



Boost member benefit toolkit

Email series template (4 emails)

Email 1

Subject: It's now simpler than ever to share your listings with Boost.

Preheader: Learn more about the exciting new tool

Header: New in your MLS: See the benefit of giving your listings a boost.

Body:

We're excited to share that, as of [Month] [##], [Year], [MLS] members will have access to Boost, Lone Wolf's leading digital advertising solution, through Matrix.

With Boost, you can start and run digital ads on today's most popular websites and social media platforms without doing the heavy lifting. Show off your listings, promote open houses, share just sold announcements, and so much more—and it all starts with your MLS system.

Promote your listings in three simple steps:

1. Open Boost directly from within your Matrix system.
2. Choose the duration and reach of your ad.
3. Watch Boost create your ad using your MLS listing information.

Ready to get started with Boost? Learn more about how it works for you—plus how to access it, use it, and more—here.

CTA: [Get started]



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Email 2

Subject: Wondering how to use your new Boost account?

Preheader: Get started here.

Header: Got Boost? Here's how to use it.

Body:

Exciting news: As of [Month] [##], [Year], [MLS] members have access to Boost by Lone Wolf, the leading digital advertising solution for real estate, through Matrix.

Wondering how to get up and running with your new benefit? Here's what you need to do:

1. Claim your Boost account
2. Check out our [quick-start videos and resources](#)
3. Get started advertising

That's all there is to it!

CTA: [Get started]



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Email 3

Subject: What can you do with your new Boost account?

Preheader: Discover ad types, what you'll need, and more

Header: Get the word out about your listings.

Body:

As an [MLS] member, you now have access to Boost by Lone Wolf through Matrix. With Boost, you can run automated ads to help promote your listings—and your agent business—to your potential clients.

Run ads for:

- Active, coming soon, and just sold listings
- Virtual and live open houses
- Price reductions
- Agent promotions
- And more

With only:

- Information from Matrix
- A landing page for the leads that come in
- Your target audience and goals

CTA: [Get started]



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Email series template (4 emails)

Email 4

Subject: Manual marketing? Not with your new Boost account.

Preheader: How the new integration helps you automate

Header: No time for marketing? No problem.

Body:

Did you know? One of the fun things about the new Boost by Lone Wolf integration in your Matrix account from [MLS] is that on top of creating ads for listings, it can automate how those ads run.

All you have to do is choose the Automate and Save setting when creating new listing, open house, price reduction, or just sold ads—Boost will do the rest!

1. It checks your MLS inventory for listings that fall into your chosen ad type
2. It creates visually stunning ads using data right from Matrix
3. It runs campaigns for you based on your settings and preferences

Then, ads will show up across the web on thousands of sites—getting you in front of the people most likely to buy. So you can stay focused on what you do best, and let your tech do the heavy lifting for you.

CTA: [Get started]