benchmetrics

INTRODUCING

Monthly Agent Training Sessions

MONTHLY AGENT TRAINING DELIVERABLES

- 75 minute online conference (60mins training, 15 minutes Q&A)
- Hosted monthly, 4th Thursday of every month (12PM UTC/GMT-6)
- Recorded classes will be available for those who can not attend
- Actionable homework will be given to help agents apply the information they are learning
- Guest speakers will occasionally be invited to host
- All agents of a participating brokerage are welcome to join
- Benchmetrics Organization Dashboard license for your brokerage so you can track the success of your participating agents
- Benchmetrics Agent Dashboard license for your agents to track their own progress

2022 Training Sessions

Month 1 | Get Started Online
- Setting up your socials, Google My Business, & Google Analytics
- Using Google Search Console
- Set up free Benchmetrics dashboard
- Overview of the Moxiworks Website Editor
- YOAST SEO
- Get an SSL certificate

Month 2 | Back At You Media
- How to make it work for you
- How to use header titles
- Custom domains

Month 3 | Google Workspace Tools
- Streamline your workflow by integrating with the Google Workspace
- Templated emails
- Google Forms

Month 4 | Become A Content Top Performer
- Update your social media
- Create a blog
- How to create compelling listings

Month 5 | Maximize Your CRM
- Maximize your engagement
- Campaigns
- Lead followup

Month 6 | Myths of Lead Generation
- A look at what these companies actually offer
- How to DIY it better
- Organic traffic vs paid lead gen

Month 7 | How is Your UI and UX?
- How to encourage clicks
- What is a bounce rate
- Where you lose people

Month 8 | How To Win The Seller
- 3D tours
- Photography, video & drones
- Digital sales tools
- Google Ads

Month 9 | Advertising Online 101
- Google Ads
- Facebook Ads
- Quantity traffic vs quality traffic
- Tweaking your strategy

Month 10 | Take It To The Next Level
- How to read your analytics
- Create a data-driven action plan