



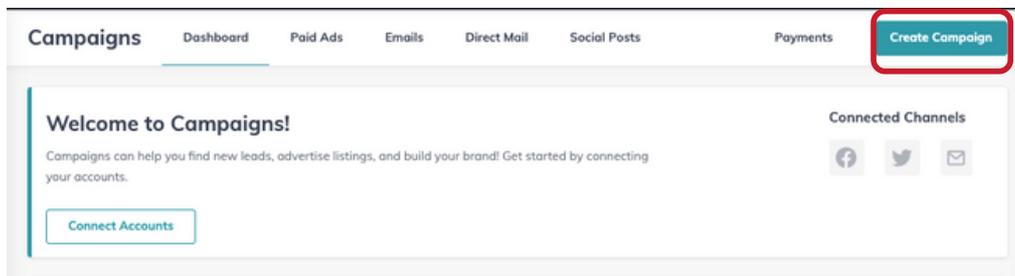
Command Quick Guides

**Your Guide to Command:
Create a Postcard Campaign**

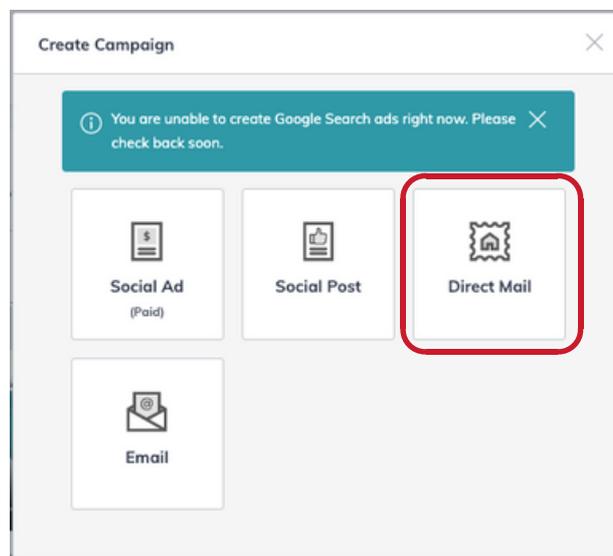


Access

1. Login to <https://agent.kw.com> using your Keller Williams login.
2. Click on the Campaigns icon , on the left side panel.
3. Click **Create Campaign** at the top of the page.



4. Select **Direct Mail**.



Initial Details

5. Name your campaign, choose your Campaign Goal, and click **Create Campaign**.

New Direct Mail Campaign ✕

Enter a campaign name... 0/80

What is your Goal?

 Advertise Listing	 Attract Listings
 Attract Talent	 Brand Awareness
 Event Awareness	 Attract Buyers
 Other	

[Back](#) [Create Campaign](#)

Overview

Change the name or campaign goal at any time while setting up the campaign. Click **Save**, to save changes.



Overview

Name *

Demo Postcard 14/80

Goal *

Brand Awareness

Get your name out there by promoting yourself, team, and brand.

Save

Content

Postcard Template

1. Choose the Select Template option and choose the template you want to use from the drop-down menu.

Content

Select Template **Upload Design**

Template

Template *

Compact Template 4 x 6 inches	
Compact Template	4 x 6 inches
Default Template	6 x 9 inches
Large Template - Modern	6 x 11 inches
Large Template - Contemporary	6 x 11 inches



Text

Enter any information you want to include on your postcard.

Text

Enter Title

Enter Subtitle

Enter Description

Description will print on back of postcard.

0/350

Photo

Upload the image that you want to display on the postcard. If you selected the Advertise Listing goal, you can use the photo from the KWLS listing, it will auto-populate in this section.

- To upload a photo, drag and drop your photo from your computer or click [Browse](#) to find the photo in your computer files.



Photo *

Image should be at least 300dpi or greater for quality printing.
Recommended minimum size is 1200x1800 pixels for best quality printing. Format: jpg, jpeg, or png.

Upload Image



Image format should be jpg, jpeg, or png. Recommended size is at least 300 dpi and 1200x1800px.



Agent

The Agent Details will autofill with the information in your Marketing Profile. If you need to make changes, this section is fully editable, including your photo.

- Click [Adjust Cropping](#) or [Upload and Replace](#) to make changes to your photo.
- Click [Save](#) to save any changes.

Agent



Agent Photo
Drop an image here to upload

[Adjust Cropping](#) [Upload and Replace Image](#)

Image must be .jpg .jpeg or .png file, 10MB or less. Recommended size: 600px x 600px.

