

# Customized Thank You Animation

Times like these are opportunities for resilience and adaptation.

In a collaborative effort, J.D. Calvin and The Evoke Group have put together a completely custom video to promote YOU the agent, and say Thank You to those on the frontlines. The shelf life for this video is long, as it's simply a Thank You card!

Marketing yourself at the highest level with the most eyeballs on screens in history. Say Thank You to those on the frontlines. Help those in need during the crisis with portions of proceeds going to The Food Bank for Central & Northeast Missouri. It's a homerun marketing strategy!

What you do with the video is completely up to you. However, we've put together a comprehensive checklist, to maximize exposure, and make sure your brand gets into the homes of everyone in YOUR market. Right now, we think THIS is the BEST way to market you, say thank you and take advantage of an 85% increase in eyeballs on screens. We think this is the best money you can spend on marketing... Hands down. (no pun intended)

## **Complete distribution and marketing strategy! (included below)**

### **❑ Facebook, Instagram & LinkedIn**

#### **❑ Create an Organic Post with a message for each of these platforms**

- ❑ Include a short, personalized, message along the lines of the animation (Ex: Thank you to those on the frontlines!, We're grateful to those..., etc)
- ❑ [\(See "Best practices for creating an engaging post here"\)](#)
- ❑ "Boost" your post (Pay a little bit to reach a larger audience)
  - ❑ [How to Boost your Posts](#)

#### **❑ Feature in social "Stories"**

- ❑ [What's a "Story" and how do I post?](#)

#### **❑ Add as a "Pinned" Post to your Facebook Page**

- ❑ [How to "Pin a Post" on Facebook](#)

#### **❑ LinkedIn**

- ❑ [How-To](#)
- ❑ [Frequently Asked Questions](#)

### **❑ Your Agent Website**

#### **❑ Email Blasts**

- ❑ Using video enabled BHHS eCards, send the video directly to your SOI, and those working on the front lines. Set up a time with J.D. to send these out as Video Thank You eCards.

#### **❑ Bonus BHHS Zoom backgrounds**

- ❑ Are you doing zoom calls with friends and family? Why not use custom made Zoom backgrounds that promote YOU and say thank you at the same time