MISSION CONTROL

CRASH COURSE

📅 Every second Thursday of the month   🕐 1 PM PST

ylopo

REGISTRATION LINK:

bit.ly/3RZy6nb

🔗 www.ylopo.com

Current Campaigns

| Listing Rockets (89) | PPC (3) | Social Media (2) | Custom (1) | Remarketing (4) |

3D TOUR   CAROUSEL PHOTO ADS   DYNAMIC VIDEO ADS
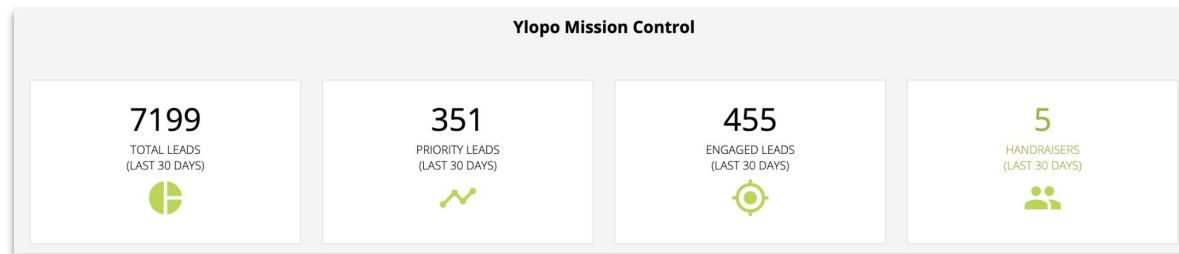
What is Mission Control?

Mission Control is the Ylopo system where you can view and interact with your marketing information to adjust ads, campaigns, and budgets.

It is accessible only to the account administrator to protect anyone else from updating your budget or marketing.

If you want to share access with anyone else on your team, please let us know, and we will provide them access.

Login at: **stars.ylopo.com/dashboard,** password is same as logins for accessing Stars Profiles in CRM

Lead Statistics

| 7199	351	455	5
TOTAL LEADS (LAST 30 DAYS)	PRIORITY LEADS (LAST 30 DAYS)	ENGAGED LEADS (LAST 30 DAYS)	HANDRAISERS (LAST 30 DAYS)

Total Leads: Shows all leads imported and generated in Ylopo related to your marketing. We recommend that you compare how many leads you have in Ylopo to the amount in your CRM. The total number in your CRM should be close to the number of Total Leads. If not, let's discuss doing another mass lead import or Homebot import.

Priority Leads: All leads that triggered a **YPRIORITY** tag within the last thirty days. These leads have engaged with the home search site at a high level of activity. Ensure you have a saved filter created to find these in your CRM!

Engaged Leads: Newly generated leads or leads that have interacted with the home search site within the last 30 days.

Handraisers: Total number of leads that have triggered a **HANDRAISER** tag from the last 30 days. Handraisers are leads who have requested more information or to schedule an appointment.Ensure you have a saved filter created to find these in your CRM!

Marketing Snapshot
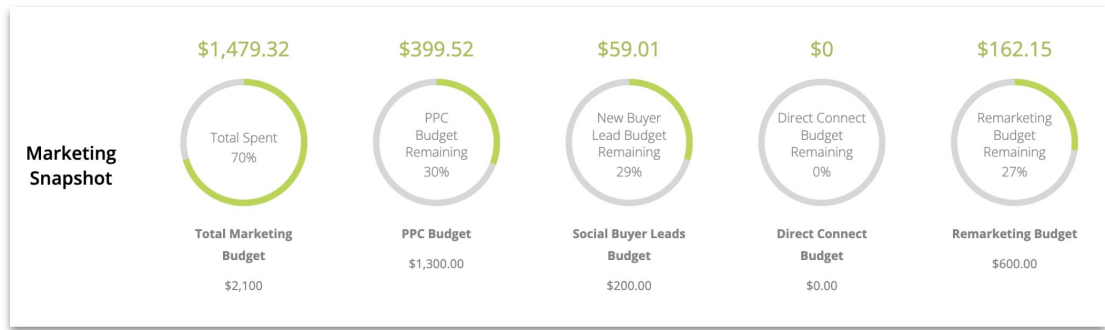
Total marketing budget:

- How much is spent out of your monthly total marketing budget.
- The % in the circle reflects the total percentage of your budget spent to date.