First Name *	Last Name *
<input type="text" value="Malesa"/>	<input type="text" value="Clemonts"/>
Email *	Phone *
<input type="text" value="malesa@1sourcecs.com"/>	<input type="text" value="(570) 242-0107"/>

[Save](#)

Market Center Details

1. Your market center information and DBA Logo will autofill with the information and logo from your Marketing Profile.

- Crop or replace the DBA logo.
- Edit or fill in any missing information.
- Click [Verify Address](#).



Market Center 1 Source Central Services ^

DBA Logo
Drop an image here to upload



[Adjust Cropping](#) [Upload and Replace Image](#)

Image must be .jpg .jpeg or .png file, 10MB or less. Recommended size: 600px x 600px.

Name * 25/35

Country *

Street Address *

Suite

City *

State *

Zip *

[Verify Address](#)

2. Verify the address in the pop-up window. Click **Confirm Address**.

Validate Market Center Address ✕

Please confirm the correct address below.

ADDRESS ENTERED

404 Park Avenue
Stroudsburg, PA
18360

CORRECTED ADDRESS

404 Park Ave
Stroudsburg, PA
18360-1664



Targeting

1. Choose who your campaign will target:

- **Local Targeting**- target a specific area or neighborhood. Enter an address to set your mailing area.
- **Target My Database**- Click **Add Contacts** and create a mailing list using your database.

2. Click **Save**.

The image shows two screenshots from a software interface. The top screenshot displays the 'Targeting' section with two radio button options: 'Local Targeting' (selected) and 'Target my Database'. The 'Local Targeting' section includes input fields for 'Street Address', 'City', 'Country' (a dropdown menu set to 'US'), 'State' (a dropdown menu set to 'Select State'), and 'Zip'. A red box highlights the 'Save' button. The bottom screenshot shows the 'Add Contacts' dialog box. On the left is a 'Market Center' sidebar with 'Targeting' selected, showing 'Local Targeting' and 'Target my Database' as options, and 'Add contacts' as a plus icon. The main dialog box has a search bar with 'Name' and 'demo' entered, a 'Tags' button, and a list of contacts. The first contact is 'Demo Test' with a warning icon. At the bottom are 'Cancel' and 'Add to Campaign' buttons.



Budget

1. Enter the number of postcards to send or use the arrows to change the quantity. Select the postage type from the drop-down.

A screenshot of a web form titled 'Budget' with a green checkmark icon. The form has two main sections: 'Quantity' and 'Postage Class'. The 'Quantity' field is a text input containing '150' with up and down arrow icons to its right. The 'Postage Class' field is a dropdown menu currently showing 'Standard (\$0.96)'. A dropdown menu is open below it, listing three options: 'Standard (\$0.96)' (highlighted in blue), 'First Class (\$1.22)', and an option that is partially obscured. Below the input fields, the text 'Estimate: \$144.00' is displayed, followed by a smaller line of text: 'Price per card includes printing, distribution and postage'.

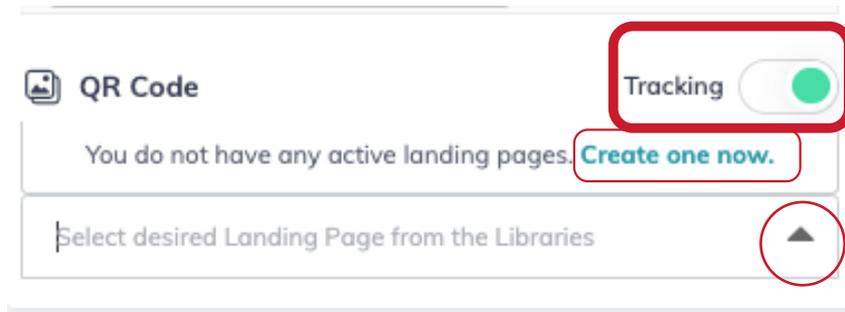
2. Click [Save](#).

A screenshot of the same 'Budget' form. The 'Quantity' field still contains '150'. The 'Postage Class' dropdown menu is now closed and shows 'Standard (\$0.96)'. A red rectangular box highlights the 'Save' button, which is a teal-colored button with white text. The 'Estimate: \$144.00' and the price breakdown text are still visible.

