



How to
Market Like a

ROCKSTAR

On a
Roadies Budget

Craig Grant



ABOUT ME

CraigGrant.info



The Agenda

- Review How & Why Marketing is Changing
- Identify many cost effective ways to market to the new consumer
- Learn about inexpensive & easy to use tools to do it yourself!

Traditional Real Estate Marketing = Mass Marketing

The traditional way of marketing to reach new or keep in front of existing real estate customers still work, but they aren't as effective as they used to be.



McDonald's introduces
Big Mac.
A meal disguised as
a sandwich.

1974

500/Day



It's as good as it is big. Under scoops of our own secret sauce are two lean patties of 100% beef. There's a slice of melty cheddar-blend cheese; some fresh, crisp lettuce; and crunchy dill pickle slices. All wrapped up in a freshly toasted sesame seed bun. Come now, bring us your bigger than average appetite. It's all at your kind of place.



1984

5,000/Day



DRAKKAR
NOIR

EAU DE TOILETTE
Guy Laroche
Paris

Today consumers encounter almost
30,000
marketing messages per day
-Yankelovich Consumer Research

Too Much Inbox



**Today's Marketing
Needs to Be Much More
Visual**

**Today's Marketing
Needs to Be Much More
Personal & Targeted**

**Today's Marketing
Needs to Be Much More
Online Based**

**Today's Marketing
Needs to Be Much More
Social**

**Today's Marketing
Needs to Be Much More
Video**

**Today's Marketing
Needs to Be Much More
Mobile**

And Yet.....

Yet many are still heavily using them

Multiple Listing (MLS) website	85%
Yard sign	66
Open house	51
Real estate agent website	50
Real estate company website	45
Realtor.com	42
Third party aggregators	27
Print newspaper advertisement	15
Direct mail (flyers, postcards, etc.)	12

Video	9
Other websites with real estate listings (e.g. Google, Yahoo)	8
Real estate magazine website	7
Social networking websites (e.g. Facebook, Twitter, etc.)	6
Online classified advertisements	3
Video hosting websites (e.g. Youtube, etc.)	3
Television	
Other	3

This is a Trend

That Has to

Change

**You're Now Dealing
with 4 Overlapping
Generations**

Silent 1924-1945



SPECIAL War Edition **THE GETTYSBURG TIMES** **SPECIAL War Edition**
Truth Our Guide—The Public Good Our Aim With Honor to Ourselves and Pride to Our Parents

ESTABLISHED 1892 Largest War Member of The Associated Press GETTYSBURG, PA., SUNDAY MORNING, DECEMBER 8, 1941 PUBLISHED WEEKLY PAGES TWO CENT

Japan Attacks Pearl Harbor And Then Declares War on U. S.

Sea and Air Might Are Hurlled Against England And U. S. by Japanese
By the Associated Press
Tokyo, Dec. 8.—Japan hurled her sea and air might against western Pacific possessions of the United States and Great Britain today in a fighting assault, followed by a formal declaration of war.

The first official news that Japan finally had come to grips with the two western powers came in an impetuous, declaratory announcement at 6 a. m. (11 p. m. EST Sunday) that a state of war existed with these as of dawn today.

That announcement was a brief statement that naval operations already were in progress off Hawaii, nearly 3,000 miles away, with at least one Japanese aircraft reported in action against the big American naval base at Pearl Harbor.

Japanese battleships, taking off from undamaged bases, were declared to have bombed Honolulu at 7:55 a. m. Hawaii time (11:55 p. m. EST Sunday).

An hour after the war declaration Gen. J. H. Dornier, premier and war minister, held a 20-minute cabinet session and then the press conference.

Dornier said the premier told of the progress of war plans and outlined government policy, at 10:45 minutes.

In quick succession, U. S. ambassador Joseph C. Grew and British ambassador Sir Robert Latham Craig were seen from the press conference.



Japan's Reply to U. S. Is Delivered 12 Minutes Before Bombing of Honolulu

Washington, Dec. 8 (AP)—The United States and Japan are at war today. And the first tidings told of heavy—"thundering" very heavy losses—to the American armed forces. Pro-Axis radio broadcasting distorted Japanese victory claims.

Japan struck without warning. War was levied by a Sunday morning Japanese blitzkrieg against American bases in the Pacific. Then, a few hours later, Japan made her action with the ferocity of a declaration of war on both the United States and Britain.

From Hawaii to the Philippines the Navy and the Army garrisons were fighting back on sea, land and air.

Congress Expected to Declare War

To meet this unprecedented situation, Congress was called into a momentous joint session to hear President Roosevelt deliver a special message (at 12:30 p. m. EST).

There was no mistaking the mood on Capitol Hill or throughout the city and the nation that stretched across the continent behind it. The pledges of support that poured into the White House from all sources showed the country was solidly united in a common cause behind the President, regardless of past differences and disagreements.

It was the overwhelming opinion in the capital that Mr. Roosevelt intended to ask Congress for a declaration of war or to find that a state of war existed.



Silent Generation

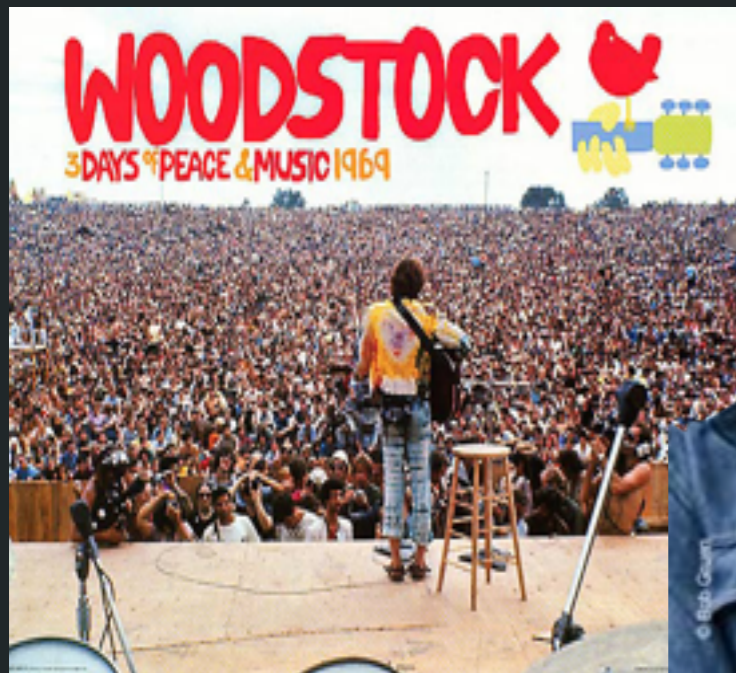
1924-1945

Print
Letter Writing
In Person
Phone Calls



Boomers

1946-1960



Boomers

1946-1960

Are Accustomed to
Mass Marketing
(Print & Direct Mail)

Prefer Face-to-Face
Communication



Boomers

1946-1960

- E-mail
- Telephone
- Social Media
(Facebook)





Gen-X

1961-1981



MUSIC TELEVISION



Gen-X

1961-1981

- Very Independent
- Goal Oriented
- Don't Like Long Conversations or Meetings



Gen-X

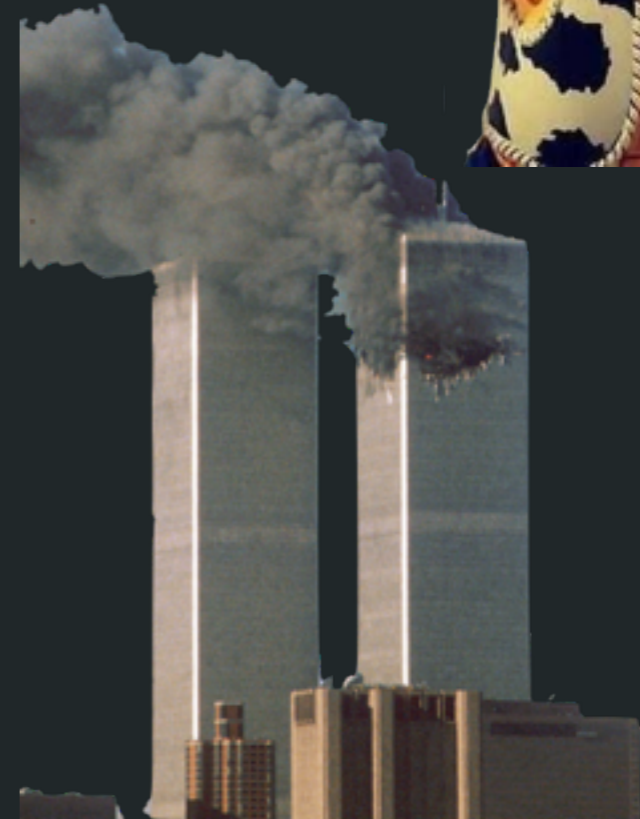
1961-1981

- Typically Connected
- E-mail
- Instant Messaging
- SMS/Text
- Facebook & Twitter



Millennial

1982-1999



Millennials

1981-1999

- Very Educated
- Like To Challenge
- Very Family & Civic Oriented, Want to Make a Difference



Millennials

1981-1999

- Always Connected
- Text & Messaging Tools (SnapChat, WhatsApp, Vine, etc.)
- Social Media (Instagram, Pinterest, Vine, YouTube)



**Today's Marketing
Needs to Be Much More
Visual**

How People Learn



90%

of information
that comes to the
brain is visual

Fun Time!

