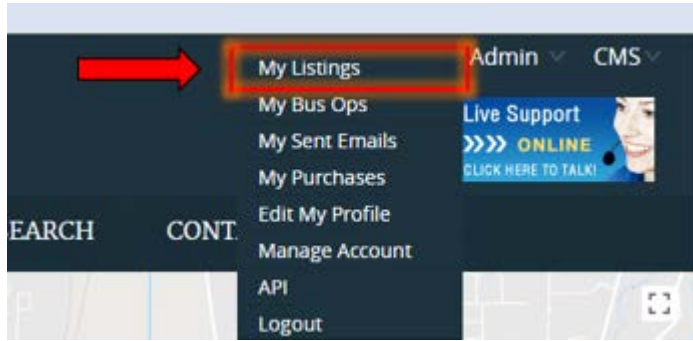
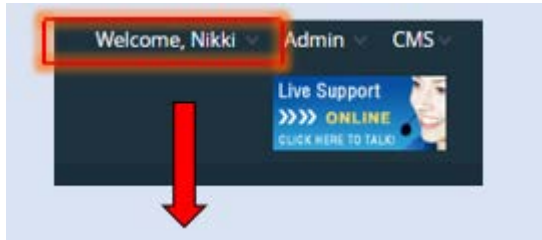


# Marketing Tools

**In this guide we will review both the Broadcast Email and Hot Sheet Marketing Tools available to CBA members**

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May 2018



## Starting a New Broadcast

Broadcasts or “Eblasts” allow you to promote your listings to other members.

To create a new broadcast, go to your “My Listings” page, find the listing you would like to create a Broadcast for and click on “Start a Broadcast”

Key: Expires in 0-7 days Expires in 8-15 days Expires in 16-30 days

Photo  
Coming Soon

**TEST 272730**  
 1234 S Cherry Lane NE  
 Kirkland WA 98034

**Building SQFT: 100**

Add New Lease Listing  
Add New Sale Listing

View Property  
Suggest Revision  
View Map

Edit	Asset Class	List #	Stat	Stat Chng Date	List Type	SF Max/Min	Suite	Price	Last Confirmed	Confirmed	Start a Broadcast	Last Broadcast	Views
[Edit]	Office	597520 [E]	New	05/11/2018	For Lease	1,000 / 1,000		\$1,000.00-\$1,000.00	Today	Confirmed	Start a Broadcast	NA	0

## The Broadcast Email System

Select the banner color for your Broadcast email. Then click directly on the photo thumbnail to preview and proof your Broadcast before continuing onto the next step

### The Broadcast Email System

#### CHOOSE A COLOR



Red



Blue



Gold



Green



Purple



Black

#### AUDIENCE

##### REASON FOR BROADCAST

- New Listing
- Major Price Reduction
- Additional Marketing
- Other

Select the reason for the Broadcast

##### TARGET YOUR GROUP

Select the group you would like to send the Broadcast to:\*

- Office Leasing
- Retail Leasing
- Industrial Leasing
- High Tech-Flex Leasing
- Land Leasing
- Development Land

Select the target group that best fits the listing you are broadcasting

## The Broadcast Email System Cont....

Select the market areas in which the listing is **located and/or near**. Your broadcast will be rejected if you select areas not applicable to your listing

MARKET AREA

Please select the market areas in which the listing is located and/or near:\*

ADD/EDIT MARKET AREAS

Please follow the instructions listed on CBA's site for how to title your Broadcast subject line

### DETAILS

#### SUBJECT LINE

The Board requested that all subject lines conform to the standards of CBA, Property Type, Property Area, Sale or Lease (i.e. CBA-Office-Commercial Core Lease).\*

Please do not use all caps for your subject line.

CBA-Capitol Hill/

#### INSTRUCTIONS FOR BROADCAST EMAIL

Please provide additional information to CBA staff about why this broadcast should go out.

#### FUTURE SETTINGS

I would like this broadcast to go out on a future date.

Date:

PREVIEW & APPROVE YOUR BROADCAST

Preview your Broadcast before sending

Comment here to leave special instructions for the CBA staff. Notes placed here will only be viewable internally and will not be sent out with your Broadcast

Update here if you would like your Broadcast to be sent at a later date

## Broadcast Review

### The Broadcast Email System

#### VIEW A PROOF



It's important to review your broadcast e-mail for accuracy and "readability".

Click on the image to the left to view a proof of your flyer.

Does it meet all broadcast requirements?