Tracking

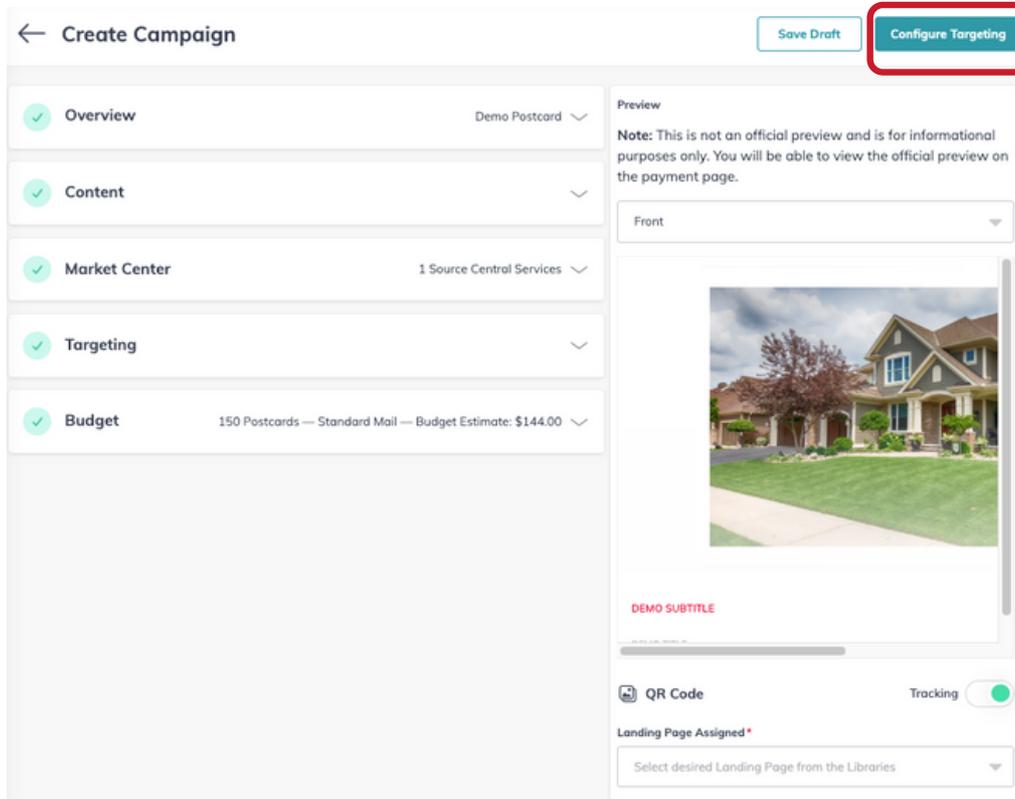
1. Click the Tracking toggle, then choose a landing page from the drop-down. When a recipient scans the QR code, they will be directed to the landing page you selected.

- If you do not have any landing pages, click [Create One Now](#), to set one up.



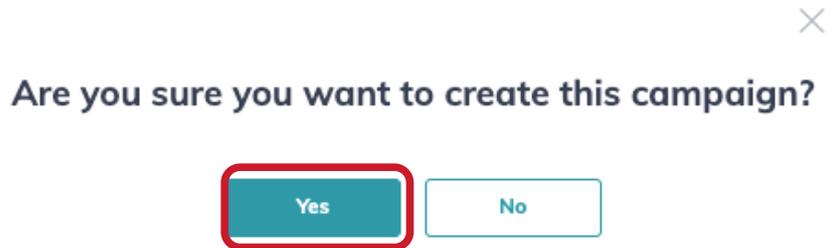
Configure Targeting

1. Click [Configure Targeting](#) once you have completed the Create Campaign page. If you want to finish your campaign at a later time, click [Save Draft](#).

