

# Amplify Your Business

Easy to use!

Market your personal brand or promote a listing.

Save time with automation - Megaphone does the hard work for you.

Simple and shareable marketing reports.

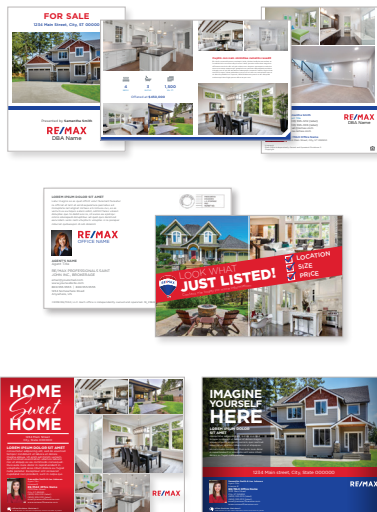


Works on any screen: mobile, tablet, desktop.

Megaphone is a powerful marketing platform that provides automated advertising, social media posts and printed collateral for every RE/MAX listing. Find buyers, promote your business and impress your clients through a single easy-to-use tool.

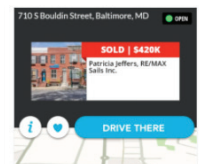
Popular marketing materials are created for you automatically!

Browse, download or order prints!



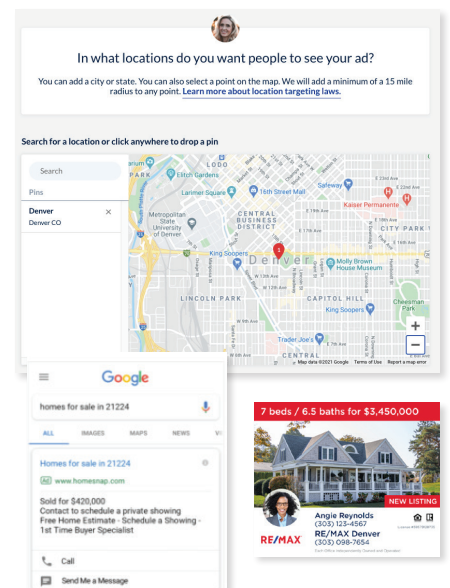
Publish to your social media accounts.

Upload custom artwork, or utilize built-in templates.



Easily advertise listings on Google, Facebook, Instagram and Waze

Or focus custom campaigns by geography or interest



Is there something we can do to make Megaphone more valuable?  
Share your idea in the Idea Portal! [ideas.remax.net](https://ideas.remax.net)

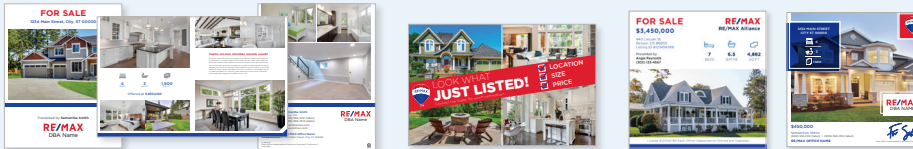
# Marketing Materials

Save time, impress clients and generate leads with Megaphone by RE/MAX®. Browse the content area for both print AND digital materials. Download any pre-designed listing presentation or other document template for free. Prints and direct mail campaigns can use Megaphone-generated templates or upload your own designs.

## LISTING PROMOTIONS

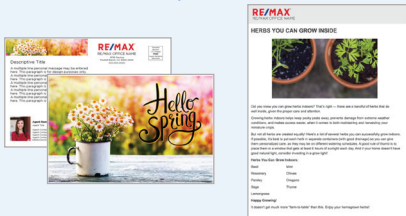
**Print:** Browse hundreds of options, including listing presentations; order prints right from the platform or download designs for free.

**Digital:** In addition to an automated Listing Website, create personally branded promotional items to email, post to social or use in a digital ad campaign.



## SEASONAL MESSAGES

Stay top-of-mind with quarterly e-newsletter content or seasonal postcards.



## BRANDED PERSONAL PROMOTIONS

Use Megaphone to create personalized note cards, stationery and much more!



## SPECIALTY TEMPLATES TO BUILD YOUR BUSINESS

THE RE/MAX COLLECTION® | RE/MAX COMMERCIAL® | AWARDS | NEW BUILD | CMN | NATIONAL ADS

## Megaphone Mailers are Flexible

Pick a template or upload your own design.

**Upload a list\* or we can build one for you:**

**Radius search**—include all addresses near a point on the map.

**Street search**—filter by zip code or street name.

**Polygon search**—draw a rectangle to identify a mailing area.

**Refine your lists with additional filters**—home value, property type, loan date range, etc.

**Target homes with absentee owners**—identify rental properties and second homes.

\*Lists are only used for direct mail. Ad campaigns are targeted using other criteria.

# Expand your sphere with a Digital Ad Campaign

Engage a wider audience by advertising online. Buy static or video web ads to promote your brand across the Internet or promote a listing to potential buyers with a web or social media ad campaign.

**Social Ads:** Generating leads for a listing is as simple as previewing your ads and setting your budget!



- Advertise on Facebook, Google, Instagram and Waze.
- Customizable, template-driven ads and landing pages.

