

#STRATEGIC SOCIAL MARKETING FOR REALTORS®

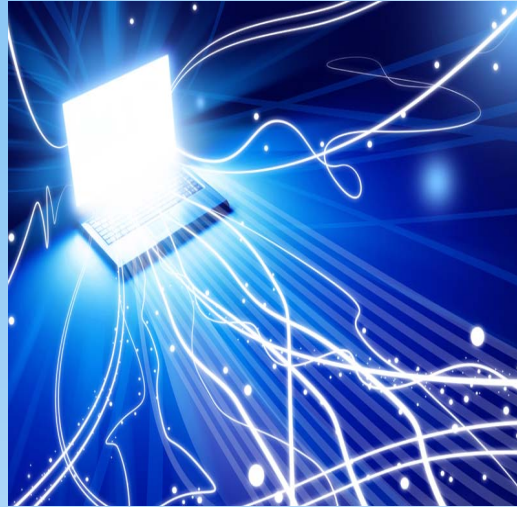
A series of workshops designed to help real estate professionals gain the knowledge they need to remain competitive in the market using new media technologies and online marketing tools.

August 11 10:00am-12:00pm
**Social Media Bootcamp
for REALTORS®**

August 25 10:00am-12:00pm
**Facebook for
Real Estate Professionals**

September 8 10:00am-12:00pm
**Measuring Social Media &
Online Marketing ROI**

September 29 10:00am-12:00pm
FREE Web Pages



October 6 10:00am-12:00pm
**Google Applications
for Business**

October 27 10:00am-12:00pm
**Online Reputation
Management**

November 2 1:00-3:00pm
**Using Video to Promote
Your Listings Online**

November 16 1:00-3:00pm
Blogging 101 for Real Estate

**Check mark each class
you want to attend**

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Hilda Ramirez, Founder of Got 2B Social

**Description of classes on back
All classes held at the SCAOR office
2525 Main St., Soquel CA**

**Individual Classes:
\$20 SCAOR Members
(\$30 at the door)
\$40 Non-member**



**“Connecting to clients isn’t
an option, it’s a necessity.
Take your marketing plans
directly to the Consumer.”**

To Register: Email completed form to lflint@scaor.org; Call 831-464-2000 or Fax to 831-464-2881

Name: _____ Company: _____

Phone: _____ Email: _____

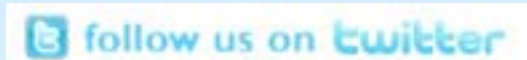
Cash Visa MasterCard AMEX Discover Check No.: _____ (Make check payable to SCAOR)

Name on Card: _____ Signature: _____

Account #: _____ Exp. Date: _____

Billing Address: _____ Zip Code: _____

SCAOR Cancellation Policy: Reservations for courses requiring payment will not be processed until payment is received. If you must cancel or reschedule your reservation, a full refund will be issued if notification is received, by email or in writing (not by telephone), 3 business days prior to class. SCAOR reserves the right to cancel or reschedule any course. If cancellation occurs, SCAOR will issue a full refund. In the event of rescheduling, SCAOR will send immediate notification and transfer all reservations (including payments) to the new date. To cancel/reschedule send email to karen@scaor.org.



Wednesday, August 11 10:00am-12:00pm
Social Media Boot Camp for REALTORS®
– **Helping You Connect with Clients using New Technologies**

- The Internet Revolution
 - Introduction to Social Media
 - Review of top sites and account set ups
 - Twitter, Facebook, SEO, WordPress & YouTube 101 Series
 - Tips and tools to help manage your time effectively.
- Resources will be shared for those who want to expand their knowledge.

This course is designed for the new or prospective social media user. In this clinic you will learn the basic principals of social media and information to help you set up your accounts correctly to maximize benefits of sites.

Wednesday, August 25 10:00am-12:00pm

Facebook for Real Estate Professionals:

- Learn how to set up your personal profile so it can function for personal or business use
 - Review of popular security settings and applications
 - Discussion on best practices and how to promote engagement
 - Promoting your listings through the News Feed
- Establishing a professional image

Wednesday, September 8 10:00am-12:00pm

Measuring Social Media & Online Marketing ROI (Return on Investment):

- Creating a successful online marketing strategy
 - Online Analytics to measure lead sources
 - Taking your marketing to the next level through Webinars
- Advanced SEO techniques

Wednesday, September 29 10:00am-12:00pm

FREE Web Pages:

Marketing with Facebook Business Pages

- Learn how to set up a business page
 - How to promote engagement and earn reader loyalty
- Applications to help enhance your Business Page including FBML (Facebook mark up language)

Wednesday, October 6 10:00am-12:00pm

Google Applications for Business:

- Google Reader, Alerts, Maps, Profiles and more.
- Come and learn about a variety of applications that will help you enhance your ability of being located online.

Wednesday, October 27 10:00am-12:00pm

Online Reputation Management:

- Using applications like Google to find out what is being said about you.
- The pros and cons of using YELP and other review based sites
- Maximizing Social Site Testimonials

PLEASE NOTE DAY OF WEEK & CLASS TIME CHANGE FOR LAST 2 CLASSES

Tuesday, November 2 1:00-3:00pm

Using Video to Promote Your Listings Online:

- Come and learn about YouTube and a host of other sites to help you list and gain the maximum amount of exposure for your listings online.
- Find out how these tools can help you build Search Engine Optimization.

Learn the benefits of uploading to private player sites and how to email to clients for best results.

Tuesday, November 16 1:00-3:00pm

Blogging 101 for Real Estate

– **Using Blogging to Boost SEO!**

- Using Wordpress Themes
- Popular Plug-ins and Widgets
- What to Blog About?
- Hyper Local Content
- Lead Capture Techniques