**A dog is
wearing
glasses**



**Your Brain Processed the
Image 60,000 Times Faster
than the **Words****

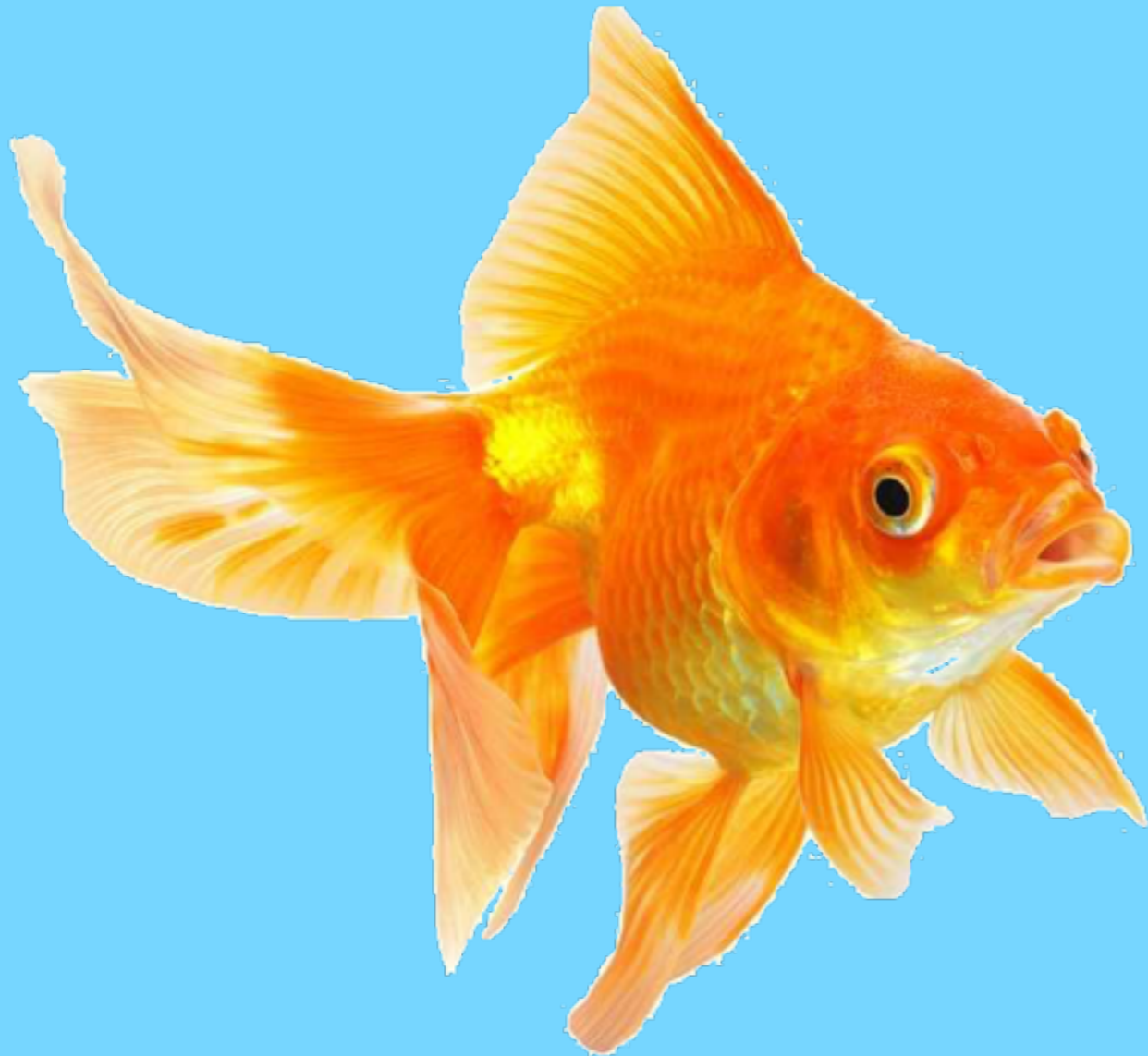
PERCENT OF PEOPLE WHO IGNORE A WEB PAGE WITH

MORE THAN 600 WORDS

77%



Average Attention Span



:08 seconds



:07 seconds

And Yet.....

some of the BEST PRICES on the Beach!



609 W HOLLY STREET ~ KDH

Just Amazing! Listed at: **\$379,900**
4BR 3BA 1PB HUGE house, HUGE MBR, HUGE garage can accommodate workshop, 2 DECKS, NEW neighborhood. Great size yard and room for a pool! Mid-level Rec Room w/ wet bar and garage over 700sf. **MLS 46632**



607 W HOLLY STREET ~ KDH

Listed at: **\$398,000**
4BR 3BA 1PB HUGE house, HUGE MBR, HUGE garage can accommodate workshop, 2 DECKS, NEW neighborhood. Great size yard and room for a pool! Mid-level Rec Room w/ wet bar and garage over 700sf and Master Bath w/ whirlpool tub. **MLS 46031**



312 REGGIE OWENS DRIVE ~ HARBINGER

\$379,900
4BR 3BA BEAUTIFUL SPACIOUS traditional rancher w/ EXTRA LARGE bedrooms in upscale neighborhood Cypress Point. 30,000sf LOT! ONE minute across the WM Bridge. Close to the sound! HUGE FROG use as Rec room. ON MUNICIPAL WATER! **MLS 46178**



426 HARBOUR VIEW DRIVE ~ COLINGTON

WaterFront! Listed at: **\$399,900**
4BR, 2BA 40 FT OF WATER FRONTAGE on 10FT DEEP CANAL FRONT PROPERTY. Furniture/ Electronics included, HUGE 880sf garage. Carpet and appliances like new. ALL closets. Custom Built-in Entertainment Center with cozy fireplace. Custom kitchen cabinetry are ALL equipped with lighting. 3X6 construction! 2 DECKS with SLIDERS! Surround sound. Room for a POOL! Excellent condition LIKE NEW! Bulkhead and canal front property. **MLS 46017**



225 W SOUNDSIDE ROAD ~ NH AT JOCKEY'S RIDGE

\$649,900
4BR 2BA This home is nestled in the back of its lightly wooded lot w/ welcoming privacy. Whop-around docking. Welcoming access to Jockey's Ridge private beach and pathways along the Sound. Mosaic for kids boarders, wind surfers or private sunbathing! Frontal Views of Jockey's Ridge. Room for a pool. Close to quaint restaurants, local shopping, "lazy morning" coffee shops. **MLS 46888**



3320 S LINDA LANE ~ OLD NH PLACE

INCLUDES ELEVATOR! Listed at: **\$700,000**
5MBR 5BA 2PB ELEVATOR! PRIVATE HEATED POOL! LEAST EXPENSIVE QUALITY HOME ON LINDA LANE! Gorgeous "Old Nags Head" style. GREAT EXTRAS! surround sound, hot tub BONUS mid-level SPORTS BAR w/2 flat screen TV's, seating and football. Office has DSL high-speed. ALL BR's ARE MASTERS, rec room w/full-size refrigerator and a microwave. Close to the YMCA, Nags Head Pier, Beach access, Jockey's Ridge and shopping! **MLS 46025**



3416 S LINDA LANE ~ OLD NH PLACE

INCLUDES ELEVATOR! Listed at: **\$724,900**
5MBR 5BA 2PB ELEVATOR! PRIVATE HEATED POOL! LEAST EXPENSIVE QUALITY HOME ON LINDA LANE! Gorgeous "Old Nags Head" style. GREAT EXTRAS! surround sound, hot tub BONUS mid-level SPORTS BAR w/2 flat screen TV's, seating and football. Office has DSL high-speed. ALL BR's ARE MASTERS, rec room w/full-size refrigerator and a microwave. Close to the YMCA, Nags Head Pier, Beach access, Jockey's Ridge and shopping! **MLS 46026**



CREEPS RIDGE RD

\$479,900
4BR 2BA 1PB GORGEOUS HOME! Plenty of inviting wrap-around decks with overhead lighting for the family and guests to spread out. Winner of Parade of Homes. Excellent location, walking distance to schools. Beautifully maintained. Large Unit located behind the house equipped w/ electric, piano and cable. 5485F attached garage. **MLS 47634**

Luxurious Livina

27 Library Street Unit 601,



Brand new downtown condo!
Two bedrooms, two baths
Marble floors, tiled showers,
granite counter tops, custom
fixtures, stainless appliances,
great views & much more.
2 parking spaces in a prime
location, close to the elevator
(a \$15,000 upgrade). Locked
storage unit included!

1,109 sq ft

Only \$379,900

Additional Amenities

- Wood paneled lobby
- Beautiful main floor library
- Luxurious lounge with kitchen
- Amazing fitness center
- Garden-like owners deck
with awesome views, benches,
grills, fountains & a custom
built spa



**Today's Marketing
Needs to Be Much More
Personal & Targeted**

**Today's Marketing
Needs to Be Much More
Online Based**



Your Website, Blog & Search Engines

Your website is....

- The least expensive way to promote you, your listings & the entire MLS.
- The best way to attract out of market customers
- Open 24-7, while you are closed it is working
- A way to maximize & extend other marketing efforts



Your Searches Should be Minimal, Not Loaded

The image displays a screenshot of the ONTHECOASTTEAM.COM website, which is a real estate platform. The main header features the company logo and navigation links for Home Search, Local Info, Tips & Tools, and Contact. The page is titled "Property Search" and shows a search results page with 1,147 results. The interface includes a sidebar with filters for Location, Price (Minimum and Maximum), Property Type, Property Detail, Property Features, and Search Options. A search summary section shows the current search criteria: Location: Destin, Min Price: \$ 0.0000, and Max Price: \$ 10,000,000. The main content area displays a grid of property listings, each with a thumbnail image, price, and basic details. The listings are sorted by "Price: Highest First". The website also features a "Waterfront" tag on several listings and a "Sign Up" / "Login" button at the bottom.

