



## EXECUTIVE TRAINING: JANUARY/FEBRUARY 2018

### **Social Media Marketing for 2018**

Thursday, 1/4 at 9:00 AM, PST

Learn how to stay on top of your social media marketing in 2018. In this webinar, we will cover the different kinds of social media platforms you can use (including Facebook, blogging, third-party articles, etc.) and develop a social media calendar. Resource: Social Media Calendar

### **New Executive Orientation: New to Realty Executives**

Thursday 1/11 at 9:00 AM, PST

Thursday, 2/8 at 9:00 AM, PST

New Executive Orientation will introduce you to the Realty Executives International brand, give you an overview of our technology suite/intranet portal (PrimeAgent) plus highlight additional marketing tools. In addition to our 30-minute introduction, orientation includes comprehensive training videos, resources and action items to be completed at your own pace.

### **New Executive Orientation: New to Real Estate**

Tuesday, 1/9 at 9:00 AM, PST

Tuesday, 2/6 at 9:00 AM, PST

New Executive Orientation will introduce you to the Realty Executives International brand, give you an overview of our technology suite/intranet portal (PrimeAgent) plus highlight additional marketing tools. This class will also feature tips and tricks for getting started in real estate. In addition to our 30-minute introduction, this orientation includes comprehensive training videos, resources and action items to be completed on your own schedule.

### **New Website Look and Team Accounts**

Friday, 1/12 at 9:00 AM, PST

Join us for an overview of our new website look and an in-depth training of how to set up and use our newest release: the PrimeAgent Team Marketing System!

### **How it Works: Listing Automation**

Tuesday 1/16 at 9:00 AM, PST

Have you added customization your Realty Executives Agent Website? Learn how to showcase your local expertise and connect with motivated, on-the-go consumers with our websites for agents and built-in mobile marketing tool.

### **Using Facebook for Content Marketing**

Wednesday, 1/17 at 9:00 AM, PST

Facebook is one of the best tools for social media marketing. Learn how to set up a business page on Facebook, and how to make the most of that page by sharing listings, blog posts and other content to help bring in new leads.

### **Compelling Property Listing Ideas**

Tuesday, 1/23 at 9:00 AM PST

Make your listings stand out by learning how to set the scene with your photos, property descriptions, and eye-catching titles. Learn how to add local information and other details to make your listings stand out.

To register and for more information, visit the Training Calendar in [PrimeAgent](#).

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### **How it Works: PrimeAgent CRM**

Thursday, 1/25 at 9:00 AM, PST

Are you taking advantage of the integrated CRM system built into PrimeAgent? Better understand how leads filter into the CRM system plus learn how to use groups within the CRM to improve your email marketing.

### **Using Twitter for Content Marketing**

Tuesday, 1/30 at 9:00 AM, PST

Learn how to take advantage of this underutilized platform. You'll learn how to set up a new Twitter account and how and when to post to help bring in new leads.

### **Just Listed/Just Sold**

Thursday, 2/1 at 9:00 AM, PST

"Just Listed" and "Just Sold" marketing are among the most effective strategies for building brand awareness. We've automated the creation of these materials and have the tools to save you time and money while helping you get the word out faster than ever!

### **Highlight Your Expertise Through Blogging (part 1)**

Tuesday, 2/13 at 9:00 AM, PST

Part one of this two-part webinar series will help you uncover the power of blogging to bring more potential clients to your website! Learn how to identify (and share valuable resources and information with) your target audience.

Resource: Digital Marketing Executive guide book

### **Highlight Your Expertise Through Blogging (part 2)**

Thursday, 2/15 at 9:00 AM, PST

Join us for part two of this series to better understand the mechanics of adding blog posts to your Realty Executives agent website. You'll learn how to add photos, charts, and widgets. Hear about best practices for sharing blog posts with your target audience using social media and email as well.

### **How it Works: Agent Websites**

Tuesday, 2/20 at 9:00AM, PST

Learn how to showcase your area expertise and connect with motivated, on-the-go consumers with our websites for agents and built-in mobile marketing tool.

### **Email Marketing: Tips and Tricks**

Thursday, 2/22 at 9:00 AM, PST

Utilize email to nurture your prospects and contacts! Learn how to make the most of our PrimeAgent Campaign and Broadcast email marketing tools.

### **OnDemand Text Message Marketing**

Tuesday, 2/27 at 9:00 AM, PST

PrimeAgent On-Demand, our in-house mobile marketing solution, is included with each agent website subscription. In this session, learn how to use our simple and effective text feature to reach serious buyers instantly as they tour neighborhoods and drive by listings, plus learn tips for staying in touch with your new leads!

To register and for more information, visit the Training Calendar in [PrimeAgent](#).

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