



PAUL LONG

FACEBOOK COACHING & SERVICES FOR PROPERTY PROFESSIONALS



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OPTION ONE



GROUP COACHING - AFEA FACEBOOK COACHING MEMBERSHIP PROGRAMME FOR PROPERTY PROFESSIONALS

The first option is Paul's group coaching programme (AFEA Group Coaching Programme) where we teach you all the latest techniques in using Facebook and the powerful data it holds to generate local leads for buyers, sellers, landlords and tenants. Full information on the programme can be found by clicking the button below.

This option is best if you would like to learn all about Facebook advertising and look after the advertising yourself. Currently includes: over 70 training videos (new one added each week), weekly group training/support call to help create campaigns and run through training videos. Private Facebook group for support, guides and animations to use and access to Paul & training portal with step by step videos

Our membership programme currently offers a Silver & Gold Membership Option

**CLICK HERE FOR £1 TRIAL
OR MORE INFO**

£195 Gold Membership per month
£97 Silver Membership per month

SILVER

BENEFITS & OFFERINGS

**£1 FOR 2 WEEKS, THEN
£97 PER MONTH**



Members
Welcome
Video

Understand where to
find what you need



Private
Members-Only
Facebook Group

Ask questions directly to
Paul, receive content &
training



Membership
Training
Portal

100+ training videos,
step by step training

MONDAYS

HELP CALL @ 2:30PM

Discuss strategies, training or to jump on to your computer and help set up or look at anything you are having problems with.

Access to watch all previous Help Calls.

If you cannot attend the help call, there are other ways for you to get help from Paul

Join the Help Call LIVE

Post a question on the group

Submit a question

TUESDAYS

E-GUIDES

E-Guide that you can customise with your brand logo and colours

Access to the library of existing guides

All previous E-Guides

OR

Canva Tips

OR

Instagram Tips

WEDNESDAYS

VARIED CONTENT

Animations (2per month)

Monthly Social Media
Calendar

OR

Additional training materials

OR

Customisable Social Media
Content

AND

Access to all previous content

THURSDAYS

TRAINING & SUPPORT CALL @ 4:30

Curated training calls hosted by Paul.

This call features a help section as well.

Access to watch all previous Training & Support Calls.

Click here to join the meeting

FRIDAYS

SOCIAL MEDIA CONTENT

Customisable social media content to market your listings, motivate your audience or drive engagement on your social media

Access to all previous social media content

Customisable Social Media
Content

Disclaimer: E-Guides, Animations, Social Media Content or anything else provided by Paul Long and the AFEA Facebook Coaching Programme is licensed for multiple use by members strictly during the time of their active membership. Once a membership is cancelled the use of any material provided by the coaching programme is strictly prohibited and unlawful. Paul Long reserves the right to change the type of content, meeting or other and/or its frequency at any time.



GOLD

BENEFITS & OFFERINGS
£1 FOR 2 WEEKS, THEN
£195 PER MONTH



Members
Welcome Video

Understand where to
find what you need



Members-Only
Facebook Group

Ask questions directly to
Paul, receive content &
training



Membership
Training Portal

100+ training videos,
step by step training



Private
WhatsApp Group

Ask questions directly to
Paul at any time



On Boarding Call
With Paul Long

Fast track your learning
with a 1 on 1 call with
Paul



Custom Branded
Content

Save time by getting
your content branded by
us

MONDAYS

HELP CALL @ 2:30PM

Discuss strategies, training or to
jump on to your computer and
help set up or look at anything
you are having problems with.

Access to watch all previous Help
Calls.

If you cannot attend the help call,
there are other ways for you to
get help from Paul

[Click here to join the help call](#)

[Post a question on the group](#)

[Submit a question](#)

TUESDAYS

E-GUIDES

E-Guide that you can
customise with your brand
logo and colours

Access to the library of
existing guides

[All previous E-Guides](#)

OR

[Canva Tips](#)

OR

[Instagram Tips](#)

WEDNESDAYS

ARTICLE & VARIED CONTENT

[Article for your blog or E-
Guides](#)

AND

[Animations \(2per month\)](#)

OR

[Monthly Social Media
Calendar](#)

OR

[Additional training materials](#)

OR

[Customisable Social Media
Content](#)

AND

[Access to all previous content](#)

THURSDAYS

TRAINING & SUPPORT CALL @ 4:30

Curated training calls
hosted by Paul.

This call features a help
section as well.

Access to watch all previous
Training & Support Calls.