Website Design Don'ts

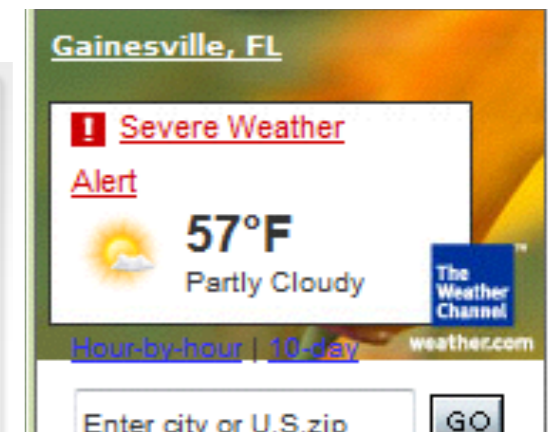
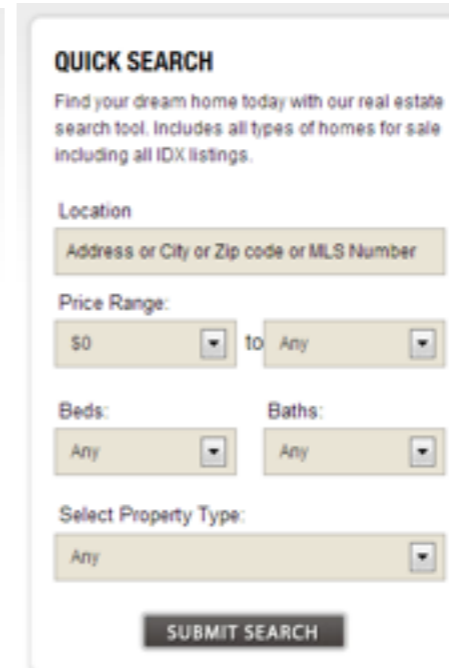
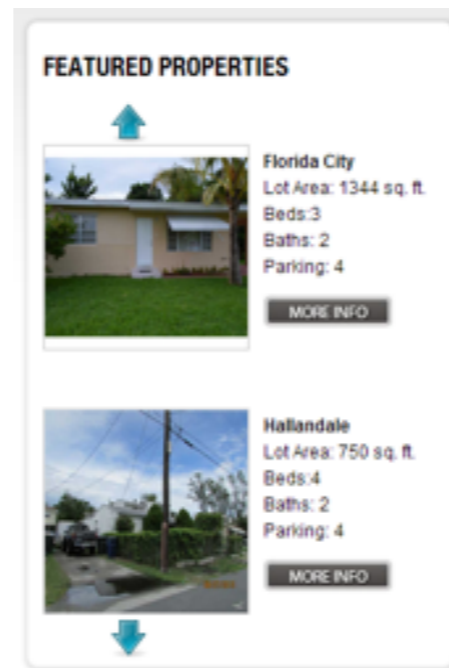
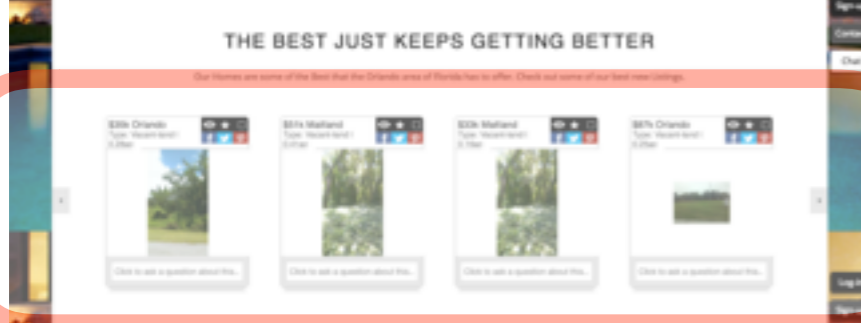
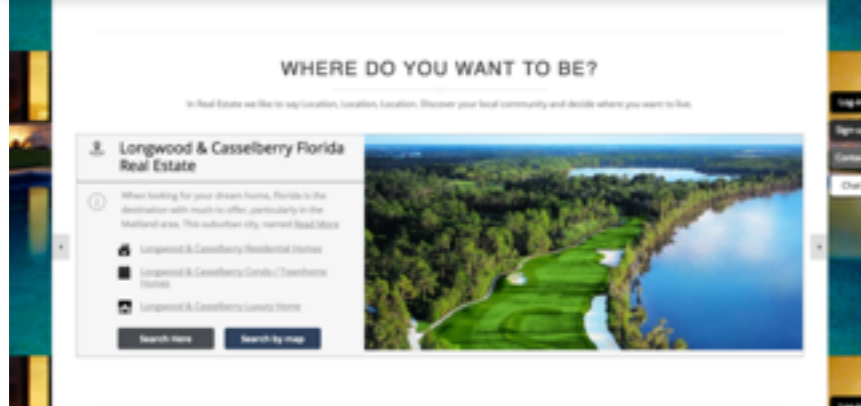
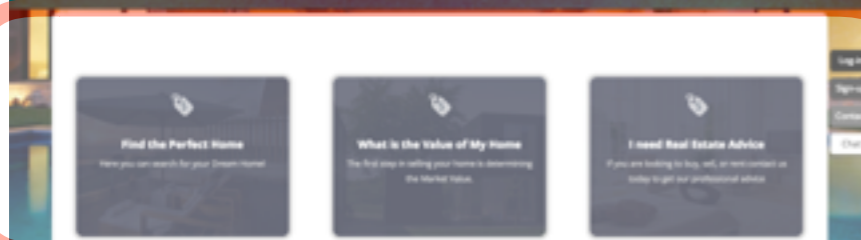
- Avoid overdoing animation or strong colors
- Avoid dark backgrounds on text heavy pages
- Avoid the DRAMA (over use of large fonts, bolds, caps, color, etc.)
- Avoid too much text/scrolling
- If you have a flash intro or music, give the user the option to skip or turn off



Creating Stickiness

Always try to have something on your site that changes its content and/or appearance, especially on your home page. Some ideas include:

- Featured Property slide show
- Quick Search
- Save Search, Registration &/or Login
- Non Real Estate (Weather, RSS News Feeds, etc.)
- Site Changes



Have a Website That Converts!

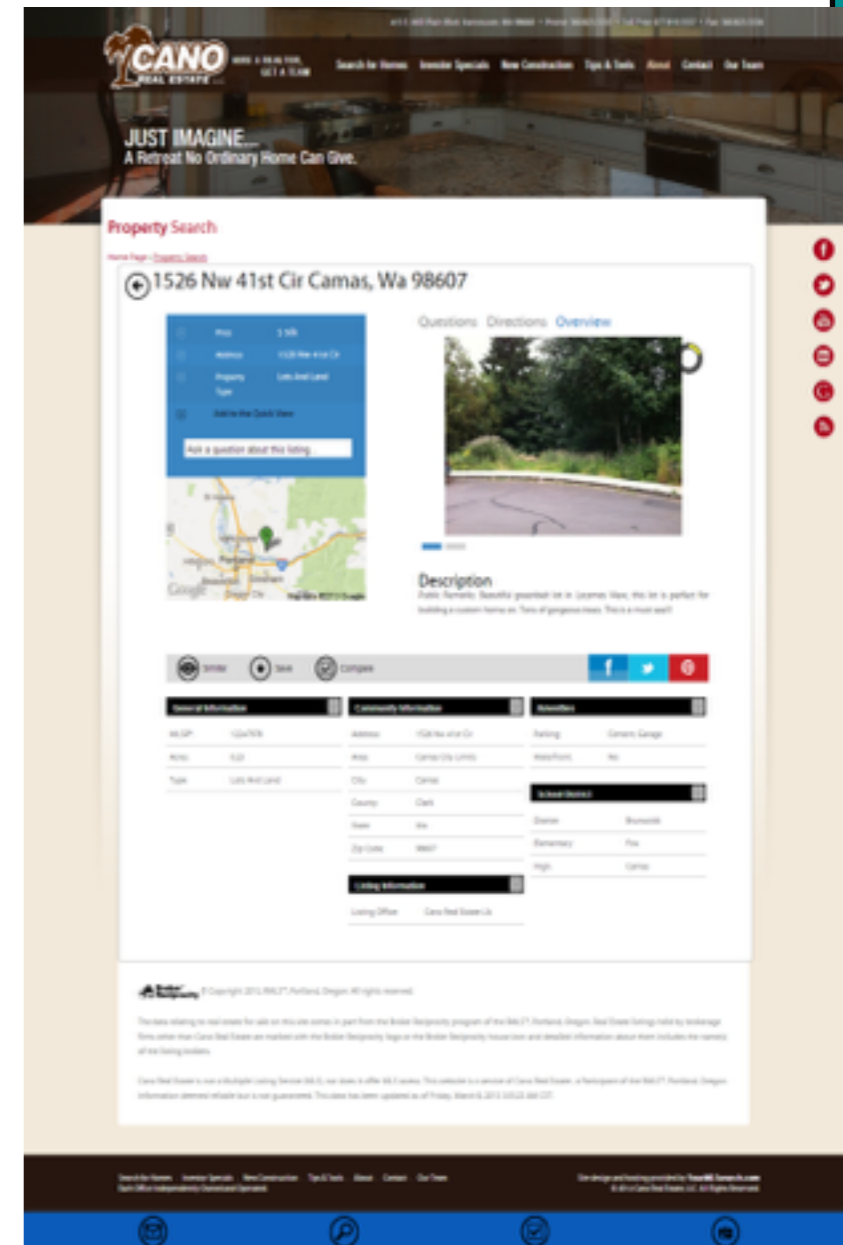
Properties, Properties & More Properties

- **Search by Property Types**
(Condos, Rentals, Apartments, etc.)
- **Search by Geography**
(cities, downtown, subdivisions, etc.)
- **Search by Lifestyle**
(Waterfront, Gated, Luxury, etc.)
- **Search by Price/Customer's Needs**
(short sale, foreclosures, price reductions, new listings, etc.)



Have a Website That Converts!

- IDX = Your Goldmine
So make Users Register for Your Property Searches
- But, Reward them with Listing Updates
- And, Add extra incentive/reward to Your Registration



What to Look for in a Website Vendor

Will you have the Ability to....

- Customize the MLS YOURSELF
- Edit the Website Yourself
(Content Management System)

Assess the Sites for....

- Good Search & Tools
- Good Lead Capture & Follow Up Tools
- Good content

Determining Factors....

