



Broadcast Marketing for Agents

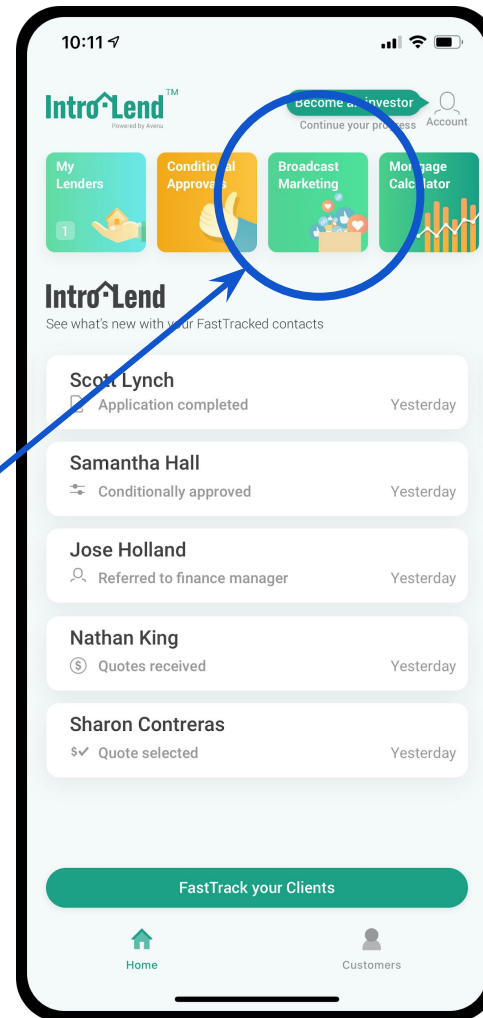
Online Tools to Supercharge your Client Outreach



Broadcast Marketing Tools

Custom FastTrack link & asset menu to simplify outbound marketing

Click on the new “Broadcast Marketing” tile in the top row of your Home page.

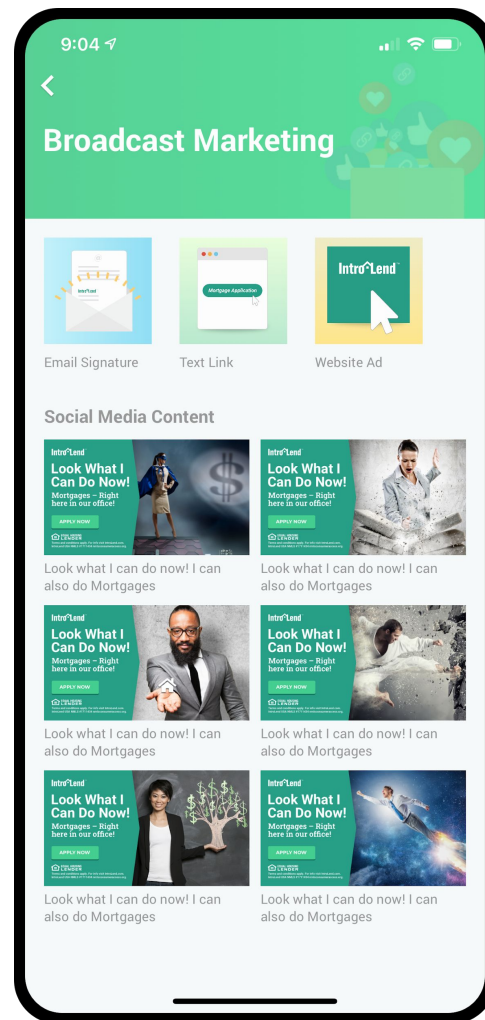




Broadcast Marketing Menu

Simple, but powerful tools:

- Your Custom FastTrack Link
- Email Signature Assets
- Website Banner Ads
- Social Media Content

