SKYLINE MEDIA

REAL ESTATE MARKETING

HOW TO

Use Marketing Toolkit

hello@skylinemedia.pro

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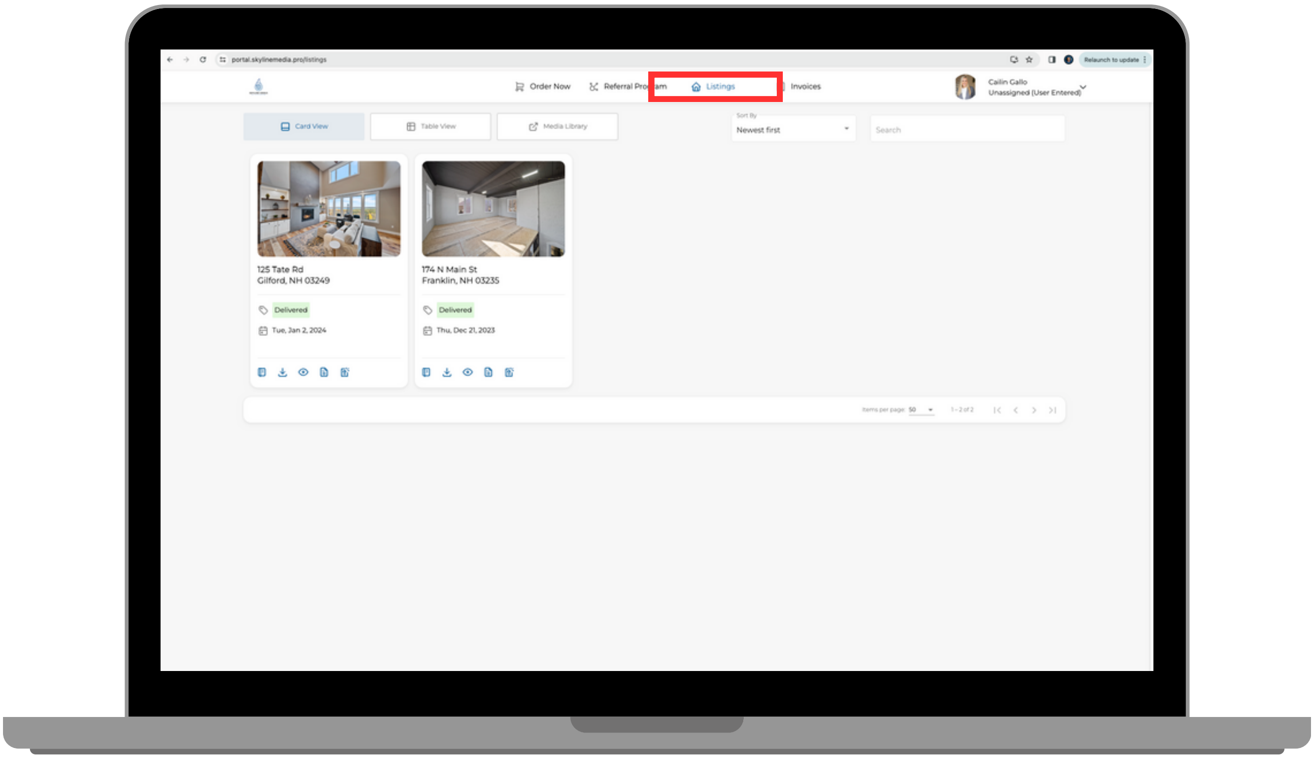
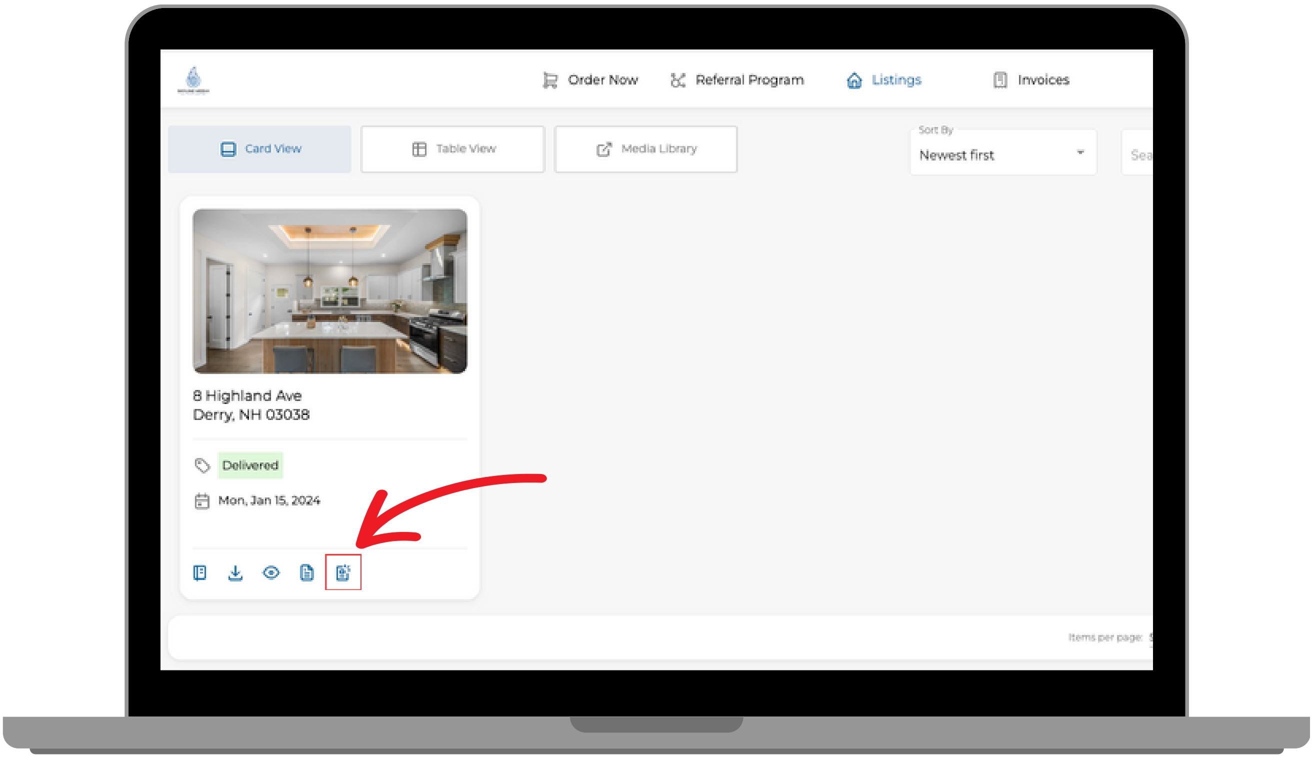
Using Marketing Toolkit