It is important that you click on the image to view your Broadcast prior to sending it out for approval

Your broadcast email information:

- Listing type: For Lease
- Property Name: Test
- Listing #: 597520
- Color scheme: Red
- Reason for broadcast: Additional Marketing
- Target group: Office Leasing
- Sendout Date:
- Email subject line: CBA-Capitol Hill/First Hill-Retail For Lease
- Market Areas: 100 105 110 115 120 125 130 135 140 145 150 155 160
- Comments to broadcast administrator: TEST

All broadcast emails "autopopulate" using information and graphics from your listing. Click the "Edit Listing" link below to edit your listing and change what is needed. Look for typos and make sure all fields used in broadcast email flyers are completed. If you run into trouble, contact our Member Services Department at (425) 820-3348 or Toll Free 1-800-275-2522.

#### APPROVAL

Is your broadcast email request ready to go? Clicking No will take you back to the previous page where you may make changes to your request. Clicking Yes will send a notice to the broadcast e-mail administrator, who will review your request (such as subject line, target group, etc.) before sending your flyer.

YES, LOOKS GOOD. PLEASE SEND IT OUT

NO, I NEED TO MAKE SOME CHANGES TO MY REQUEST

EDIT LISTING



Click to submit or go back to make changes to your Broadcast or your listing

## Broadcast Guidelines

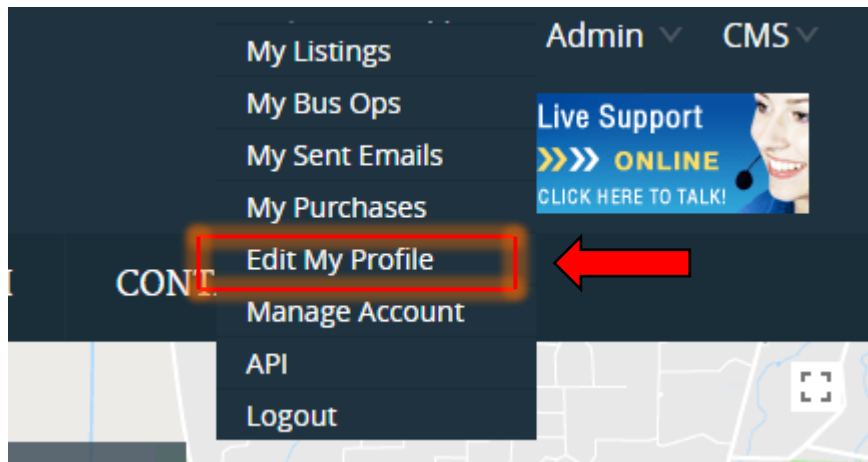
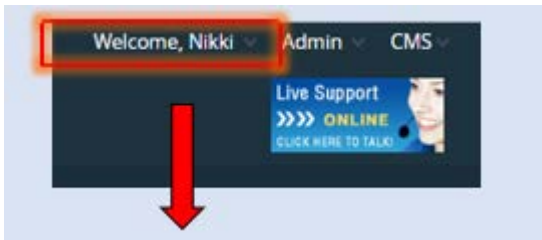
- You may send out a broadcast on a particular listing once every 4 weeks unless there is an extenuating circumstance (Example- major price reduction or an upcoming broker open house)
- Brokers are allowed to send a maximum of 4 broadcast emails per day. Duplicates or too many requests for the same Broadcast will be rejected
- Flyers attached to the listing must have the same broker information. No non-member contacts or competitor links are allowed
- Market areas selected should be appropriate for the listing location. Only select markets the listing is located and/or near. If too many markets are selected that are not appropriate for the listing then the Broadcast will be **NOT** be approved by CBA. Exception: If this in an investment property AND the investment information is filled in, then the listing may be sent out to more than just the surrounding areas
- When your Broadcast is approved by CBA staff, you will receive an email verification with a total count of how many members it was sent to.
- If your Broadcast was not approved for any reason such as missing information or too many markets selected, you will be sent an email from CBA explaining the reasons it was not approved. Please respond back to us with any missing information or make the appropriate updates to ensure your Broadcast gets out in a timely manner
- If you want to receive your own broadcast, you will need to ensure your specialties and market settings on your profile page is updated to receive Broadcasts from the selected options
- The broadcast requests are checked by CBA every 2 hours to ensure that they are send out in a timely fashion

## Receiving Broadcasts

Update “My Specialties” and “My Market Areas” under your profile to reflect your focused specialties and market areas to ensure you are receiving relevant Broadcasts from other members.

