


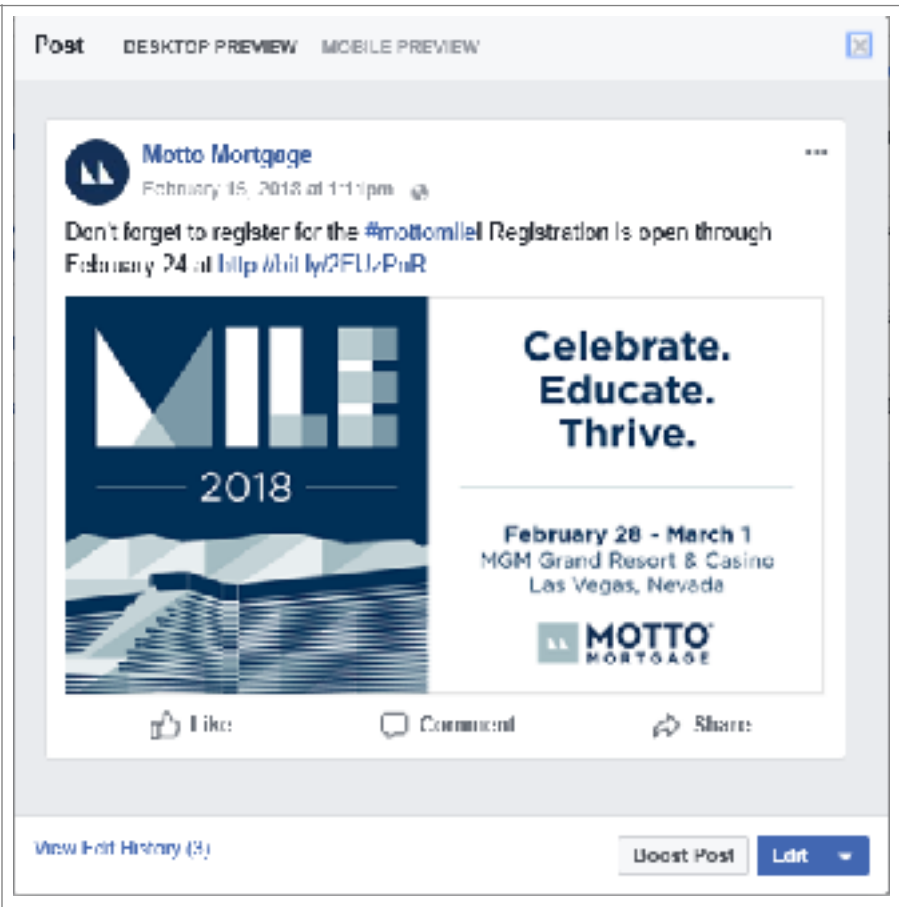
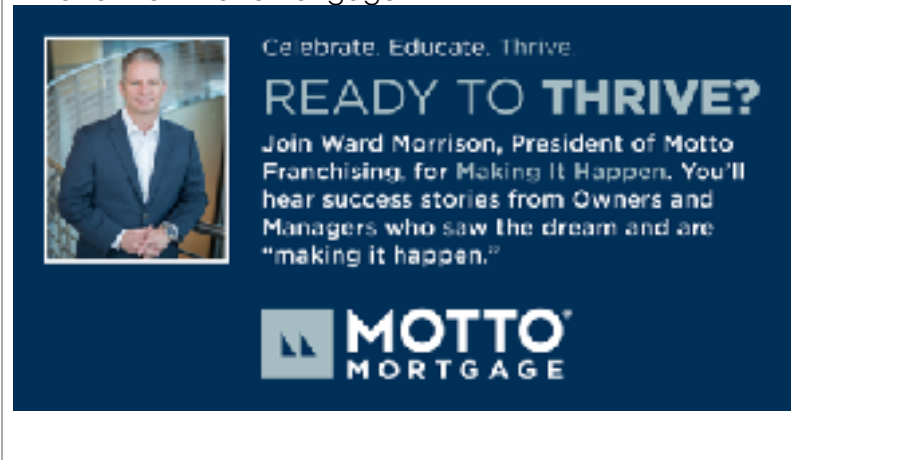


2018 Motto MILE Communications Plan

Last updated: 2.20.18 LH

<p>TIMELINE</p>	<p>Communications will be focused around three (3) time periods:</p> <ul style="list-style-type: none"> • Pre-Event: February 6 – February 26, 2018 • Motto MILE: February 27 – March 1, 2018 • Post-Event: March 2 – 16, 2018 	
<p>2/9</p>		<p>FB</p>
<p>2/9, 2/12</p>		<p>Twitter</p>
<p>2/11</p>		<p>Twitter</p>

