

ATLAS DRIVE 2025 — DAY THREE HIGHLIGHTS

✓ MARKETING & GROWTH STRATEGY



- Day Three focused on **building awareness, generating leads, and strengthening the Atlas + Agent brand**



- The goal: create a **seamless customer experience** across all touchpoints while driving measurable marketing ROI



- Emphasis on **collaboration, consistent branding, and tools that scale with agent needs**

✓ BRANDING: ATLAS + AGENT = STRONGER TOGETHER

- Co-branding strategy rolled out to reinforce trust, consistency, and visibility

- New **logo lockup guidelines** ensure proper alignment between Atlas and Agent logos



Atlas Agent Seal must maintain minimum size and alignment rules

Used on all Agent communications (web, print, digital)

- Co-branding kits available to agents, including updated logos, templates, and usage examples

- Branding is a strategic advantage—customers are more likely to convert when they recognize the Atlas name backed by a local agent they trust



✓ MARKETING GOALS & LEAD GENERATION

1 Primary Objectives:

- **Increase quality leads** through digital channels
- Improve **conversion tracking and campaign performance insights**
- Strengthen **brand presence** across local and national markets

2 Tools in Use:

- Atlas website **lead forms**
- HubSpot CRM for **centralized lead capture** and nurturing
- SEO, Google Ads, Social Media, and Retargeting campaigns

3 Key Metric:

Volume of **qualified** leads routed to agents + improved lead-to-booking rate

2025 Internet Leads Forecast



What does this mean for the network? \$5,500,000



DAY THREE HIGHLIGHTS - CONTINUED



Focused on practical implementation, tools, and agent feedback on operational strategy.

Q2 2025: HubSpot CRM fully integrated with AtlasNet September - December All Agents Onboarded.

Agent onboarding support includes how-to videos, live training sessions, and dedicated onboarding specialists



Collaborative goal: Help agents work smarter, follow up faster, and close more business



SALES STRATEGY WITH AUSTIN YARBOROUGH

Presentation: Building a Sales Process that Works

- Focused on simplifying the **sales process** and staying customer-focused
- Outlined a repeatable **sales framework** that aligns with how people actually buy
- Encouraged agents to use **storytelling and empathy** to build trust faster
- Shared **tactical** ways to improve close rates, shorten sales cycles, and **qualify leads** effectively

RESOURCES

Austin Marborough



Free Sales Playbook



FIRESIDE CHAT HIGHLIGHTS

Reaffirmed the importance of **digital marketing alignment** between Atlas and its agents

Discussed the role of **data-driven decisions** in guiding marketing investments

Focus on **building long-term brand equity** while achieving short-term lead generation goals

Agents shared insights on how **local marketing efforts** can be elevated through shared tools and messaging

Commitment to **ongoing training and resources** to ensure agent success in digital lead generation

“Marketing is no longer a department—it’s a shared mission. Together, we build the brand, generate the leads, and close the business.”