- CRM (Customer Relationship Management)

Traditional CRM System

- **Only tracks Registered Users**
(less than 2% of unique site visitors)
- **Drip E-mail**

But a lot of research is showing that as time goes on,
drip emails are becoming less effective

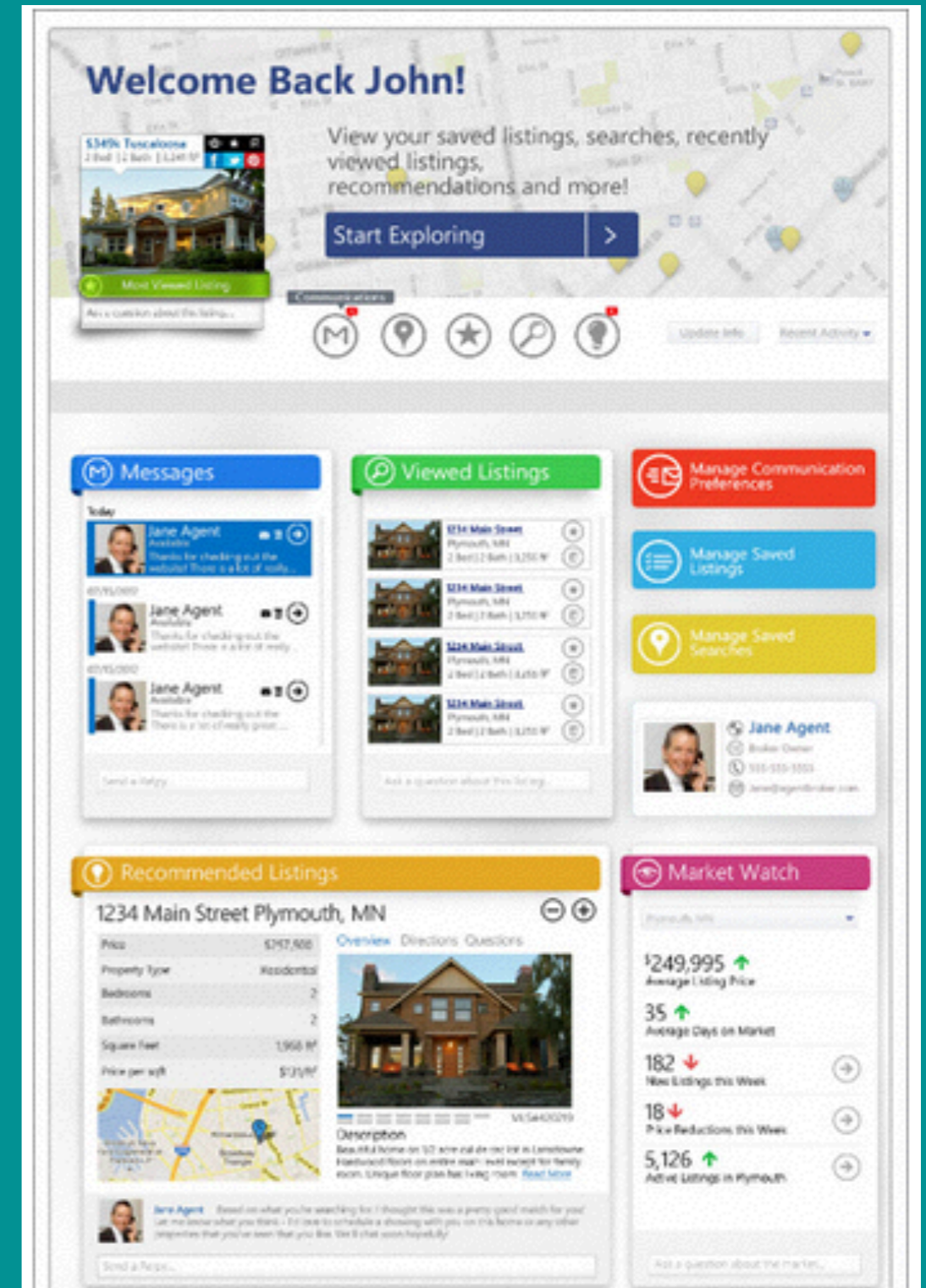
Cookie Tracking & Active Engagement

Cookie Tracking

- logs 100% of site users

- Active Engagement

Personalizes site & user experience for each visitor & tries to engage/communicate with them while the user is still on the site.



What to Look for in a Website Vendor

Will you have the Ability to....

- Customize the MLS YOURSELF
- Edit the Website Yourself
(Content Management System)

Assess the Sites for....

- Good Search & Tools
- Good Lead Capture & Follow Up Tools
- Good content

Determining Factors....

- CRM (Customer Relationship Management)
- Mobile

Your blog is....

- A free way to promote yourself
- An effective way to get repeat visitors to your site
- An inexpensive way to boost your SEO



Pay Per Click Ads = TRAFFIC

You control all aspects of the campaign including:

- The Exact Keywords & Audience that YOU want
- Cost Per Click (CPC)
- Daily Campaign Budget (ex. \$8/day)
- You can even apply:
Demographic, Geographic, Time,
Device & Language settings

Results 1 - 10 of about 1,420,000 for [real estate melbourne](#)

CPC	Sponsored Links
\$2.13	Real estate melbourne Loans, refinance, home equity. Up to 4 free offers now - 1 easy form mortgages.homes.loans.nextag.com
\$2.05	Melbourne Real Estate City Apartments for sale, 07 compl. 6% guaranteed rent plus cap growth www.HomePortProperty.com.au
\$2.00	Melbourne Real Estate Compare top Real Estate Agents Save on commission fees. It's Free. www.fast-home-sale.net
\$1.96	Real Estate View 30,000+ Properties in Melbourne Real Estate for Sale and Rental www.Realestateview.com.au
\$1.92	Melbourne real estate Free real estate listings search. View properties in your area. www.house-real-estate.com
\$1.87	Real Estate Listings View homes for sale, mls listings, real estate agents & foreclosures www.real-estate.com
\$1.81	Melbourne Real Estate Get Top Dollar for Your Home, RE Agents Compete, You Win. No Hassle. www.RealtyTracker.com
\$1.72	Real Estate Melbourne Select a City in Florida Homes Starting at \$200,000 www.BuyersUSArelocation.com

Pay Per Click Ads = TRAFFIC

2 Main PPC Ad Networks:

Google AdWords

(Google, AOL & Google Content Network)



Microsoft/Bing Ad Center

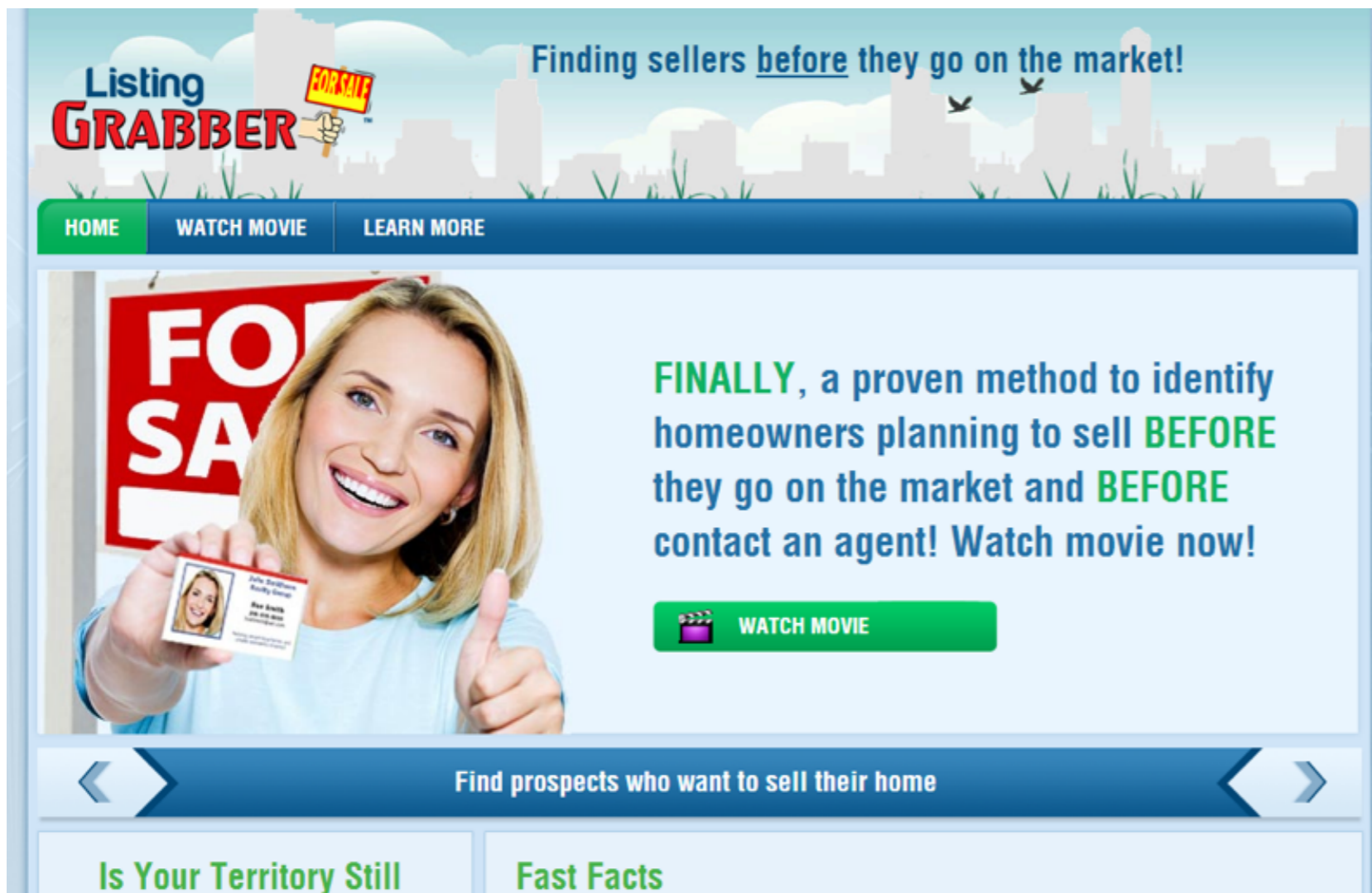
(Bing, Yahoo, MSN, Alta Vista, AskJeeves & Content Network)





Direct Mail

Direct Mail with Personalized URL Tracking



The screenshot shows the Listing Grabber website homepage. At the top left is the logo "Listing GRABBER" with a hand holding a yellow "FOR SALE" sign. To the right of the logo is the tagline "Finding sellers before they go on the market!". Below the logo is a navigation bar with three buttons: "HOME", "WATCH MOVIE", and "LEARN MORE". The main content area features a large image of a smiling woman holding a "FOR SALE" sign and a business card. To the right of the image is the text: "FINALLY, a proven method to identify homeowners planning to sell BEFORE they go on the market and BEFORE contact an agent! Watch movie now!". Below this text is a green button with a filmstrip icon and the text "WATCH MOVIE". At the bottom of the main content area is a blue bar with the text "Find prospects who want to sell their home" and navigation arrows. Below this bar are two sections: "Is Your Territory Still" and "Fast Facts".



www.listinggrabber.com

Direct mail concept combined with online follow me advertising (remnant ads all over the internet)

Direct Mail with Big Data & Predictive Analysis



www.smartzip.com

Direct mail concept combined with online follow me advertising (remnant ads all over the internet)



Real Estate Portal Sites



So what real estate sites are they using?