Step 1



Upon logging into the portal with your phone number and PIN (or email if preferred), click on "Listings" in the top navigation bar.

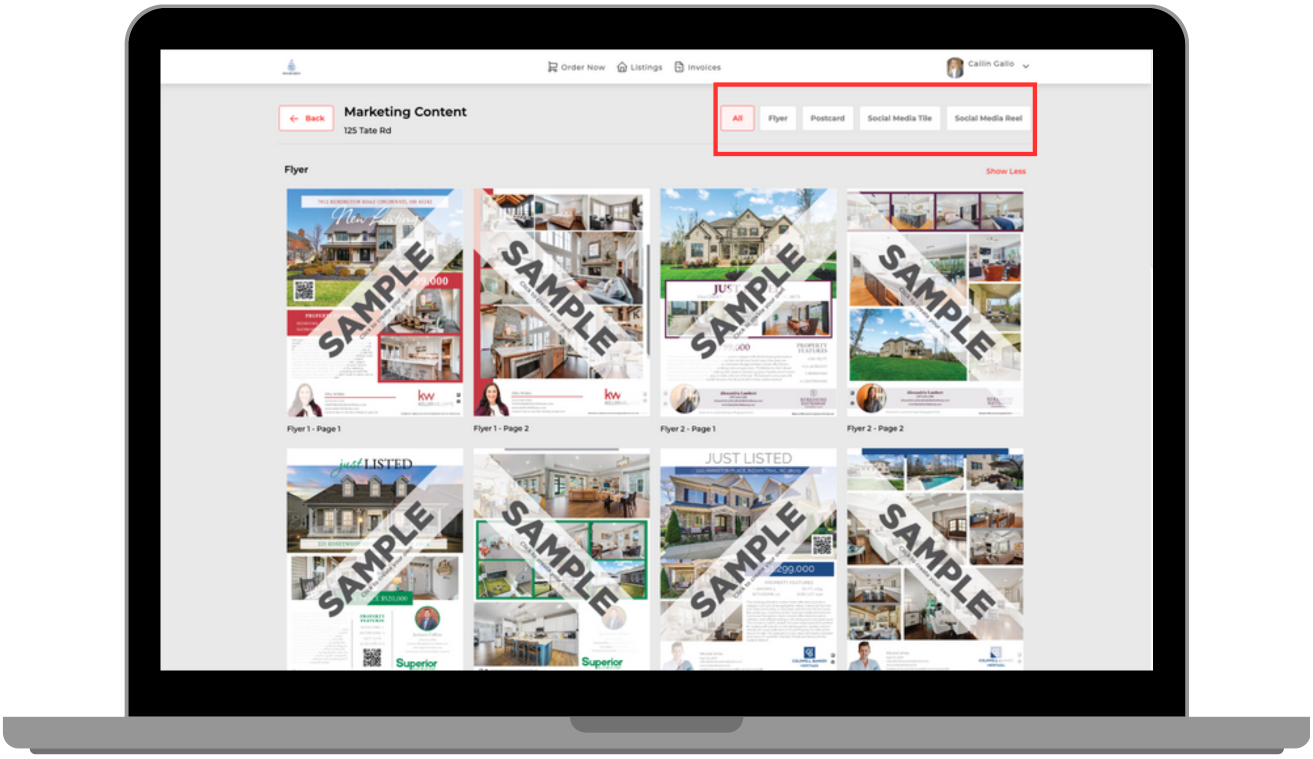
Step 2



On the listing you wish to create marketing content for, select the icon at the bottom of the listing card titled “Open Marketing Toolkit.

Selecting this option will open the marketing toolkit.

Step 3



At the top of the marketing toolkit, you can select between flyers, postcard, social media tiles and more.

Select the option you require.