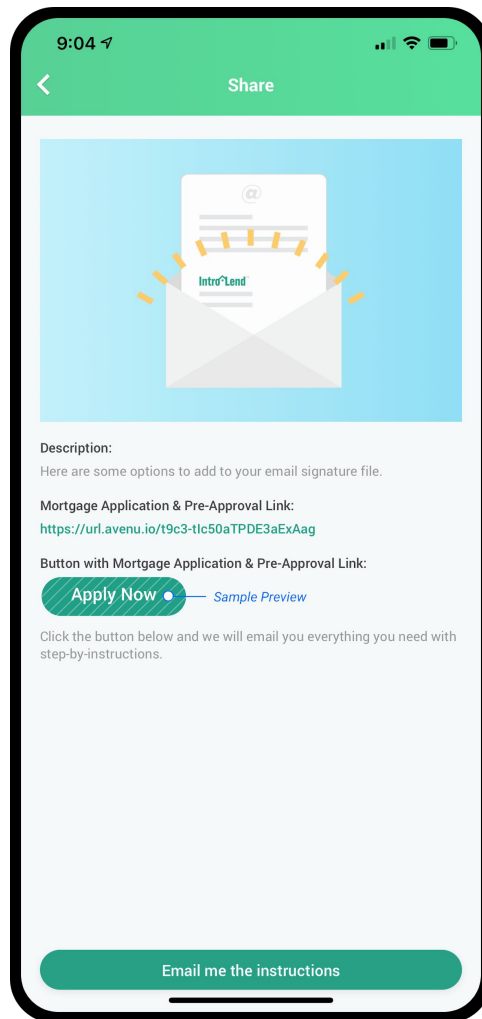


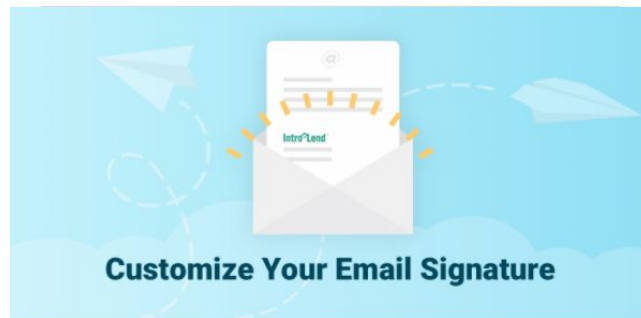


Email Signature Assets for your email signature

Here's your custom FastTrack link, along with a simple graphic to leverage it.

Click the "Email me Instructions" button to receive details on how to update your email software.





Customize Your Email Signature



Email with Instructions Email Signature

Apply with ease!

How to customize your email signature!

Dear Henry,

Update your email signature with your very own custom link so your recipients can start a digital mortgage application process with ease. When clients click your link, they will begin their digital mortgage application journey through our platform so that you and your Chapter get the referral when the loan is funded.

Your custom link:

<https://url.avenue.io/HhRa5WFOOk-FPdJ8YeOd0w>

Copy and paste this link wherever you want to customize your outbound marketing materials.

Your custom Apply Now button:

Download the button image and manually add it to your email signature.

Apply Now

Instructions for Outlook:

1. Click File > Options > Mail > Signatures
2. Click the signature you want to edit, and then make your changes in the Edit Signature box.
3. Add the text you want to display with your link:

<https://url.avenue.io/HhRa5WFOOk-FPdJ8YeOd0w>

4. When you're done, select Save > OK

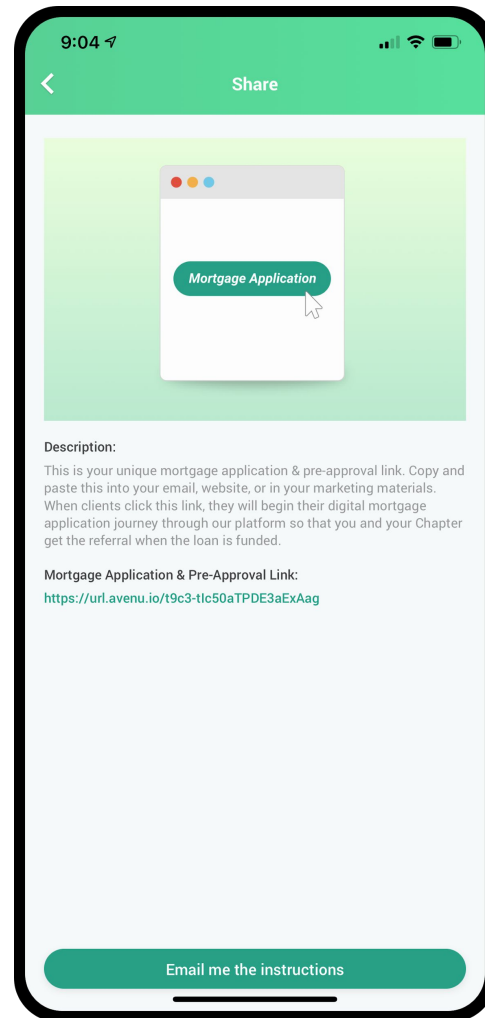


Custom FastTrack Link

Drive new loan applications fast!