<p>2/15</p>		<p>FB</p>
<p>2/12/18</p>	<p>GRAPHIC #1: Spotlight on: Ward Morrison, "Making it Happen" #mottomile #mottomortgage</p> 	<p>Twitter Facebook LI</p>
	<p>VIDEO (from Knowledge Coop): DON'T MISS: #continuingeducation for loan originators, by Knowledge Coop #mottomile</p>	<p>Twitter Facebook LI</p>

	<p>GRAPHIC: DON'T MISS: Cory Jo Vasquez/Abby Lee /James Schwartz #mottomile</p>	<p>Twitter Facebook LI</p>
<p>2/13/18</p>	<p>Celebrate. Educate. Thrive. Is this on your #2018 to-do list? Then we'll see you at #mottomile http://www.cvent.com/events/2018-motto-mortgage-innovation-loan-excellence-summit/event-summary-1b33afd7ea2d42f4835a748d2e7a9f84.aspx</p>	<p>Twitter</p>
<p>2/9/18</p>	 <p>#mottomile #mottomortgage</p>	<p>Motto Group FB Page</p>

<p>2/13/18</p>	 <p>#mottomile #awards</p>	<p>Motto Franchise FB Group, Twitter, Facebook</p>
<p>2/14/18</p>	 <p>The sweetest gift you can give your company is Motto MILE! Register at http://bit.ly/2FUzPnR to celebrate your success, educate your loan originators and start your 2018 right.</p>	<p>Motto Franchise FB Group, Twitter, Facebook</p>

2/14/18



5 TIPS FOR EFFECTIVE NETWORKING

- 1 KNOW WHO'S GOING**
Do a little research beforehand to get to know your fellow Motto ILE attendees.
- 2 GIVE BEFORE YOU TAKE**
Focus on what you can do to help others rather than what they can do for you.
- 3 FOCUS ON QUALITY OVER QUANTITY**
Take the time to get to know people and have meaningful conversations rather than just collecting business cards.
- 4 LISTEN MORE, TALK LESS**
Ask good questions, and be a good listener.
- 5 STAY IN TOUCH**
Make contact with those you met while your conversation is still fresh in their mind. Send out emails and LinkedIn requests. Hand-written notes are a nice touch as well.

Motto Mortgage Innovation & Loan Excellence Summit
2018

Motto Franchise
FB Group,
Twitter,
Facebook

#mottomile #mottomortgage #networking

TBD



MOTTO MORTGAGE

You already operate a thriving real estate brokerage. Have you considered owning a mortgage franchise too?

▶ Stop by booth 503 to learn more.



R4 45th Anniversary FEB. 26 - MARCH 1, 2018 **RE/MAX**

#mottomile #mottomortgage #remaxR4



MOTTO MORTGAGE

NOW AVAILABLE IN ALL 50 STATES

▶ Stop by booth 503 to find out about yours.



R4 45th Anniversary FEB. 26 - MARCH 1, 2018 **RE/MAX**

#mottomile #mottomortgage #remaxR4



WAR
Facebook
page - Has
been filed
with the
states



2/14/18	Online registration ends 2/25 #mottomile	Motto Franchise FB Group, Twitter, Facebook
2/21/18	Online registration ends 2/25 #mottomile	Motto Franchise FB Group, Twitter, Facebook
2/24/18	Last chance to register online for #mottomile!	Twitter RE/MAX Events Page

During Motto MILE:

DISTRIBUTION / POST DATE	CONTENT / MESSAGE	PLATFORM
2/27/18	It's all happening! (message about what's going to take place at Motto MILE #mottomile	Motto Franchise FB Group, Twitter, Facebook
2/28/17	<ul style="list-style-type: none"> Post photos from previous day #mottomile 	Motto Franchise FB Group, Twitter, Facebook
2/28/18	<ul style="list-style-type: none"> Post photo from previous day #mottomile 	Motto Franchise FB Group, Twitter, Facebook
3/1/18	<ul style="list-style-type: none"> Post photo from previous day #mottomile 	Motto Franchise FB Group, Twitter, Facebook
3/2/18	Graphic announcing Mission for Hunger #mottomile #mottomortgage	Motto Franchise FB Group, Twitter, Facebook

Post-event:



DISTRIBUTION / POST DATE	CONTENT / MESSAGE	PLATFORM
TBD	Happy Face Video Award Marketing Resources Now Available #mottomortgage #awards	Motto Franchise FB Group, Facebook
3/8/18	Event Photo Album? #mottomile	Motto Franchise FB Group