set up a Buffer account. <input type="checkbox"/> Upgrade to Feedly Pro and add 5-10 articles to your Buffer pipeline each week. 	<ul style="list-style-type: none"> <input type="checkbox"/> Sync your virtual tours to automatically post to Facebook, Twitter, LinkedIn, YouTube, Realtor.com, Zillow, Trulia, etc. (Need this? Paradym can help). 	<ul style="list-style-type: none"> <input type="checkbox"/> Write 3 emails introducing yourself and how you help people. Add them to your automated email sequence for new leads. 	<ul style="list-style-type: none"> <input type="checkbox"/> Never lose a password again: Sign up for LastPass password manager. 
<p>Monitor Your Content:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Make sure your social media app settings allow notifications to alert you when your content is liked or shared on social media. 	<ul style="list-style-type: none"> <input type="checkbox"/> Mix it up: Use Canva to create images that highlight different features of your listings. Use different photos, more text, less text, different colors, etc. 	<ul style="list-style-type: none"> <input type="checkbox"/> Keep your seller in the loop: send them automated seller reports about your marketing with Paradym. 	<ul style="list-style-type: none"> <input type="checkbox"/> Use IFTTT or Zapier to automate some of the manual things you do everyday (like “Save new iOS Contacts to your Google Contacts,” simplify social media posts, and more!). <input type="checkbox"/> Use Paradym’s Mobile Target Lead Capture feature to grab leads, provide clients with more info about properties, and receive lead notifications automatically.