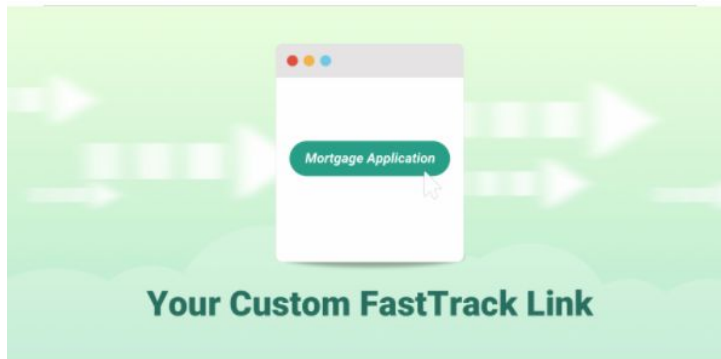
The custom FastTrack link is unique to you. Simply copy and paste this link wherever you want... to help clients launch their digital mortgage journey.

You can also click the “Email me Instructions” button to receive further details.





Email with Instructions Custom FastTrack Link



Here's the new custom link we've prepared just for you!

Dear henry,

Raise awareness that your real estate career is expanding. Help your clients start their digital mortgage journey by using the custom link we've prepared just for you.

Remember, this is your very own custom link so your clients can start a digital mortgage application & pre-approval process. Copy and paste this link into your outbound marketing materials. When clients click your link, you and your Chapter will receive the referral when the loan is funded.

YOUR CUSTOM LINK:

<https://url.avenue.io/8TgLrebHt0-aMwjX-tM7ow>

Copy and paste this link wherever you want to customize your outbound marketing materials.

Thank you for being an IntroLend partner.

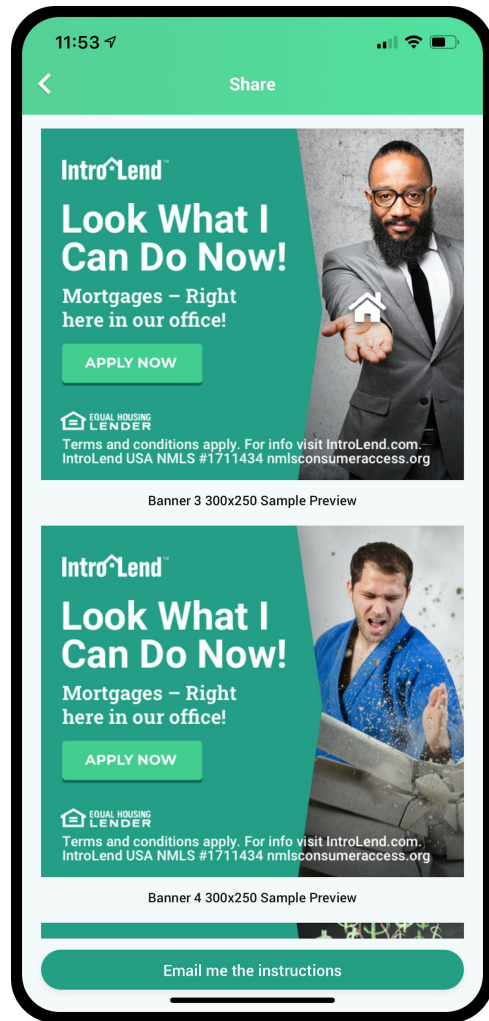
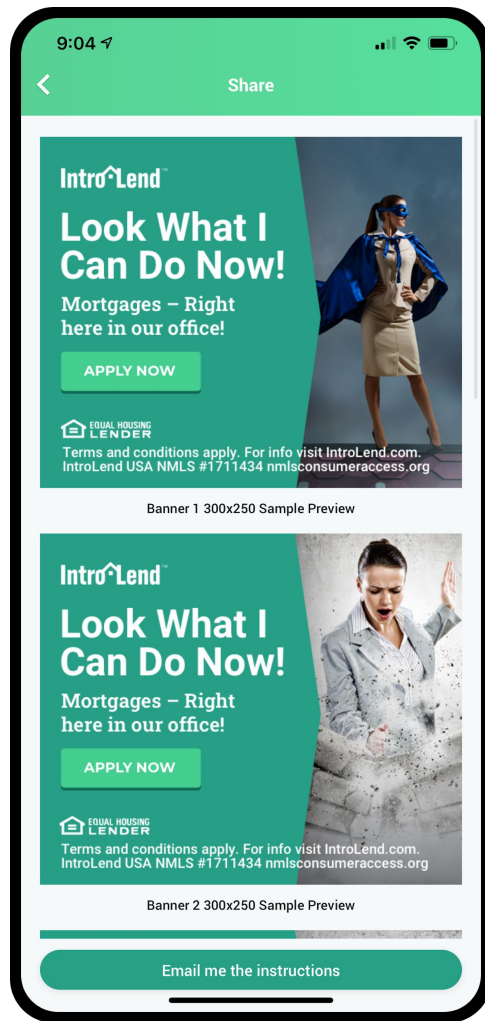