[Click here to join the meeting](#)

FRIDAYS

SOCIAL MEDIA CONTENT

Customisable social media
content to market your
listings, motivate your
audience or drive
engagement on your social
media

Access to all previous social
media content

[Customisable Social Media
Content](#)

Disclaimer: E-Guides, Animations, Social Media Content or anything else provided by Paul Long and the AFEA Facebook Coaching Programme is licensed for multiple use by members strictly during the time of their active membership. Once a membership is cancelled the use of any material provided by the coaching programme is strictly prohibited and unlawful. Paul Long reserves the right to change the type of content, meeting or other and/or its frequency at any time.





OPTION TWO

ONE TO ONE COACHING



Paul can also provide one to one coaching when requested on a monthly basis.

This includes access to everything in the above group coaching programme Silver membership but also a weekly 1-hour call with Paul to help set up and review your campaigns and run through the latest Facebook advertising techniques together. This is all done by sharing screens via a private webinar.

During your weekly call, Paul will discuss your business in-depth, goals with regards to lead generation and help set up a strategy, funnels and automation that will help bring in regular leads.

£500 + VAT per month



OPTION THREE



FULLY MANAGED PACKAGES

If you are too busy to look after your Facebook advertising, we can help you with this by using one of our fully managed options which will provide you with a Facebook mini funnel that will bring in regular leads.

All of our fully managed options typically include the following seller and landlord mini funnel below but can be adjusted to target sellers, landlords, buyers or tenants. The funnel example below includes 3 adverts running at any one time:

Popular 3 Advert Mini Funnel example to generate leads and stay in front of your important audiences:

X1 Sales lead generating advert (ongoing to start conversations and identify possible local sellers) - using either seller's guide (provided and included) or online valuation tool

X1 Lettings lead generating advert (ongoing to start conversations and identify possible landlords) - landlord guide (provided and included).

Both the above adverts will provide names, email addresses, and phone numbers of possible sellers and landlords.

x1 Retargeting advert (ongoing) - content taken from your Facebook page and put back in front of your important audiences created. Audiences created will include website visitors, Facebook page visitors/engagement, Instagram engagement, anyone watching your video content on Facebook and all lead generating advert engagement.

Our Facebook lead generating funnels can all be used with our different managed service levels depending on your budget but also the results and number of leads overall you would like to achieve

FULLY MANAGED PACKAGE 1

STANDARD PACKAGE

Facebook lead generation & online retargeting



Includes;

- Onboarding call
- Account compliance and health check
- 3 x Facebook adverts and funnel set up (outlined above)
- Animations and ad copy
- Guide creation and branding
- Zapier Email lead alert set up and automation
- Audience creation for retargeting
- Training video on how to approach leads
- Ongoing support from Paul Long
- Monthly reporting

£375 + VAT per month
3 Month Minimum Contract

FULLY MANAGED PACKAGE 2



RECOMMENDED PACKAGE (MOST POPULAR) ★

**Facebook lead generation, online retargeting
PLUS Movepal 16 week nurture program via email and SMS**

Includes;

- Onboarding call
- Account compliance and health check
- 3 x Facebook adverts and funnel set up (outlined above)
- Animations and ad copy
- Guide creation and branding
- Zapier Email lead alert set up and automation
- Audience creation for retargeting
- Training video on how to approach leads

FULLY MANAGED PACKAGE 2



RECOMMENDED PACKAGE (MOST POPULAR) ★

Continued

- **Movepal Email & SMS Nurture program** – a system that will nurture all of your Facebook leads (and your current database) via a sequence of emails and SMS's over a 16-week period, notifying you when the client is ready to talk to you. Includes all email content, text message content and lead management software for staff. Movepal onboarding and training included
- **Data mining campaigns** - option to use Movepal program to make contact and prospect your current data through emails and text messages to help identify possible sellers and landlords and pull them into your nurture system.
- **Lead generating tools** - ValPal's online valuation tool and e-brochures included.
- Weekly Facebook page "property of the week" animation
- Ongoing support from Paul Long
- Monthly reporting

£649 + VAT per month*
3 Month Minimum Contract

**Cost breakdown: £350 + VAT to Paul Long Consultancy per month & £299 + VAT per month to MovePal. Note; £395 initial set-up and license fee.*

FULLY MANAGED PACKAGE 3



PREMIUM PACKAGE

Facebook lead generation, online retargeting

PLUS Movepal 16 week nurture program via email and SMS

PLUS Facebook page content and email management

Includes;

- Onboarding call
- Account compliance and health check
- 3 x Facebook adverts and funnel set up (outlined above)
- Animations and ad copy
- Guide creation and branding
- Zapier Email lead alert set up and automation
- Audience creation for retargeting
- Training video on how to approach leads