Residential

- 1  Zillow.com
Your Edge in Real Estate
- 2  realtor.com®
- 3  trulia®
real estate search
- 4  Homes.com
- 5  MOVOTO

Property Management



Commercial



Note: This list excludes corporate real estate sites such as coldwellbanker.com, remax.com, ziprealty.com, redfin.com, etc.

Upgrade Features = LEADS

on a Real Estate Network like Realtor.com, Zillow or Trulia

- Featured Properties

Featured
Property
Upgrade

The screenshot shows the Realtor.com search results page for Gainesville, FL. At the top, there is a banner for Georgette Evans with the text "There's Something in the Way... She Helps You Move!". Below the banner is the Realtor.com logo and the text "Official Site of the National Association of REALTORS®". The navigation bar includes "Find A Home", "Home Finance", "Moving", "Home & Garden", "My Listings 2", and "My Searches 5". The search results show 216 listings found. A red box highlights four featured property listings in a grid:

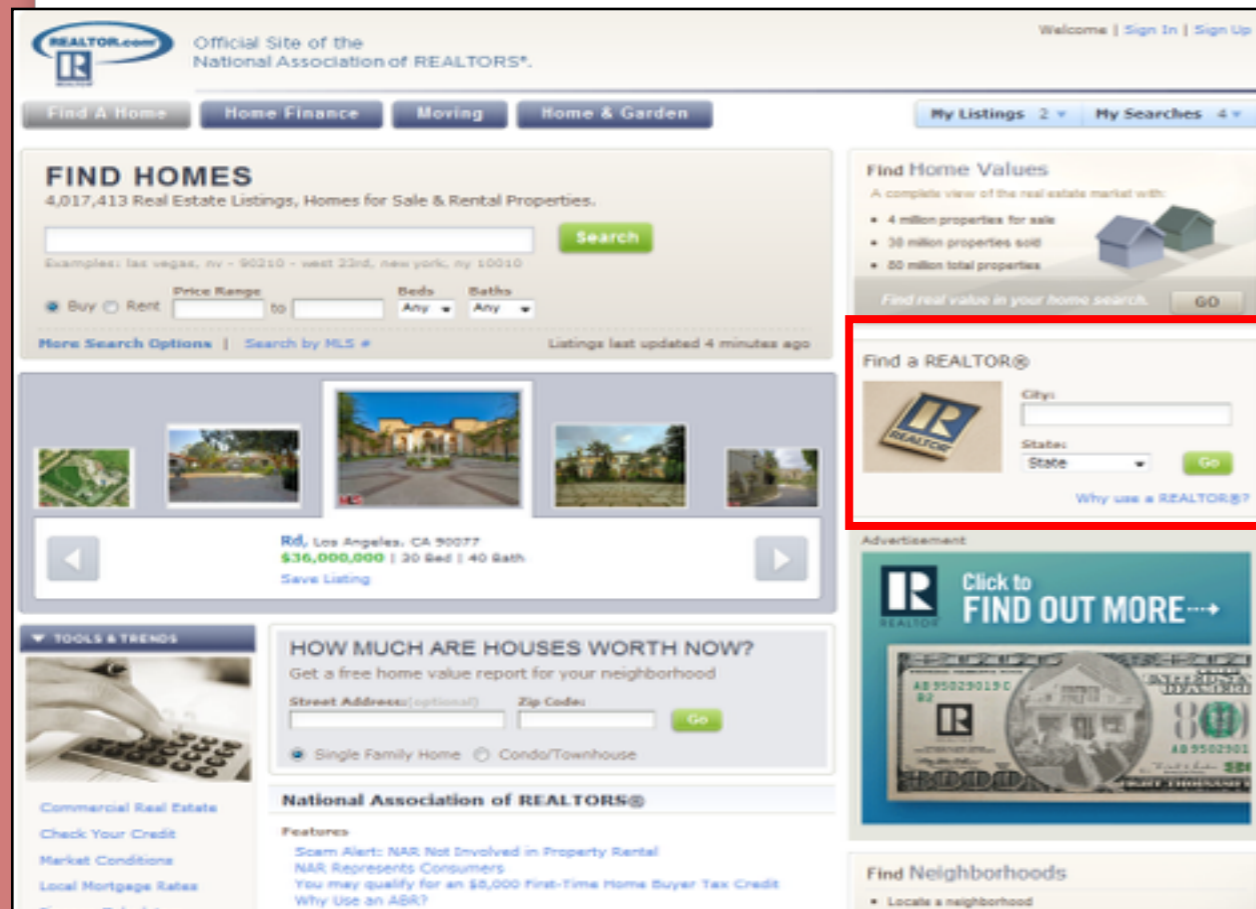
Location	Price	Bedrooms	Bathrooms
Gainesville, FL	\$174,900	3 Bed	2 Bath
Gainesville, FL	\$299,000	5 Bed	4.5 Bath
Gainesville, FL	\$309,900	5 Bed	3.5 Bath
Gainesville, FL	\$242,500	3 Bed	2 Bath

Below the grid, there are options to "Like to see photos?", "Sort by Price: High to Low", and "Sort by number of photos". A detailed listing for "13816 Nw 19Th Place" is shown below, priced at \$897,696, with 5 bedrooms, 4 bathrooms, 4,768 sq ft, and a 4.85-acre lot. The listing includes a "12 photos" badge and a "Save Listing" button. On the right side of the search results, there is a vertical banner for Georgette Evans with the text "There's Something in the Way..." and an image of a family.

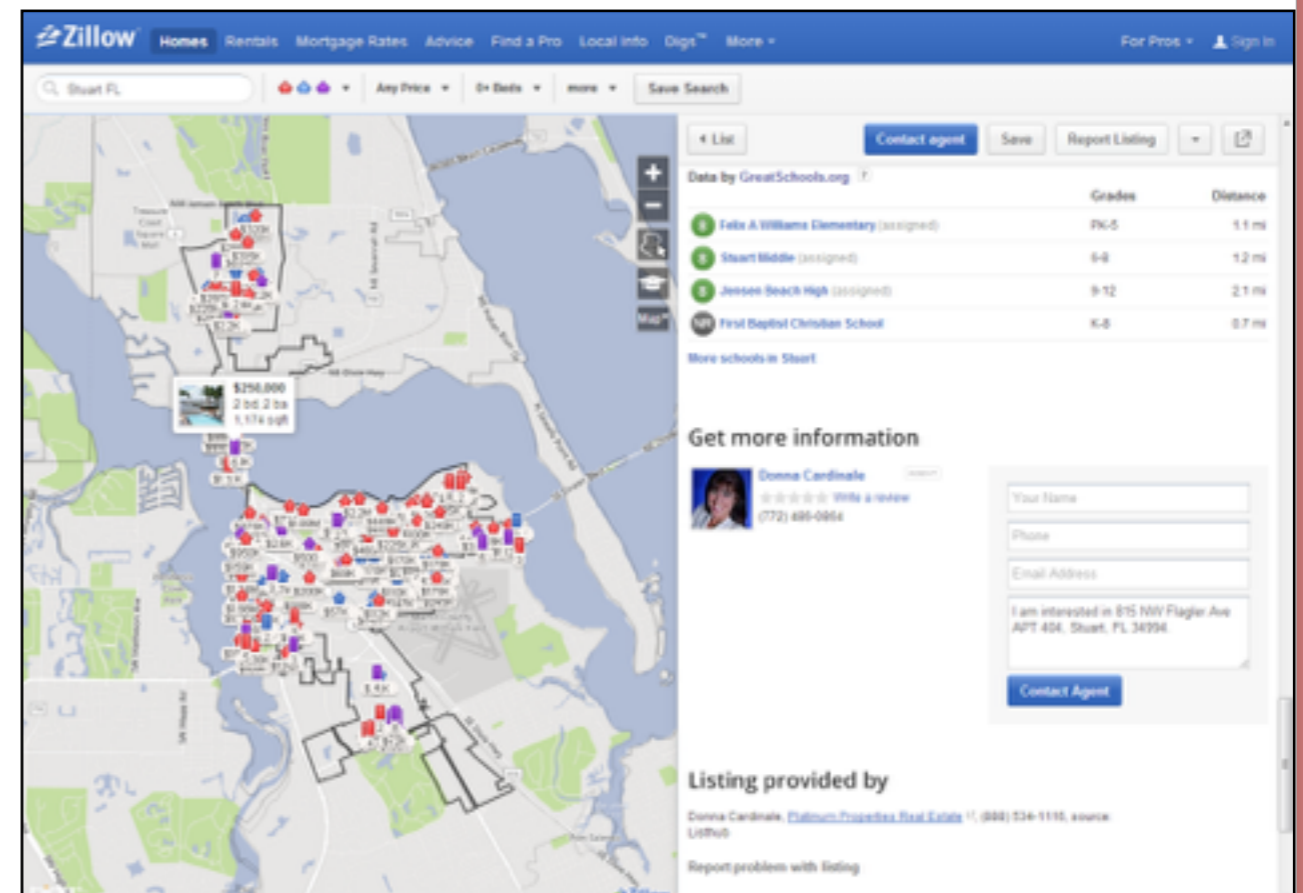
Upgrade Features = LEADS

on a Real Estate Network like Realtor.com, Zillow or Trulia

- Featured Properties
- Need A Realtor Form or Featured Realtor



The screenshot shows the Realtor.com homepage. At the top, it says "Official Site of the National Association of REALTORS®". Below the navigation bar, there's a "FIND HOMES" section with a search bar and filters for "Buy" or "Rent", "Price Range", "Beds", and "Baths". A featured property is shown with a price of \$36,000,000. A red box highlights a "Find a REALTOR®" form with fields for "City", "State", and "Zip Code". Below this is an advertisement for "Click to FIND OUT MORE" with a "Go" button. The bottom section includes "HOW MUCH ARE HOUSES WORTH NOW?" and "National Association of REALTORS®" information.