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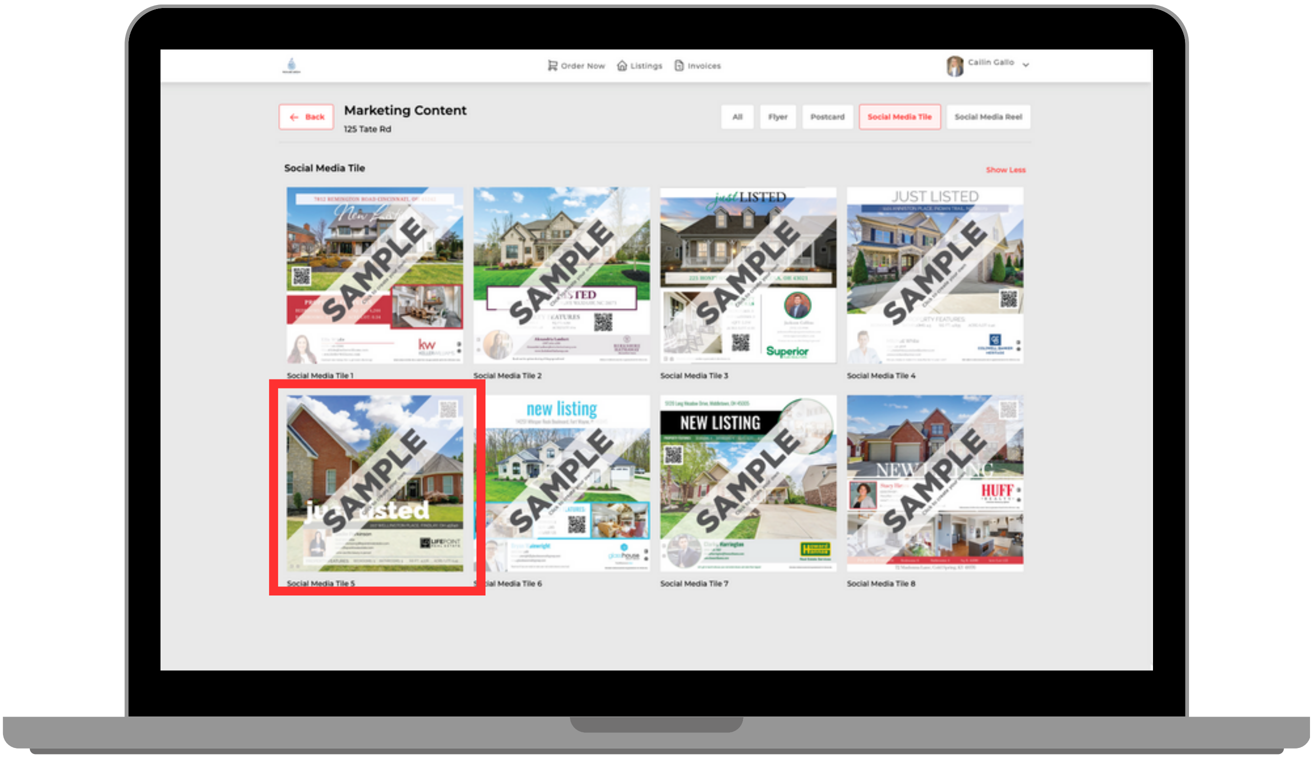
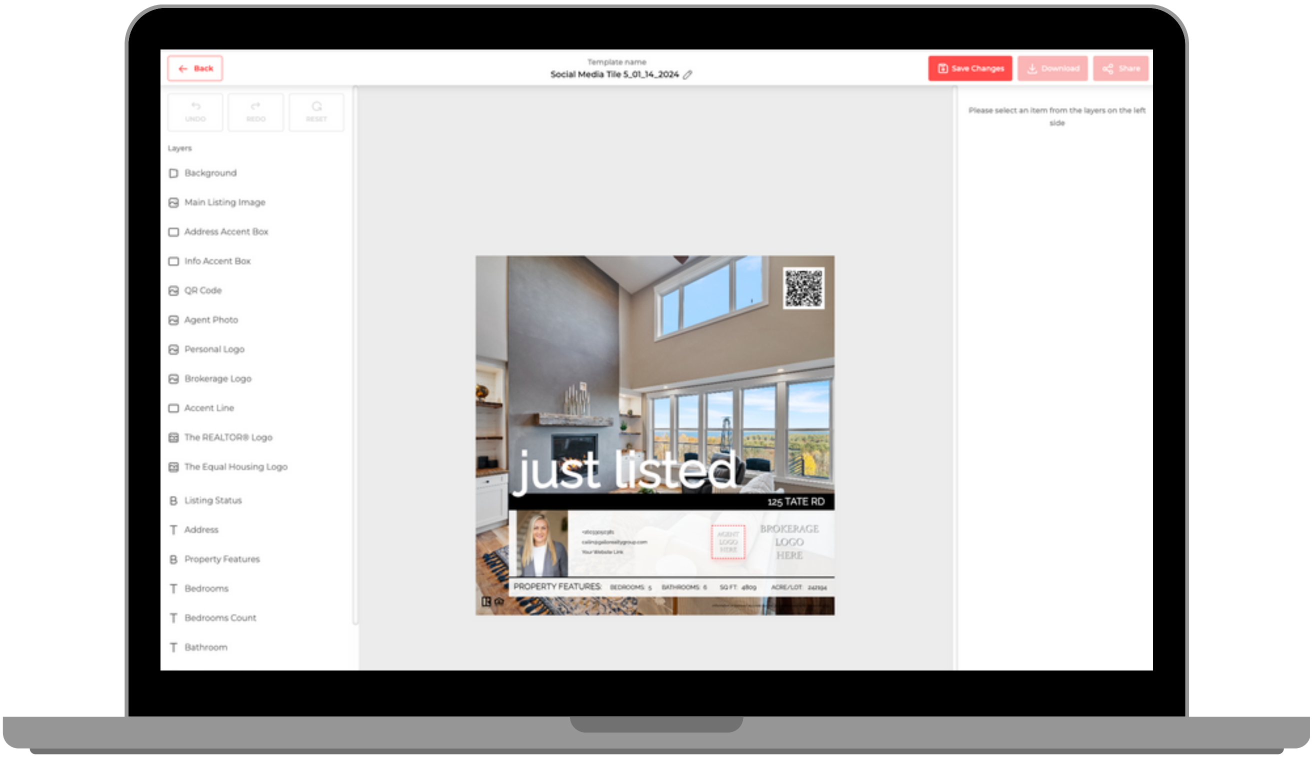
Step 4



Once selected, you can scroll up and down to view samples of each. Select the sample you wish to create.