Waze ads appear when prospects are in the neighborhood! >



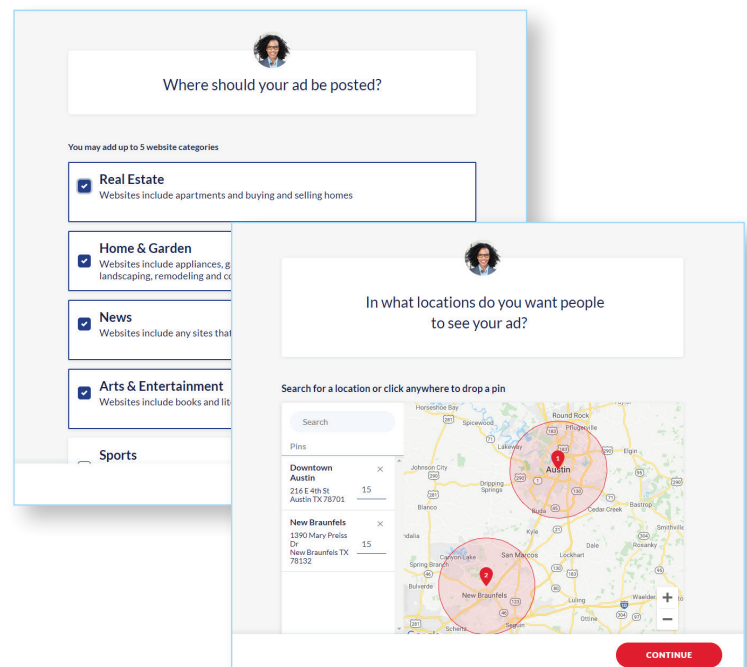
< Edit the Photograph

< Personalize the Post



**Web Ads:** Promote a listing or your personal brand with a digital display ad. Drive traffic to an automated listing website or any web page of your choice. **You're in control:**

- Focus ads by reader interest.
  - Home & garden, sports, travel and more!
  - Up to 5 categories per campaign.
- Location! Location! Location!
  - Drop one or more map pins to advertise throughout a city or state.
- Flexible campaigns.
  - Automatic scheduling provides maximum exposure for your budget.
  - Set specific dates to promote an Open House or other event.
  - Create ads with Photofy, RE/MAX Hustle or upload your own content.





# Marketing Automation

## A Listing Agent's New Best Friend

Invest your time where it matters most! Free yourself to focus on nurturing leads and helping clients while Megaphone takes care of tedious, behind-the-scenes marketing tasks.

**Automatic email notifications alert you when materials are ready for download.**

Your marketing materials are always up-to-date.

- A dedicated listing website.
- Access complimentary flyers, postcards and brochures via the listing page.
- Additional templates are ready for download in the Megaphone content library.

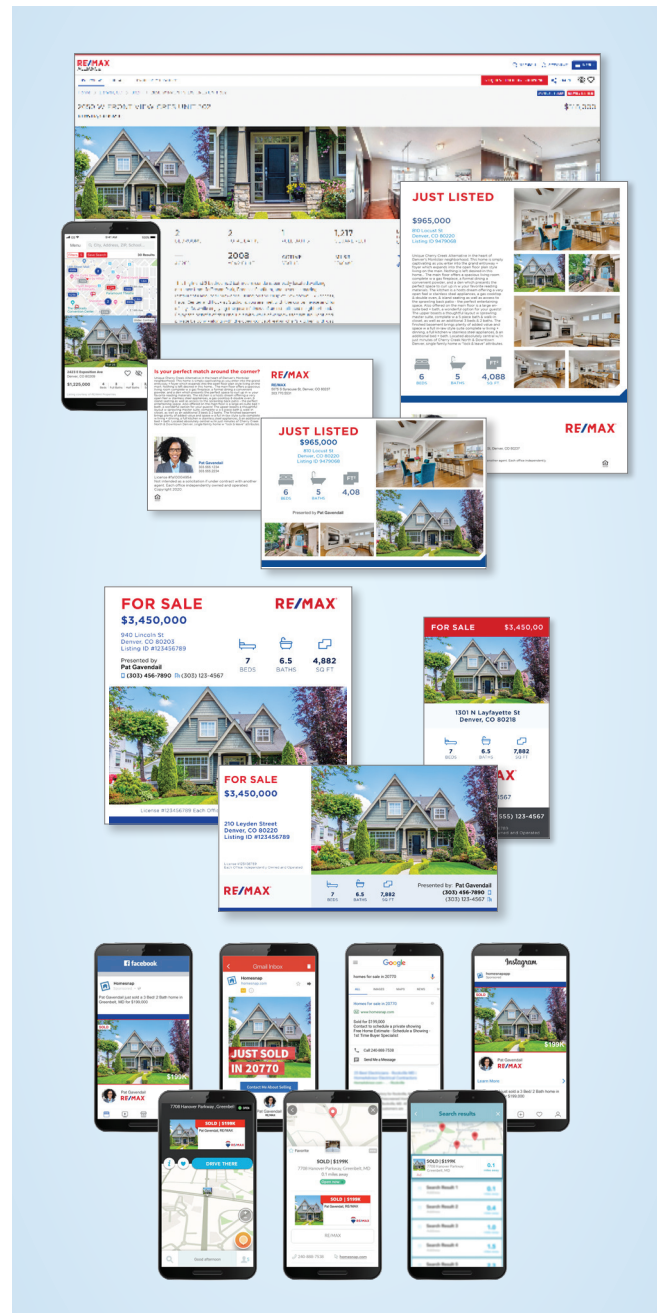
Share posts with your social media followers, a no-cost, no-effort way to build your brand presence.

- Beautiful template-driven posts.
- Advanced configuration options for each network.
- Publish on most major social platforms directly from Megaphone.



Generate leads with automated digital ad campaigns.

- Pre-set a standard budget and target area.
- Send leads to the listing website or a URL of your choice.



**These activities can be triggered for every new listing, open house or price reduction. Megaphone goes to work whenever you update a listing in the MLS!**