The screenshot shows the Zillow website interface. At the top, it says "Zillow" and "Homes". Below the navigation bar, there's a search bar and filters for "Any Price", "Beds", and "more". A map shows a neighborhood with a highlighted property. To the right of the map, there's a table of schools with columns for "Grades" and "Distance". Below the table, there's a "Get more information" section with a "Contact Agent" button. The bottom section includes "Listing provided by" information and a "Report problem with listing" link.

Upgrade Features = LEADS

on a Real Estate Network like Realtor.com, Zillow or Trulia

- Featured Properties
- Need A Realtor Form or Featured Realtor
- Listing Display Enhancements / Contact Info
- Buying into Pool of Unclaimed Leads
- Mobile Version Ads

11946 Nw 113Th Avenue Gainesville, FL 32606
\$312,750
4 Bed, 3 Bath | 2,455 Sq Ft | 9,147 Sq Ft Lot
Single Family Home
4BR/3BA Hallsville Model, den, corner fireplace, European style cabinetry with beveled countertops, walk in pantry,.... more
Save Listing

1442 Nw 104 Drive Gainesville, FL 32606
\$309,900
4 Bed, 3 Bath | 2,731 Sq Ft | 0.54 Acre Lot
Single Family Home
Beautiful 4BR/3BA, 3-way split plan Broadmoor home on large lot and cu... more
12 PHOTOS
BOSSHARDT REALTY
Realty: Redefining Real Estate
Save Listing

7700 Nw 40Th Avenue Gainesville, FL 32606
\$309,900
5 Bed, 3.5 Bath | 2,715 Sq Ft | 0.65 Acre Lot
Single Family Home
You will not believe the transformation with the completed remodel on this Robin

Zillow Homes Rentals Mortgage Rates Advice Find a Pro Local Info Digs More
Stuart FL
Any Price 0+ Beds more Save Search
Listing website Save Report Listing
644 SW Cleveland Ave Stuart, FL 34994
16 beds, 8 baths, 7,128 sqft
For Sale: \$950,000
Est. Mortgage \$3,800/mo*
See current rates on Zillow
Get more information
Cindy Gleason
5 stars
1 Recent sales
(772) 485-4211
Phone
Email Address
I am interested in 644 SW Cleveland Ave, Stuart, FL 34994
Contact Agent
Learn how to appear above

Banner Advertising



Banner Ads = Branding

Graphic banner ads may be annoying, but they are excellent for building top of mind awareness (TOMA) or branding.

Great for Realtors® new to the business, going through market/office change or just with identity/name recognition issues

Best Option is usually your local newspaper or classified site.



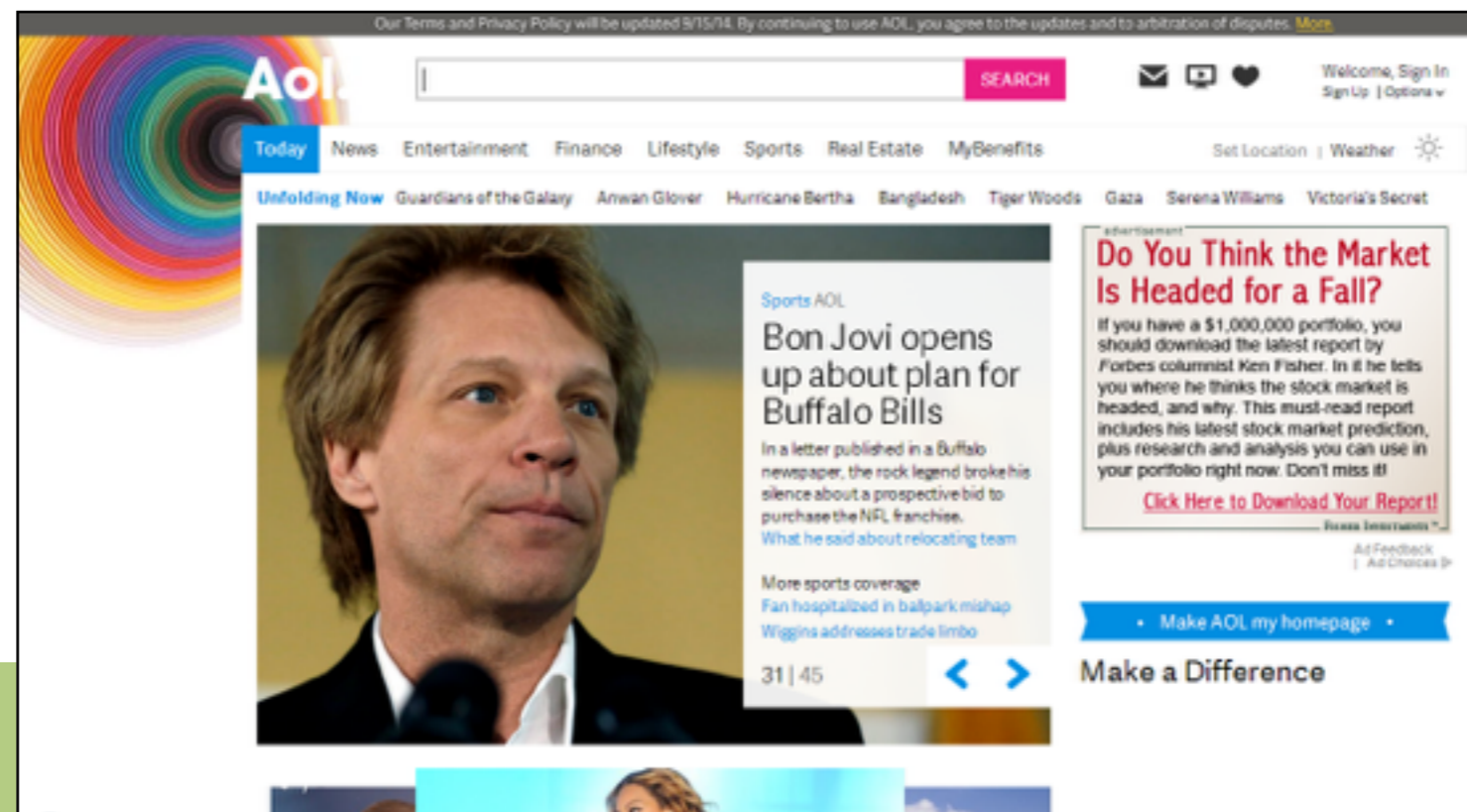
The screenshot shows a website interface with several banner ads and content sections. At the top, there is a banner for "Nonstop Service To WASHINGTON D.C. MELBOURNE International AIRPORT" featuring an airplane. Below this is a navigation bar with links for Home, News, Entertainment, Communities, Jobs, Automotive, Real Estate, Classifieds, Shopping, and Customer Service. The main content area includes a "The Verge" logo with the tagline "by, for and about TEENS!" and a "sun coast RV" logo. A large article titled "Blockbusters draw teens to theaters" is featured, with a sub-headline "Fighting boredom, going on dates among reasons" and a photo of a movie scene. Other smaller articles include "Teens must travel abroad with caution, awareness" and "It's OK if summer means being bored". A sidebar on the left lists various categories like "Main News", "Local", "Sports", "Business", "Life", "Editorial Pages", "Columns", "Obituaries", "Storm Season", "Weather", "Community News", "About Us", "Health", "Inside Racism", "The Verge", "Technology", "Photo Gallery", "Florida Lottery", "USA Weekend", and "7 Star Archives". A "TASTE" logo is also visible in the bottom left corner. On the right side, there are several small ads, including one for "Get what you want." and another for "The Majors Golf Club".

Re-Direct Banner Ads = Convert Site Traffic

Puts cookie on users machine and then your ads follow them around on different sites.

Reduces the time frame of typical banner ads, makes the user think you're everywhere!

AdWerx
for Real Estate





Email Marketing

[MailChimp.com](https://mailchimp.com)

The screenshot displays the MailChimp website's navigation bar with links for Features, Pricing, Support, Blog, and More. A 'Sign Up Free' button and a 'Log In' link are also present. The main heading reads 'Send Better Email'. Below this, an email editor interface is shown for a campaign titled 'J.R. FLOURENCE ONLINE STORE'. The editor includes a header with the sender name 'J.R. Florence' and '1 Editing' status, and options for 'Help', 'Preview and Test', and 'Save and Exit'. The main content area features a large image of a blue patterned shirt on a wooden table, with the text 'FITTED FOR FALL' and a short paragraph below it. A 'Design' tab is active on the right-hand side of the editor, showing icons for text, social media, images, and a gallery. The background of the editor interface includes decorative elements like a yellow bird on a branch, a framed picture of a monkey, and a succulent in a white vase.