FULLY MANAGED PACKAGE 3

PREMIUM PACKAGE



Continued

- **Movepal Email & SMS Nurture program** – a system that will nurture all of your Facebook leads (and your current database) via a sequence of emails and SMS's over a 16-week period, notifying you when the client is ready to talk to you. Includes all email content, text message content and lead management software for staff. Movepal onboarding and training included
- **Data mining campaigns** - option to use Movepal program to make contact and prospect your current data through emails and text messages to help identify possible sellers and landlords and pull them into your nurture system.
- Lead generating tools - ValPal's online valuation tool and e-brochures included.
- Page content and email management package including weekly property-related article, video animations and "property of the week" animation added to your Facebook page each week. Weekly email campaigns promoting property articles back to your leads and database. Email CRM and set up provided.
- Ongoing support from Paul Long
- Monthly reporting

£949 + VAT per month*
3 Month Minimum Contract

**Cost breakdown: £650 + VAT to Paul Long Consultancy per month & £299 + VAT per month to MovePal. Note; £395 initial set-up and license fee.*



MOVEPAL NURTURE PROGRAM



What is it and why we recommend using it with your Facebook lead generation and included in our "Recommended" and "Premium" packages.

Speed to lead and long term nurture are both vital when generating leads from social media and the Movepal system has both these areas covered, but what else will it help agents with?

The challenges for most agents:

1. You want to spend more time booking MA's and Instructions and less time trawling through data to get business?
2. You want a system that automatically filters the wheat from the chaff, giving you hot leads to follow up with?
3. You want an all-inclusive package that generates, nurtures, and converts your leads?
4. You want to nurture you existing database?

Why you would want MovePal:

1. MovePal generates new ValPal online valuation leads and guide downloads through mainly Facebook (Paul Long overseeing your Facebook ad campaigns) – But also your own database, etc.
2. MovePal nurtures these prospects to keep you in front of mind.
3. MovePal automatically engages with these prospects bringing them back to you when they are ready to talk to YOU, helping identify which prospects are ready to convert into a market appraisal/instruction

MOVEPAL EXPLAINED



Combining lead generation with automated lead nurturing, MovePal is an ideal solution for agencies wishing to automate the responsibility of lead generation, nurturing and conversion, freeing up team resources to deal with hot prospects when they are ready to speak to you, which MovePal will identify for you.

MovePal is a personalised but automated 2-way communication platform, using both email and SMS to keep your brand in front of all of your data. This includes a range of nurture campaigns for you, both short and long term. Nothing is better than your personal phone call, but this will work in the background for you 24/7, this is your 12th man that never sleeps.

Included in the follow up nurture emails are trigger links such as “Top tips on how to sell your Home E-Guide”. When downloaded this will move them along the sales funnel and notify you, so that the team know when is the right time to get on the phone.



OPTION FOUR

PROPERTY VIDEO CLUB



Video & Facebook, Done!

Off The Shelf Video & Social Media Management Package For Property Professionals

LET US HELP YOU TAKE YOUR PROPERTY BUSINESS TO THE NEXT LEVEL

Hyperlocal domination of your local area with 100% done-for-you property industry videos combined with powerful targeted Facebook advertising for maximum exposure.

All the headaches of producing regular video content for your property business and creating adverts now removed!
Get professionally presented videos created and then promoted to your local area to help generate more valuations, enquiries, customers and clients.

Start Dominating the digital space of your local town by having your agency show up regularly to property owners, Landlords and investors with professionally created property industry videos branded for your own town and business.

**CLICK HERE FOR MORE
INFORMATION**

**CLICK HERE TO
DOWNLOAD INFO PACK**

This service offers a LITE and a PRO option, outlined below

From £299 + VAT



PROPERTY VIDEO CLUB

PROPERTY VIDEO, PROPERLY DONE

MONTHLY SERVICE OFFER

	PVC LITE £299 ^{+VAT}	PVC PRO £795 ^{+VAT}
SALES MARKET UPDATE VIDEO	●	●
LETTINGS MARKET UPDATE VIDEO	●	●
PRESENTER-LED SEASONAL VIDEO	●	●
JOURNALISTIC PROPERTY VIDEO		●
SHORT STATISTIC ANIMATIONS	1 NATIONAL	3 LOCAL
TARGETED FACEBOOK ADVERTISING		●
MEMBERS ONLY FACEBOOK ADVICE GROUP	●	
ADVERTS ON ALL FACEBOOK PLATFORMS		●
MONTHLY VIDEO EXPOSURE RESULTS		●
MONTHLY ACCOUNT MANAGEMENT		●
£75 MONTHLY ADVERTISING INCLUDED		●
FULLY MANAGED SERVICE TOP TO TAIL		●



Please don't hesitate to get in touch if
you have any questions.

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JOIN THE **FREE** FACEBOOK ADS AND
LEAD GENERATION GROUP FOR
ESTATE AGENTS

JOIN GROUP

