



social media management.
content.
custom marketing.

created especially for
real estate professionals.

who is Resource Multimedia?

Resource multimedia: The social media and content solution for the Real Estate Industry.

The brainchild of two former real estate editors, Shannon Mastaler and Paula Kozbial know the value of good content and the benefit of sharing it. With this in mind Resource Multimedia was born - a simple and affordable solution for Real Estate Professionals to be successful in social media.

Real Estate Professionals have the option of choosing from two membership types that fit any budget and any social media need. Resource Multimedia is the only company that provides Real Estate Professionals with original articles and tweets on home and garden, the real estate industry and most importantly, on your local community. Our articles and tweets are professionally written to inform and attract buyers, sellers and gain a strong social media following in your area. Sharing our content makes you the expert in your field, a trusted source of information and a positive voice in your community.

In addition to social media, Resource is your solution for custom marketing and custom content. Just ask us how we can create you a logo, marketing materials or an article that truly makes you stand out from the competition.

Over the next few pages you will find more info on all our services, but please feel free to email us directly if you have any questions!

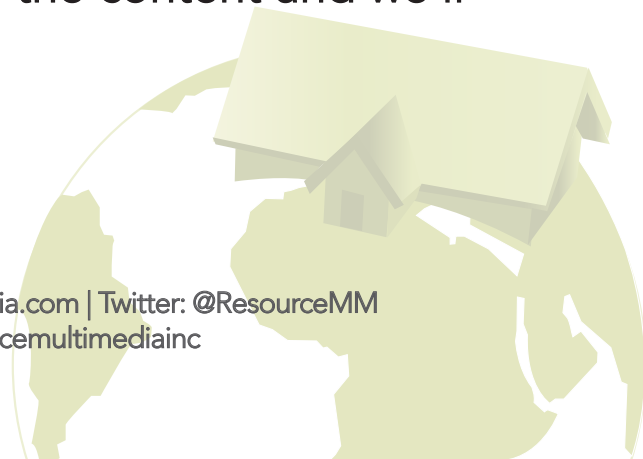


Paula & Shannon
info@resourcemultimedia.com

SOCIAL MEDIA

get competitive with a Resource Membership.

Social media is a very effective and beneficial marketing and sales tool for Real Estate Professionals. Not only do your clients expect their agent to be on social media, but social media is a simple way to gain valuable awareness in the community, to show you are current and credible, while creating a potential for leads and sales. **With a Resource Membership, your social media campaign will be active, will attract local followers and will increase awareness in your target communities. We have the content and we'll show you how to use it!**



CHOOSE FROM TWO SOCIAL MEDIA MEMBERSHIP TYPES:

- 1 WEBSITE MEMBERSHIP** - Our website membership saves you time, and provides you with content to post -simply and affordably. This membership is perfect for Realtors who prefer to do their own posting, yet don't know where to look for content or struggle to come up with what to say on social media.

Website Membership: \$46.99/mth

Become a member of ResourceMultiMedia.com and your membership includes:

Access to HUNDREDS OF ROYALTY-FREE ARTICLES

Share articles on Facebook, Twitter, LinkedIn or download them for your newsletter, website, blog etc...

An AUTOMATED TWEETING system

Schedule your tweets ahead of time and let Resource tweet on your behalf so you can relax knowing your social media campaign is active.

Access to HUNDREDS OF READY-TO-GO TWEETS and posts

Never struggle again trying to come up with interesting and effective things to say on your social media - we've got it covered with industry-related, local and current ready-to-go tweets and posts!

*one month free with full year membership

- 2 EXECUTIVE MEMBERSHIP - FULL SERVICE SOCIAL MEDIA** - Our Executive memberships are designed for Realtors who would rather have a social media professional take care of their entire social media campaign from start to finish. With this membership you will be able to sit back and watch your online presence grow while we do all the work for you.

