



Social Media and How it Can Benefit Your RE Biz

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Are you wondering what all the talk is about regarding social media? Is it just a fad? No need to wonder further; this course will define social media and demonstrate the value of using the most important social media websites to grow your real estate business—LinkedIn, YouTube, Twitter, & Facebook, Google+. Students will learn how to create a marketing plan around the most popular social networking sites available today.

- ▶ **How Real Estate Agents connect online for networking and traffic generation**
- ▶ **Developing a Social Media Marketing Plan**
- ▶ **Ten (10) Tips for Social Media Success**
- ▶ **Dos & Don'ts in Social Networking**
- ▶ **Important Tips for Successful Microblogging**
- ▶ **Business Benefits to Using Video Sharing Sites (YouTube)**
- ▶ **Real Estate Blogs in Action**
- ▶ **How to measure your success in social media**



Park Haven
2577 Britt Trail Drive
Lawrenceville, GA 30045

October 11th, 2013, at 9:30-12:45

**RSVP to Melissa Foster 770-609-1593
or Melissa.l.foster2012@gmail.com
by October 10th with your name, Company or
Broker's name, your phone # and licence number.
Space is limited to 35. A light lunch will be provided.**

**Sponsored by Melissa Foster
and Chris Drexler**

**For GPS Directions: 899 Nestling Drive,
Lawrenceville, GA 30045**

**Take 85 N to exit Hwy 316. Take first exit,
Sugarloaf Parkway and turn right.
Travel to Hwy 20 (Grayson Hwy) and
turn right. Turn left on Ozora Road.
Turn left on Ozora Church Road.
Park Haven is at the end of the
road on the right.**

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