



REV MORTGAGE

MARKETING **TRAINING**



WHAT IS THE GOAL?

- In one sentence, what will attendees get? (This becomes your hook and influences copy.)
- Set your conversion goal: Booked Calls, Registrations, Attendance.
- Pick one primary CTA (no competing CTAs).
- You make what you measure – track your results



TIMELINE **(HIGH-LEVEL)**

- Stage 1: Pre-Event Production (start 6 weeks out)
- Stage 2: Promotion (start 4 weeks out)
- Stage 3: Follow-Up (post-event Day 1–7)



PRE-EVENT PRODUCTION

Define & Build (Week 1)

- Write the promise (1 sentence) + top 3 FAQs to answer.
- Build landing page + form
- Add Add-to-Calendar to the confirmation page/email.
Build content calendar
- Ads – Decide budget + channels (e.g., Meta, TikTok + light YT).



PRE-EVENT **PRODUCTION**

Create Assets (Week 2)

SUGGESTED STARTER CONTENT:

- Video: 2 invites (30–45s), 1 myth-bust (30–45s).
- Graphics: 2 square posts, 1 carousel (“What you’ll learn”).
- Captions: short + medium versions for each post.
- Email/SMS: announce + 48h/24h/3h reminders drafted.



PROMOTION PRINCIPLES

(HOW TO POST WELL)

- **Keep it consistent: same promise, same CTA everywhere.**
- **Brand cohesion: use the same elements across creative assets**
- **Engage like a human: reply to comments/DMs same day.**
- **SMS matters: make it conversational; ask a question.**
- **Calendar holds: include Add-to-Calendar in SMS/email.**

SMS EXAMPLE:
Prompt a reply (boost deliverability)

Hey {{contact.first_name}}!
Quick reminder: the VA Home
Loan Online Seminar is tonight
at 6:30 PM. Can we count you
in? Just want to get a
headcount for tonight.

PROMOTIONAL SCHEDULE



4 WEEKS OUT – SOFT LAUNCH (TEST TRACTION)

- Feed: 1–2 posts total
- Stories: 1–2
- Ads: Low budget test (3–4 creatives)

3 WEEKS OUT – BENEFITS & PROOF “WHY ATTEND,” SPEAKERS/FEATURES

- Feed: 2–3 posts/week
- Stories: 3–5/week
- Ads: 2–3 best creatives from testing

2 WEEKS OUT – URGENCY & CLARITY

- Feed: 3–4 posts/week
- Stories: 3–4/week
- Ads: Increase budget on winners

1 WEEK OUT – COUNTDOWN & FAQs

- Feed: 3–5 posts (include 1 simple FAQ carousel)
- Stories: Daily (+ 1 optional live/Q&A clip)
- SMS (registrants): question + Add-to-Calendar

DAY BEFORE

- Feed: 1 post; Stories: 1–2 stories
- SMS: “Tomorrow 6pm—tap to add to calendar.”

EVENT DAY

- Morning SMS: “We start tonight—see you there.”
- Reshare attendee stories; post 1 live BTS.
- Take photos (iPhone is fine) post after



POST-EVENT (DAY 1-7)

EX. WEBINAR

- Day 1 (AM): Replay email (expires in 72h) + Book-a-Call button.
- Day 1 (PM): Text no-shows: "Want the replay link?"
- Day 1-3: Call/Text warmest leads first (recent engagers).
- Day 2-3: Clip 2-3 highlights; post with CTA.

NO-SHOW TEXT TEMPLATE:

Hey {{first}}, sorry we missed you last night. Want the 15-min version or the full replay? I can text it over."



PLATFORMS

- All-in-one (pages + SMS/Email): GoHighLevel
- Landing Page (alt): Swipe Pages / Leadpages / Unbounce
- Live/Webinar: Demio / Zoom
- Auto-DM & Comment capture: ManyChat
- Email list (alt): Mailchimp (if not using GHL)

(Pick one per job; avoid stacking tools unless necessary.)



TAKEAWAYS

- Attendance = reminders + calendar holds + presenter presence.
- One great hook beats five average creatives—test early, scale winners.
- Make it easy to book a call at every step.
- Money's in post-event follow-up (esp. no-shows).

STARTER KPI'S:

- LP conversion: 25–45% (warm markets)
- Show rate: 30–40%
- Booked calls: 10–25% of attendees