Executive Membership Options:

SILVER PACKAGE INCLUDES:

- Resource team member to liaise with you to determine what to promote & highlight – events, workshops, home listings, community involvement, certifications & awards, etc.
- Monthly content calendar
- Tweets once three days a week
- Retweets once a week
- 3 Facebook posts per week
- Finding pages to 'like' & increasing fans
- Two blog posts per month
- Two LinkedIn posts per month
- Monitoring of re-tweets, messages, followers
- Resource Multimedia Membership

\$169/mth*

GOLD PACKAGE INCLUDES:

- Resource team member to liaise with you to determine what to promote & highlight – events, workshops, home listings, community involvement, certifications & awards, etc.
- Monthly content calendar
- Tweets twice a day, 5 days a week
- Retweets two times a week
- 4 Facebook posts per week
- Finding pages to 'like' & increasing fans
- Four blog posts per month
- Four LinkedIn posts per month
- Resource MultiMedia Membership

\$239/mth*

**BEST
VALUE!**

DIAMOND PACKAGE INCLUDES:

- Resource team member to liaise with you to determine what to promote & highlight – events, workshops, home listings, community involvement, certifications & awards, etc.
- Monthly content calendar
- Tweets twice a day, 5 days a week
- Retweets three times a week
- 5 Facebook posts per week
- Finding pages to 'like' & increasing fans
- Four blog posts per month
- Four LinkedIn posts per month
- Resource MultiMedia Membership
- **Branded posts with individual artwork, logo and branding**
- **One Facebook Ad a month**

\$389/ mth*

* All packages require one year commitment.

CUSTOM MARKETING

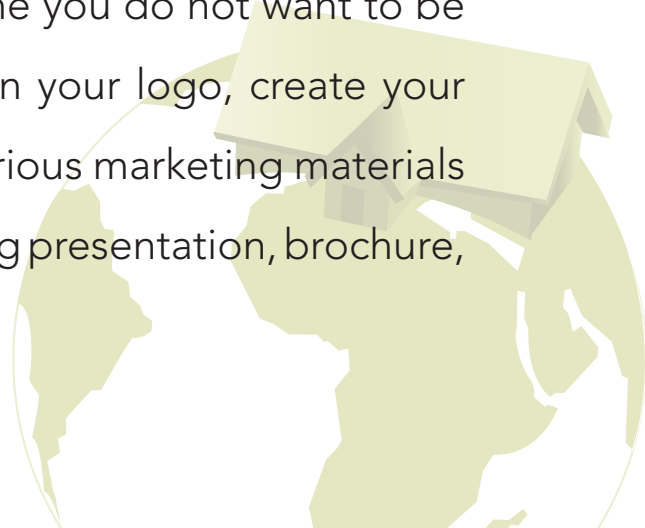
step it up with stunning marketing materials

Like every successful business, it all starts with a personal brand that represents you and your services.

A successful brand:

- Delivers your message clearly
- Confirms your credibility
- Connects to your target market emotionally
- Leaves a lasting, professional impression.

Your brand resides within the hearts and minds of customers, clients, and prospects. A strong brand is invaluable as the battle for customers intensifies day by day. It's an important piece in your marketing communication and one you do not want to be without. Resource can help you design your logo, create your tagline and inject your brand across various marketing materials like signs, business cards, website, listing presentation, brochure, flyers and more.





CUSTOM MARKETING - RATES

BRAND IDENTITY PACKAGE \$1,750

(Includes logo, tagline, business cards and letterhead!)

Let us get to know you, and together, we will create a brand you are proud of - one that represents your best qualities and that you can carry across all your marketing and communication materials. A strong brand will help homebuyers and sellers identify with you and will make a lasting impression!

INCLUDES:

- New logo personalized for you
- New business card design and letterhead

SOCIAL MEDIA CLASSES

Our Social Media classes can help you get started, or just get more familiar with your favourite sites. Topics for classes can be on anything from understanding the importance of social media in your business, to Twitter or Facebook 101 or anything in between.

\$75 per hour

LAWN SIGN DESIGN

Your lawn sign should be a continuation of your brand - let us make your Lawn Sign match your current branding and stand out among the competition!

\$300

LISTING PRESENTATION DESIGN

You have a beautiful brand and look, but your listing presentation doesn't match. Let us update it for you so you are sure to impress. (does not include writing.)

\$65 per page

BLOG & CUSTOM ARTICLE WRITING

Custom articles written just for you on any topic you request for your websites, newsletters, etc.

.60 cents a word.

Everything you see here can be customized to meet your budget and your individual needs! Contact us for a personal estimate.

content is queen.



www.resourcemultimedia.com

info@resourcemultimedia.com

Twitter: @ResourceMM

905.389.3800

www.facebook.com/resourcemultimediainc