Website Banner Ads

Choose from six engaging Ad Banners in three formats

Deploy this “Look what I can do now!” ad campaign to boost client interactions. Each banner is embedded with your custom FastTrack link.

Click the “Email me Instructions” button to receive further details on how to add these to your website.





Email with Instructions Website Banner Ads



Start using Website Ads!

We have created the ads below, so you don't have to!

Dear Henry,

Help your current and future clients discover your new range of services by placing custom website ads on your website.

1. Preview our inventory of web banner ads below and choose the one you want to promote on your website.
2. Once you've selected the ad you prefer, simply copy and paste the HTML on your website so the ad appears along with the appropriate links. Please note that any ad that promotes a new purchase or refinance will automatically have your custom link so that you and your chapter receives the referral when a loan is funded..

Our New Ads!

Banner Ad No.1

300x250:

```
<a href="https://url.avenue.io/P6UL1yfUakqVjSkeakp-lw">  
<src="https://url.avenue.io/M7QwfahDg06gHZ2TONrRXA">  
</a">
```



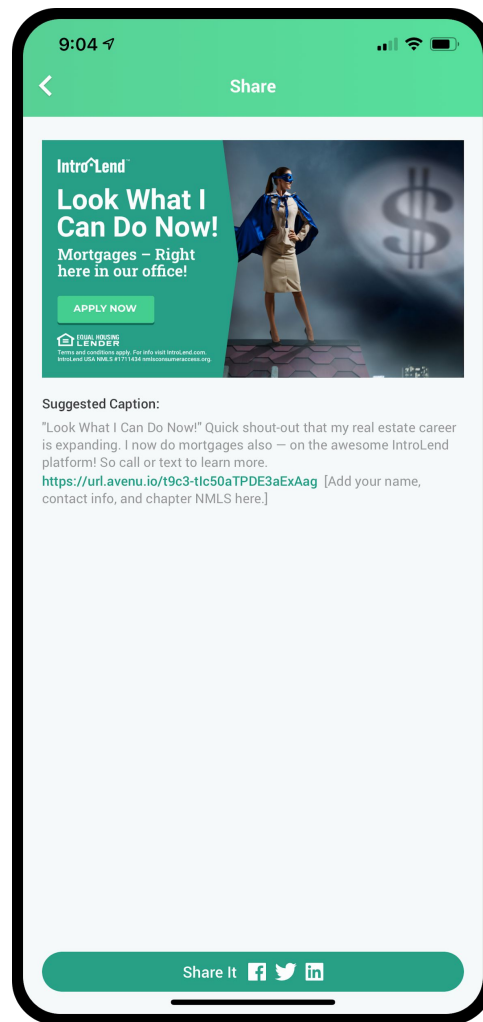


Social Media Content

“Look what I can do now!”

Select from six campaigns to share across your social media channels. Simply click the “Share” button to choose your preferred social platform.

Each post is embedded with your custom FastTrack link, so clients can easily launch their digital mortgage journey.





Thank You!