Features Pricing Support Blog More





Sign Up Free Log In

Send Better Email

J.R. Florence 1 Editing Help Preview and Test Save and Exit

J.R. FLOURENCE ONLINE STORE

Content Design Comments




AUTUMN SUITS

FITTED FOR FALL

'Tis the season at J.R. Florence for fitted long sleeve button downs! Our full Autumn Series of

Recipients Setup Template Design Confirm

Hootsuite +  Expand & customize your Hootsuite dashboard, install the MailChimp app. Add to Hootsuite X

MailChimp.com

Campaigns

Export as CSV

Checkbox	Status	Campaign Name	Recipient List	Send Date	Subscribers	Opens	Clicks	Action
<input type="checkbox"/>	🕒	NEFAR 3 Day Tech Event #3	Regular · Students (segment)	Scheduled for Tue, May 12, 2015 08:45 am				Scheduled
<input type="checkbox"/>	✅	NEFAR 3 Day Tech Event #2	Regular · Students (segment)	Sent on Mon, May 11, 2015 09:30 am	908	5.1%	0.2%	View Report
<input type="checkbox"/>	✅	NEFAR 3 Day Tech Event	Regular · Students (segment)	Sent on Fri, May 08, 2015 10:46 pm	924	15.3%	1.9%	View Report
<input type="checkbox"/>	✅	Last Chance - BCAR 4-30 Data Security & Tech Toolbox	Regular · Students (segment)	Sent on Tue, Apr 28, 2015 09:30 am	323	20.5%	0.0%	View Report

Up to 2000 Users & UP to 12,000
EMails Sent Per Month for FREE!!

Wednesday, April 29th @ ECAR
10 Hollywood Blvd S E Fort Walton Beach, FL 32548-4997



is Technology Education Day with Craig Grant

Unsubscribe <Email Address> | Update your profile | Forward to a friend |

Dear <First Name>,

You should have seen promotions recently from your association, but seeing as you have attended some of my classes in the past, I wanted to personally invite you to these great classes I will be doing at ECAR!

WEDNESDAY April 29TH

Your New Real Estate Marketing Plan

Your Customers are Online, Find Out How to Reach Them!

- Learn about many different online marketing options including:
- Real Estate Portal Sites (Zillow, Trulia, Realtor.com, etc.)
 - Social media networks
 - Search engine marketing options
 - Banner & Re-Direct Advertising
 - Syndication, SMS Info Lines and much more



From 9 AM to 12 PM

The REALTORS® Technology Toolbox

Wouldn't it be Great to Have a Personal Technology Shopping Assistant:

- Save Time, Money by Cutting Through the Clutter
- Know What Hardware, Software, Apps & Technology to Use & Buy
- Learn How to Leverage them to Improve Your Skills, & Customer Service
- Cut the Phone Line, Run a Paperless & Wireless Business
- And Much, Much More



4 CE from 1 PM to 5 PM

For Details or To Register go to the ECAR website or contact Paula Cook at paulac@ecaor.com or call 850.243.6145

Hope to see you there!

Craig Grant - The Real Estate Technology Institute

DETAILS

Wednesday April 29th at ECAR in Fort Walton Beach from 9 AM to 5 PM

To Register

Contact Paula Cook at paulac@ecaor.com or call 850.243.6145

About the Instructor - Craig Grant



Craig Grant is one of the top technology instructors around with over 150 speaking engagements around the country each year.

As his motto "Advanced Real Estate Technology Instructors at a Pre-K Level" states, he able to take complex technic concepts and present them a way that the typical non-technical person can not understand but be able to apply it to immediately improve their business.

Copyright (C) 2013 The Real Estate Technology Institute All rights reserved.

MailChimp

MailChimp.com

The screenshot shows a Facebook profile for Craig Grant. The profile picture is a headshot of a man with short brown hair. The cover photo is a sunset over a body of water. The profile name is "Craig Grant" with "Update Info" and "View Activity Log" buttons. Below the name are tabs for "Timeline", "About", "Friends 1,456", "Photos", and "More". The timeline shows a post from 39 minutes ago: "3 Day Tech Learning Event Starts Tomorrow at NEFAR with National Technology Speaker Craig Grant". The "About" section lists: "Owner/CEO at The Real Estate Technology Institute (RETI) and Owner, President of Sales, Marketing & Education at EasyRealtyDigs.com", "Studied Advertising at University of Florida", "Lives in Stuart, Florida", "Married to Meg Lane Grant", and "From Plantation, Florida". The right sidebar shows a "Recent" list of friends and a "GROUP CONVERSATIONS" section.

www.happygrasshopper.com

The screenshot shows the homepage of Happy Grasshopper. At the top left is the logo "happygrasshopper." in orange and green. To the right are navigation links: "Services", "Testimonials", "Blog", and "Sign In". A red button with the phone number "Call: 727.232.9117" is also present. The main content area has a green background with the headline "Follow-Up Solutions For Salespeople, Teams and Enterprises" in white. Below this is the sub-headline "We write and deliver amazing follow-up email for salespeople." and a red button that says "Watch a Micro Webinar ->". A row of logos for partner companies follows: Allstate, AVON, KELLER WILLIAMS, EXIT, a circular logo, REMIX, and Ameriprise Financial. At the bottom, there is a testimonial snippet: "Happy Grasshopper gets me massive results by consistently and effectively communicating with my leads, sphere, past clients and the rest of my" next to a partial image of a man's face.

Personalized
quirky emails
that make the
person think
your personally
thinking of them

www.BombBomb.com/realestate

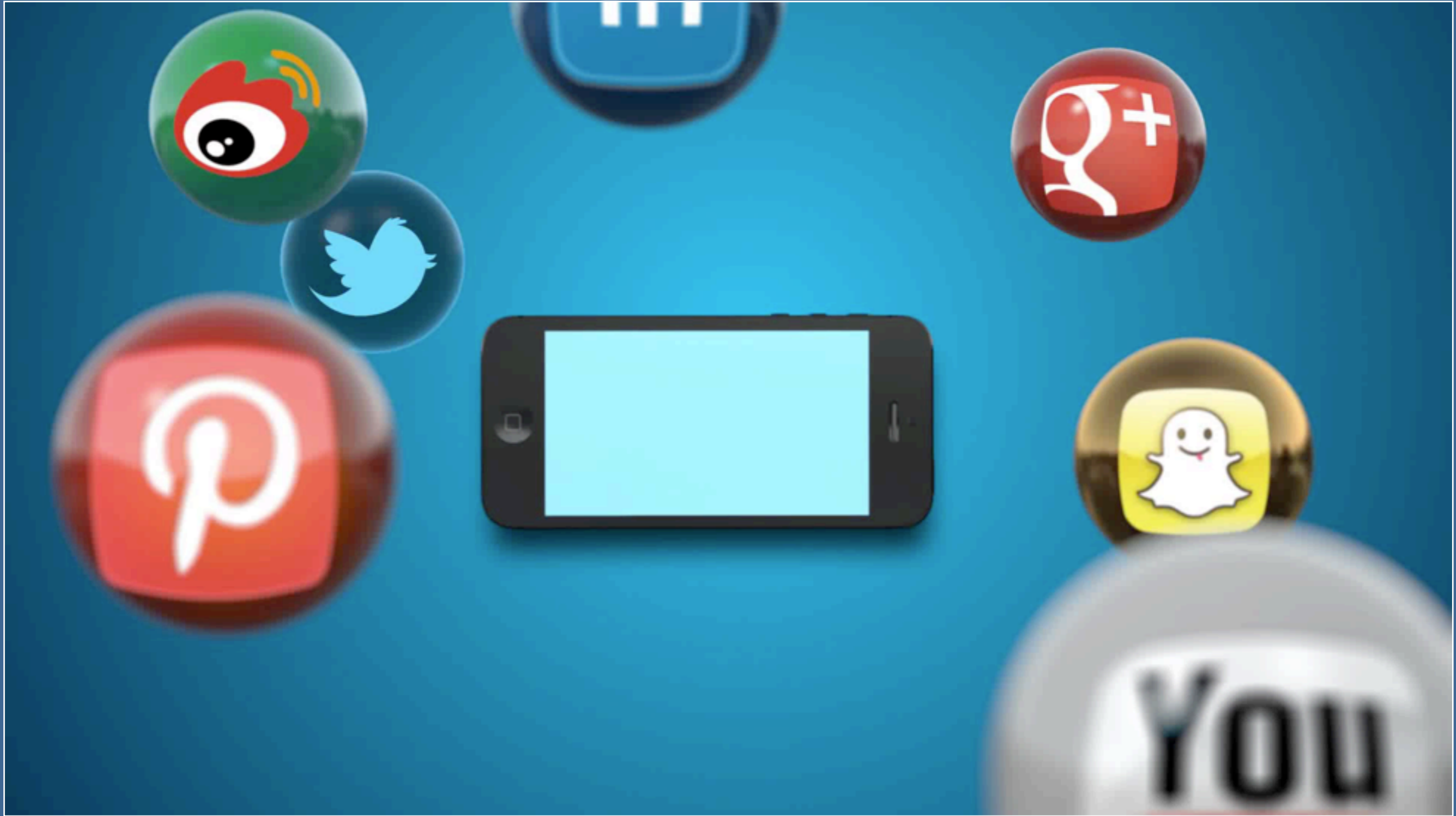
The screenshot displays the BombBomb website interface. At the top left is the BombBomb logo. To the right, there is a phone number (866.209.4602), links for Pricing and Login, and a dropdown menu for 'GFF gatorfantasy.football.cbs' with an 'Explore' button. The main banner features a large image of a modern residential building with the text 'Video Email for Real Estate' and the tagline 'Be There In Person When You Can't Be There In Person'. A vertical 'Ask Us' button is on the left. Below the banner, there are three video thumbnails: a large one on the left showing a couple looking at a phone with an orange arrow pointing left and the text 'be there in person', and two smaller ones on the right showing women speaking at a booth.