Total individual budgets (PPC, Social, Direct Connect, Remarketing:

- Displays how much is remaining for that specific budget for the month
- The percentage in the middle of the circle is your total budget for the month that's been spent to date.
- $0.00 indicates zero spend allocated
- The PPC budget combines both buyer and seller budgets. Direct Connect can include social and ppc spend.
- Remarketing spend allocation suggestion, $100 per 1000 leads

Brand Awareness Snapshot

Brand Awareness Snapshot	People who saw your brand (Last 30 days)	People we've captured for re-marketing (Last 6 Months)	People who we're engaging on listing alerts (Last 30 Days)	People who have liked your page (Last 30 days)	Leads being nurtured in your Ylopo Cauldron

People who saw your brand: Total advertising impressions from Facebook and PPC advertising in the last thirty days.

People who we have captured for remarketing: Total number of leads generated in the last 180 days that are receiving remarketing.

People who were engaging on listing alerts: The total leads who can receive listing alerts in the last 30 days.

People who have liked your page: Page likes will be lower because we are generating leads instead of page likes and not routing to your Facebook page.

Leads being nurtured in your Ylopo Cauldron: Leads generated but do not meet distribution qualifications are housed in the Ylopo cauldron. We continue to nurture these leads to obtain missing contact details and move these to delivered.

Marketing Command Center

Marketing Command Center

→ Pause Your Marketing

Adjust Budget

$2100

Lead Filtration Level

Standard Lead Filtration *

Location Targeting

Cities

Adjust Budget: Allows you to make updates to your Facebook, PPC, Direct Connect and Remarketing Budgets. Budgets must not exceed the maximum shown at the bottom. These updates will take 24 hours to go into effect.

Lead Filtration Level: Moving to a higher filtration level updates the number of questions the lead receives at registration. Since leads are receiving a higher filtration there are fewer leads delivered and nurtured in the cauldron..

Location Targeting: View, add, and remove marketing locations.

Pause Your Marketing: This button will pause your marketing budget. Note this does not stop any monthly fees, such as your technical fee or others like AI texting etc., as those services continue.

Seller Report & Reverse Lookup

| 📊 Generate Seller Report | 📊 Reverse Lookup By Property |

Generate Seller Report: The Ylopo seller report is a great way to help make you stand out when attempting to win a listing. The seller report takes the topic of marketing and buyers and crystalizes it so the potential seller knows that you mean business. This is because with Ylopo, you can see who you are running ads to, what your ads look like, and literally list out all your contacts in your database!

Reverse Lookup By Property - The Ylopo Reverse Lookup allows you to quickly identify potential buyers in your database that may be interested in a specific property. Each lookup is unique to a particular listing and its criteria. Once you've entered the property info, you can generate the report resulting in a CSV of those people.

Click here to Win Listings with the Seller Report and Reverse Look Up

Current Campaigns

Current Campaigns

| Listing Rockets (34) | PPC (3) | Social Media (1) | Custom (0) | Remarketing (3) | | 🚀 Create Listing Rocket ▾ |

| Active (3) | Inactive (0) | | This Month ▾ | | | |

| Show All | On/Off | Campaign Type | Total Spend | Clicks (Rate) | People Engaged | # of Times Person Saw Your Ad |

PPC

- The buyer campaign will display the top 5 locations from most to least lead volume usually showing a local and out of state campaign.
- Some setups may have multiple campaigns to target the entire county and relevant county keywords.
- The seller campaign does not use location breakdowns. This is because keywords are more prominent with seller leads. Locations are still used in the search.

Social Media

- This is for Facebook lead generation.
- Home Buyers include different segments that you can turn on and off such as inspiring buyer, military, luxury, etc.
- Home Sellers also have locations and segments.

