

Twenty-Five Real Estate Marketing Principles

Offered by: Texas Realtors

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Class Outline

Total Time: 2 Hour

CE Credit: 2 Hour

Course Description: This an ideal course for new licensees and will cover twenty-five basic marketing techniques and principles that a licensee can implement to improve their marketing efforts. Agents will learn tips on how to improve their social media presence, branding and overall marketing knowledge.

- 1.) Introduction (Time :02)
- 2.) Course Objective(s) (Time :03)
- 3.) Marketing 101 Description (Time :05)
- 4.) A thru M in Marketing Basics (Time .40)
 - a. Accessibility
 - b. Branding
 - c. Consistency
 - d. Differentiator
 - e. Engagement
 - f. Facebook
 - g. Geographical Farming
 - h. Hyperlinks
 - i. Information
 - j. Jargon
 - k. Keeping Current
 - l. Lead Nurturing
 - m. Marketing Automation
- 5.) SCHEDULED BREAK (Time :10)
- 6.) N thru Y Marketing Basics (Time :50)
 - n. Networking
 - o. Optimization
 - p. Presentation
 - q. Qualified Leads
 - r. Return on Investment
 - s. Source of the Source
 - t. TOMA
 - u. User Generated Content
 - v. Video Marketing
 - w. Website
 - y. You
- x. Conclusion Q & A (Time :05)