Once selected you will only receive Broadcasts that fit your selected criteria

**TIP:** If you are not receiving any Broadcasts please make sure we are a preferred email sender and not marked as spam in your email settings



Your selections here will also help others searching the CBA website to find a broker that best fits their needs

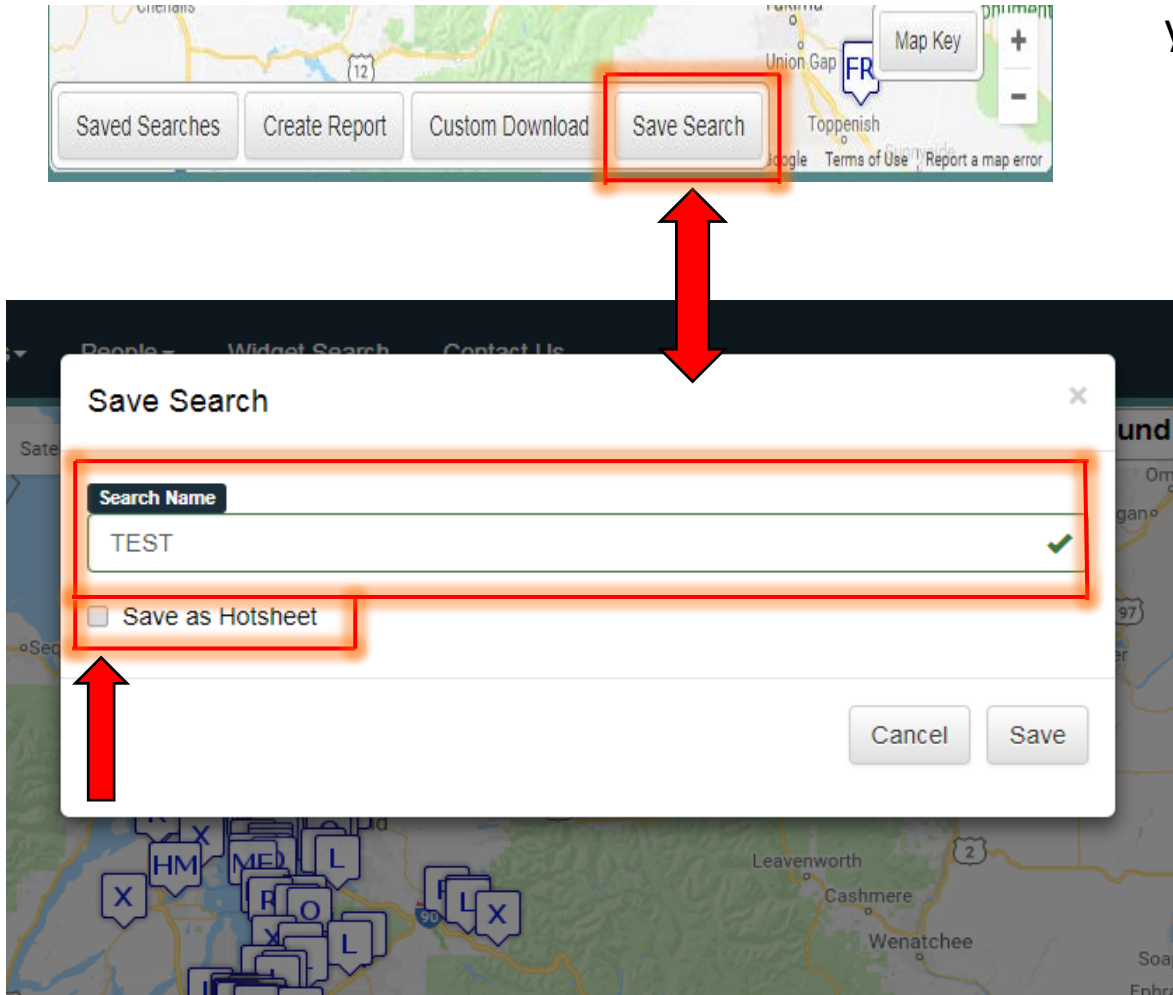


## Hot Sheets

Hot Sheets allow you to receive notifications of listings matching your search criteria that have been added onto the market within the last day

**TIP:** If you are not receiving Hot Sheets, please make sure commercialmls.com is a preferred email sender and not marked as spam in your email settings

To save new Hot Sheets: Run a listing search and select “Save Search” located at the bottom of the map. Then click the box located under the “Search Name Field” to save as your Hot Sheet





## Editing Hot Sheets

From the home screen navigate to the Hot Sheets tab under “Marketing Tools”. Here you will find your saved Hot Sheets that you can edit or delete.

- When editing you will be taken to the Map Search screen to run a new search and save your new results
- By selecting “delete” your Hot Sheet will be removed

### Hot Sheet

Hot Sheets allow you to receive notifications of listings matching your search criteria that have come on the market during the last day.

Edit	Description	Date Created	Type	Delivery Time	Delete
Edit	TEST	05/15/2018	For Sale	AM	Delete