Remarketing

- Buyer remarketing Ads
- Seller Remarketing Ads
- Branding ads are updated often based around the holidays. We recommend turning on only from Mission Control. Each add is an additional $1 per day while active. These are short videos that promote your brand. Are available for download here.

Listing Rocket

Carousel LR

DyVa LR

3D Tour DyVa LR

A Listing Rocket allows you to easily to promote your listing with a custom branded video or branded ad on social media during various stages of the home sales lifecycle. There are three types of listing rockets: Carousel Photo Ads, DyVa Ads, and 3D Tours.

- Listings must be on MLS
- Listing status availability depends on MLS
- By creating a listing rocket advertisement you acknowledge that you have permission to market this property in accordance with the rules of your local MLS board.
- After running a listing rocket you can generate a detailed seller marketing report to keep your sellers informed of ad performance

Listing Rocket
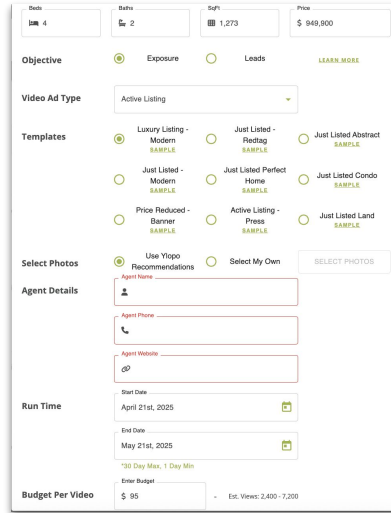
Carousel Photo Ads
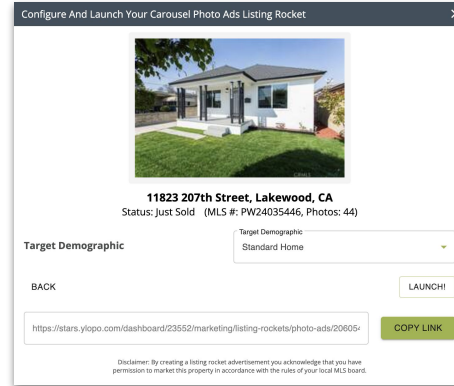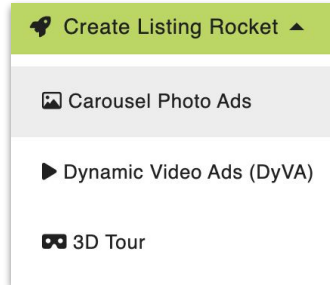
- Great for lead generation
- Can target by demographic (luxury, first time buyer, military, etc.)
- Carousel of pictures from MLS are used in Ad
- Ad Automatically updates as status in MLS update
- Budget is pulled from social lead generation
- About $1 a day, 30 days = $30
- **<u>Launching a Carousel Photo Ad Listing Rocket</u>**

Dynamic Video Ads (DyVa Ads)

- Great for exposure
- Ability to choose template
- Can target for leads or exposure (3x as many views than lead gen targeting)
- Min run time 1 day, Runs until budget spent, can pause in Mission Control
- $95 direct bill to Ylopo account, unused budget refunded on next bill
- **Launching a DyVa ad Listing Rocket**

Listing Rocket

3D Tour Dynamic Video Ads (3D Tour DyVa Ads)

- Great for exposure
- Ability to choose music
- Can target for leads or exposure (3x as many views than lead gen targeting)
- Min run time 1 day, Runs until budget spent, listing goes goes pending, email support@ylopo.com
- Direct bill to Ylopo account, $95 Max refund is $45 as this is the rendering fee cost to Ylopo
- **Launching 3d tour DvYa Ad Listing Rocket**