Step 5

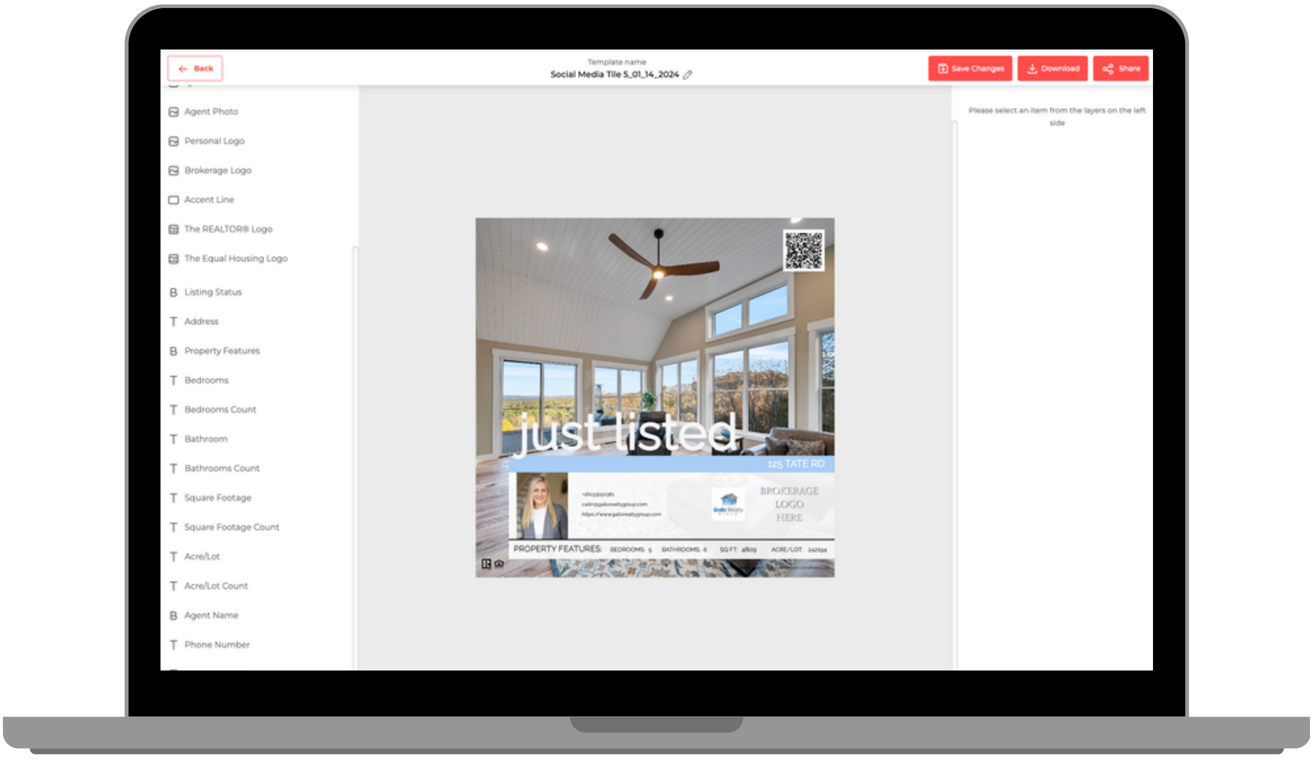


In the middle, you will see the preview of what your selected item will look like when finished. You can click on any of the features to make changes as needed.

The left side column contains different layers you can add to the item you're creating. Click on any of the layers, which will then bring up a column on the right side of the page with additional options specific to the layer you selected.

Keep in mind, what you are creating is specific to the listing you selected. So the photos that populate are the exact photos we delivered to you when we delivered your order. No need to save images and then upload images to the marketing toolkit, although there is an option to upload additional images if you wish.