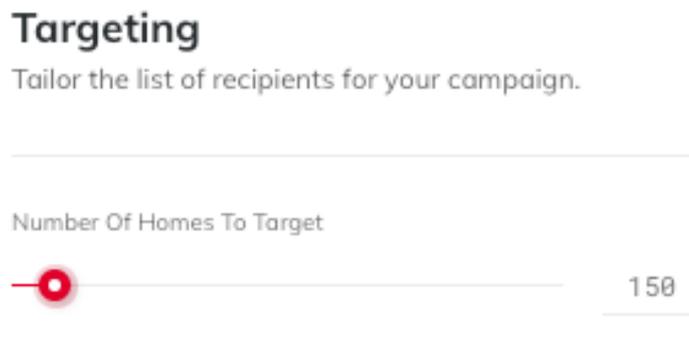




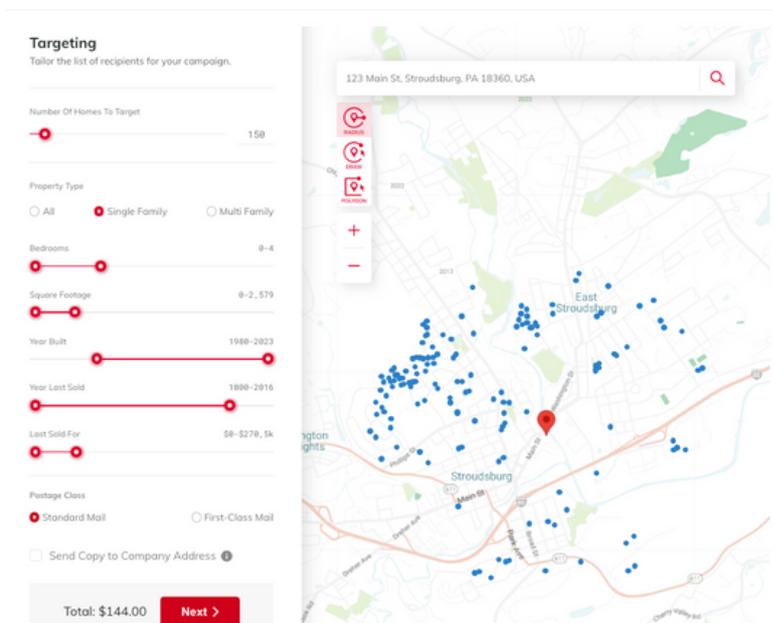
2. Click **Yes** to continue.



3. Select the number of homes you want to target.



4. Set the **Property Type** settings.





5. If you would like a copy of the postcard sent to your address, click the checkbox next to Send Copy to Company Address. Click Next, when you are ready.

Postage Class

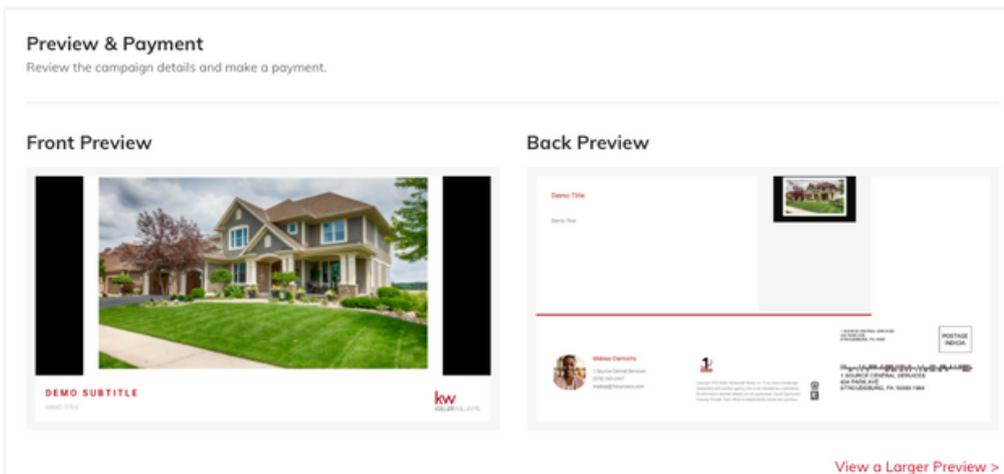
Standard Mail First-Class Mail

Send Copy to Company Address ⓘ

Total: \$144.00 [Next >](#)

Preview, Schedule, and Pay

1. Review the details on the front and back of your postcard. Click [View a Larger Preview](#) to see a full page view.



2. Enter your email address and payment details, then click [Make Payment](#). If you prefer to send your postcard at a later date, click [Schedule Launch for a Later Date](#).



- Click the **calendar icon**, then select your launch date from the calendar.

Scheduled Launch Date ⓘ

04/06/2023 

April 2023 ↑ ↓

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

[Clear](#) Today

Security Code

- Click **Make Payment** when you're ready.

 **Payment** [Send right now?](#)

Scheduled Launch Date ⓘ

04/06/2023 

Email

malesa@1sourcecs.com ✓

Card Number

0000 0000 0000 0000 ✓

Expiration

09 / 25 ✓

Security Code

000 ✓

Make a Payment

By placing your order you agree to RealMailers [Terms of Service](#).