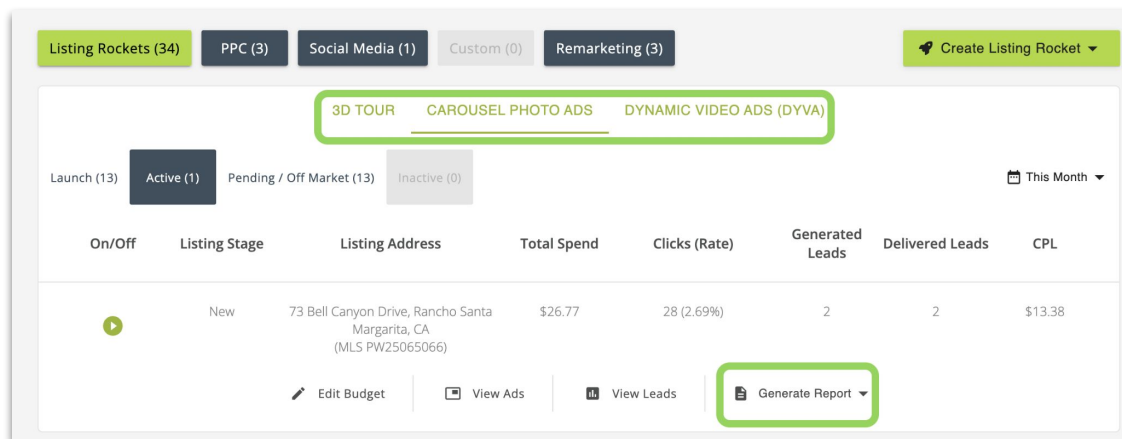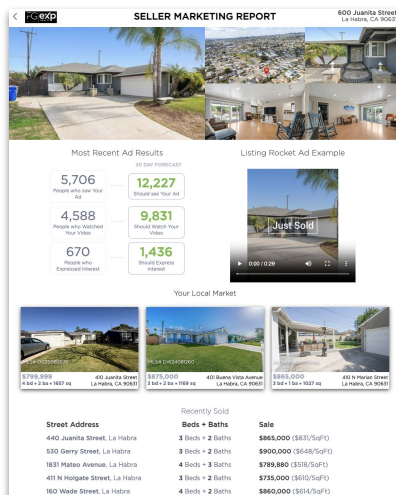# Locating Listing Rocket Generated Leads
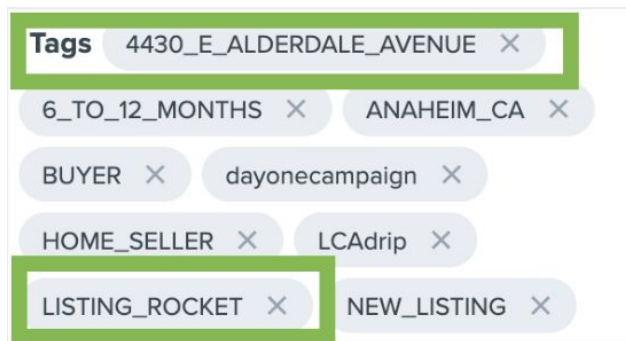
Leads generated from a listing rocket will be tagged with:
- "LISTING_ROCKET"
- The address in the format "STREETNUMBER_DIRECTION_STREETNAME_STREET_UNITNUMBER."
- Dynamic Video and 3D tour Listing Rockets you will also see the tag "VIDEO".

Seller Marketing Report

- The seller marketing report helps keep your sellers up to date on the marketing running for their home.
- This can be downloaded for presentations or sent via a text or email with a URL link
- Use to showcase at your listing appointments
- **Using the Seller Marketing Report**

Custom Ads

Have a Custom Ad Idea?

What Type of Custom Ad? — Summarize Your Ad — Who do you want to target? — What geographic areas do you want to target? — In Review

Coming Soon / Off Market Listing
I want to advertise a listing that isn't on the market yet or will not be on the market

Get Started

Pending/Sold Listing:
I want to advertise a pending or sold listing to generate seller leads

Get Started

1. Select the **Get Started** button and complete the question prompt.

2. Enter a description of the property or ad.

3. Provide a link to some images you would like to use.

4. Choose a custom audience.

5. Choose your custom target areas or select your already targeted cities.

6. **Submit**

If you want to run a custom ad but not for a listing, please email <u>marketing@ylopo.com</u> directly!

Thank you!

- ○ **Coassemble Training**

- ○ **Realtor In Residence Office Hours**

- ○ **Ylopo Help Center**

- ○ **Ylopo Success Community**

- ○ **Ylopo Support Center**