Step 6

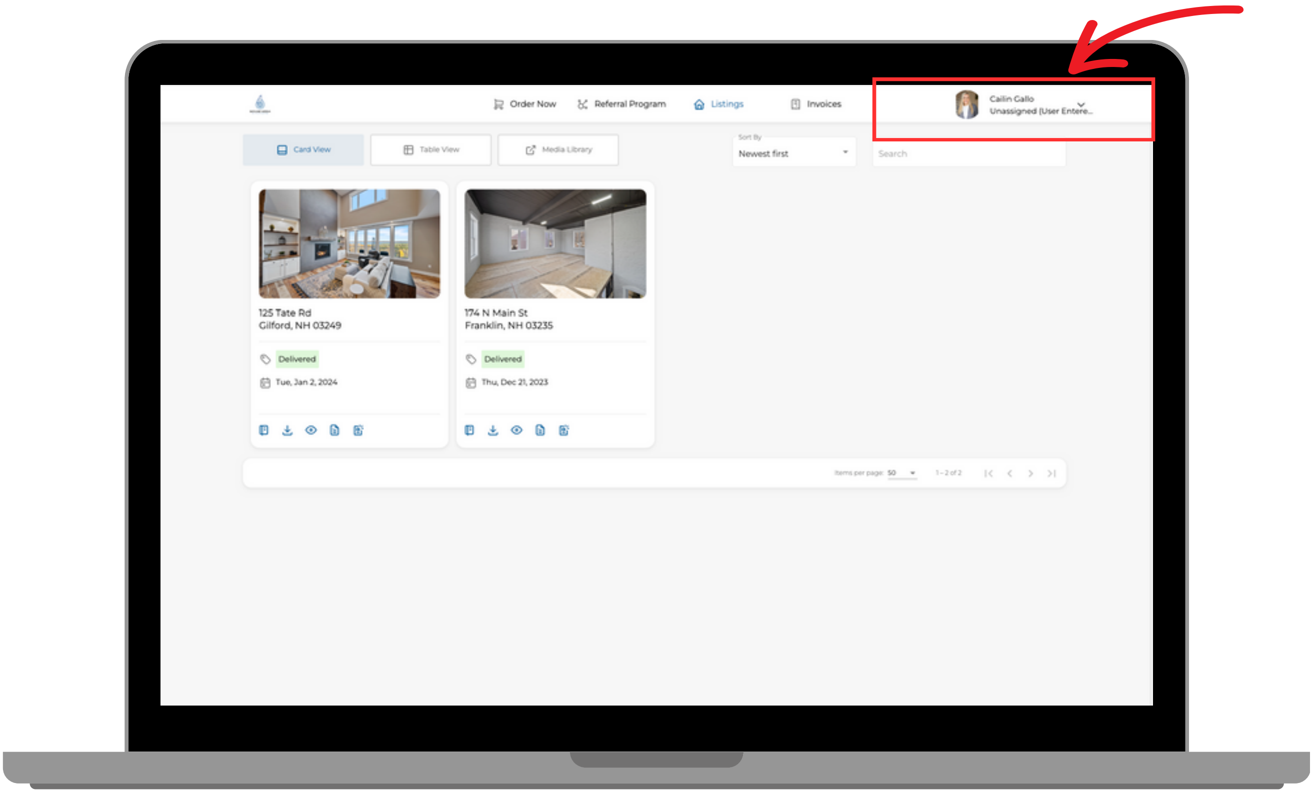


Once complete, click “Save Changes”. You can then click “Download” to download your created marketing item.

You can now share or post this item wherever you wish.

Alternatively, there is a share button as well. Simply click share and select an option to do so.

Additional Notes



If you select a marketing item that has a QR code, the QR code will direct viewers directly to your single listing website. So it is advised to properly create and setup your single listing website first. Refer to our “How to use website editor” guide if needed.

Also, be sure to update your profile information before creating marketing items for a seamless experience. Updating your profile information with the correct email, profile picture, broker logo etc., will allow items to auto populate into the desired fields without needing to upload images yourself. Head to the main screen of the portal, and click the dropdown arrow near your profile picture. Then click settings. Update the fields as needed.

If you have questions, or need help creating and managing your marketing toolkit, please reach out to us at @hello@skylinemedia.pro