Embed Video messages to your clients in emails very quickly and easily

**Today's Marketing
Needs to Be Much More
Social**



Social Media



[Social Media Revolution - Erik Qualman of Socialnomics](#)

Don't Forget Social Media

facebook

twitter



Google+

LinkedIn

YouTube



BLOG

facebook



The Social Meet & Greet

- #2 site in the world for traffic
#1 for time spent.
- While it started as a Social Network, it has morphed into a powerful business marketplace.



facebook

- With Over 1.7 Billion Active Users
- 1 in 5 people on Earth have a FaceBook account
- 1 Billion of them are Logged in on Any Given Day!

facebook

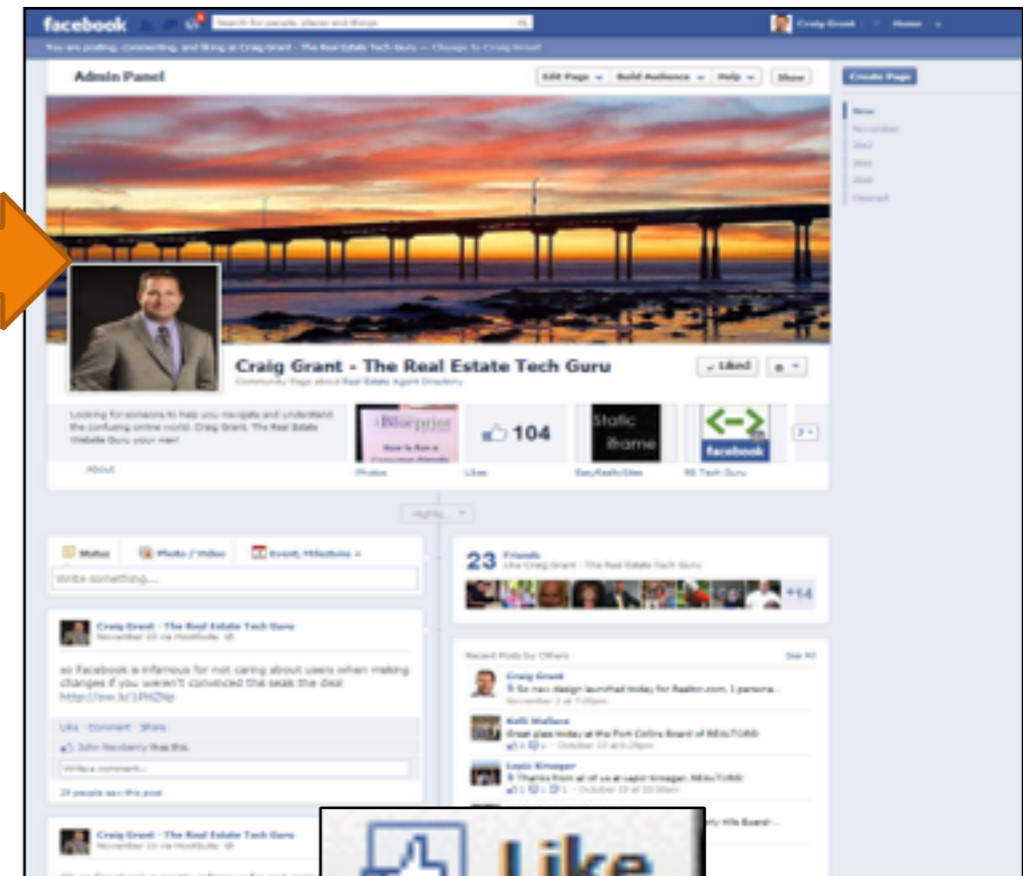
Split into 2 Networks

Your Personal Profile

and Business Pages



+1 Add as Friend



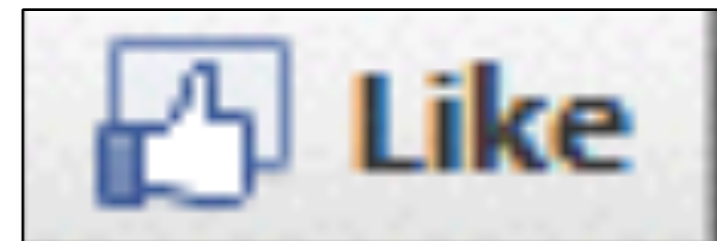
Like

Business Pages

facebook



Should post daily,
but short & fun,
easy to run



twitter



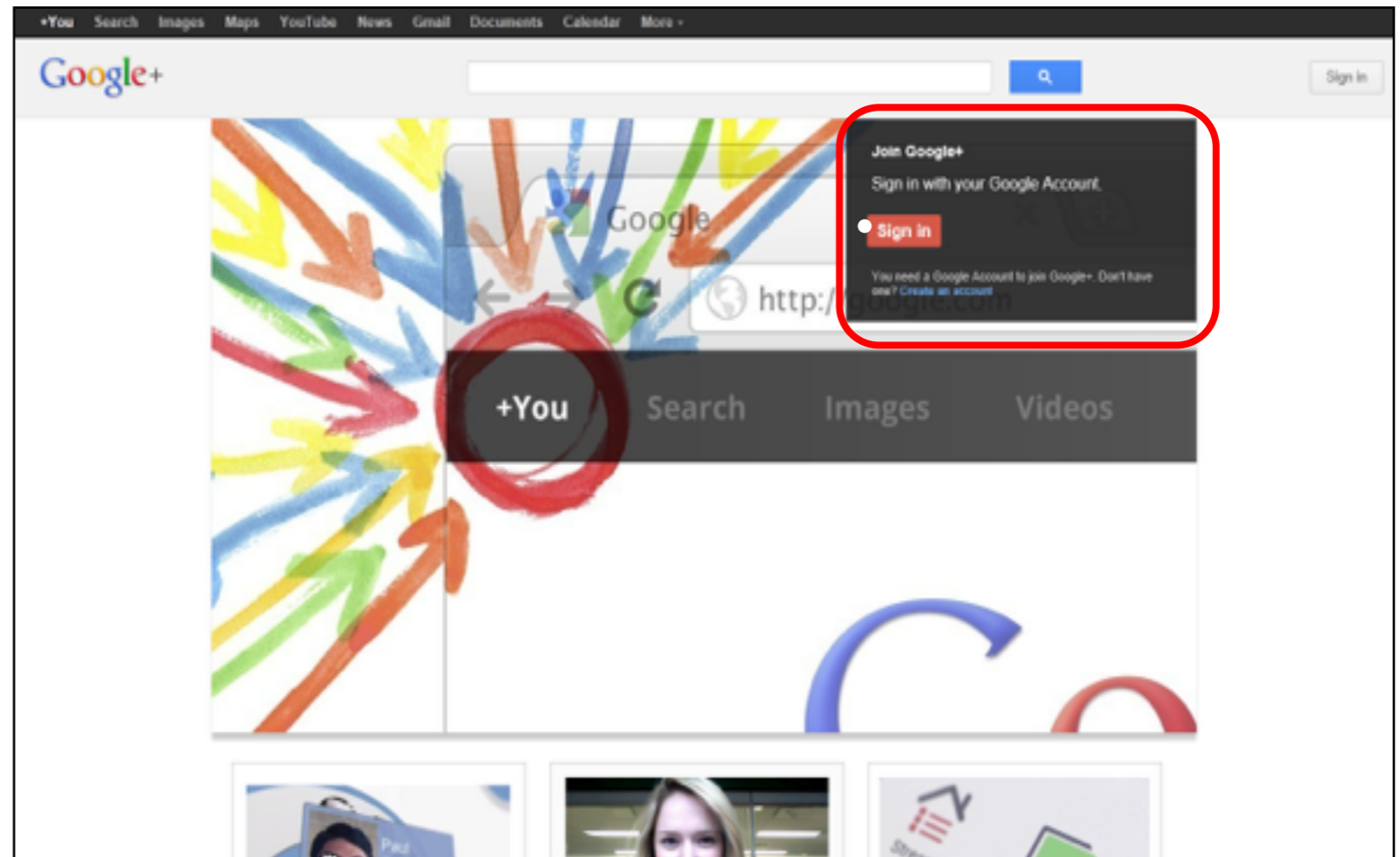
- Micro-Blogging = Max. of 140 char posts
- Post multiple times per day
- Great for targeting, observing, spying



- Networking site for business professionals
- You should at least have a profile
- Occasional posts intended for business audience

Google+

Plus.Google.com



- Growth in business users (not content)
- Best design & tools & integration with all Google services
- Run similar to Facebook (personal & business page)



Google Plus activity is now factored into Google search results with Google & You Plus the World

+Craig Search Images Videos Maps News Shopping Mail More

Google

Search

real estate gainesville florida
real estate gainesville florida
real estate gainesville florida **area**
real estate gainesville florida **32608**
real estate gainesville florida **university**

Everything
Images
Maps
Videos
News
Shopping
More

Plantation, FL
Change location

Show search tools

Ads - Why these ads?


Realty Gainesville FL - Buying/Selling a Home?
lindathomas.wvmediaagent.com/
Call Linda or Niki at 352-214-8010 Today!

Property Management
www.allisonables.com/
Allison Ables has the best service and lowest management fees in town!
2725 SW 91st Street Suite 120, Gainesville
(352) 371-1828
★★★★★
77 reviews

Gainesville, FL Houses | FrontDoor.com
www.frontdoor.com/
Over 2,500 Gainesville FL Houses w/Photos & Neighborhoods from HGTV

Coldwell Banker M. M. Parrish Realtors - Gainesville Real Estate ...
www.mmparrish.com/
Coldwell Banker M. M. Parrish in Gainesville FL - Serving the real estate needs of Gainesville, Alachua, as well as Alachua and surrounding Counties.
Property Search - Agents - Coldwell Banker Commercial ... - Northwest 39th Ave


Gainesville FL Realtor, New homes in Gainesville
www.gainesvillenewhomes.com/
Welcome to **Gainesville Florida Real Estate** and New Homes- Search **Gainesville Florida real estate**, new homes, condos, MLS and commercial properties for ...

 Mitchell Martin shared this

Gainesville Real Estate & Gainesville Homes For Sale — Trulia.com

www.realtor.com/realestateandhomes-search/Gainesville_FL
REALTOR.com has Gainesville, FL homes for sale listings. Find Gainesville real estate listings and information.

Gainesville FL Realtor, New homes in Gainesville
www.gainesvillenewhomes.com/
Welcome to **Gainesville Florida Real Estate** and New Homes- Search **Gainesville Florida real estate**, new homes, condos, MLS and commercial properties for ...

 Mitchell Martin shared this



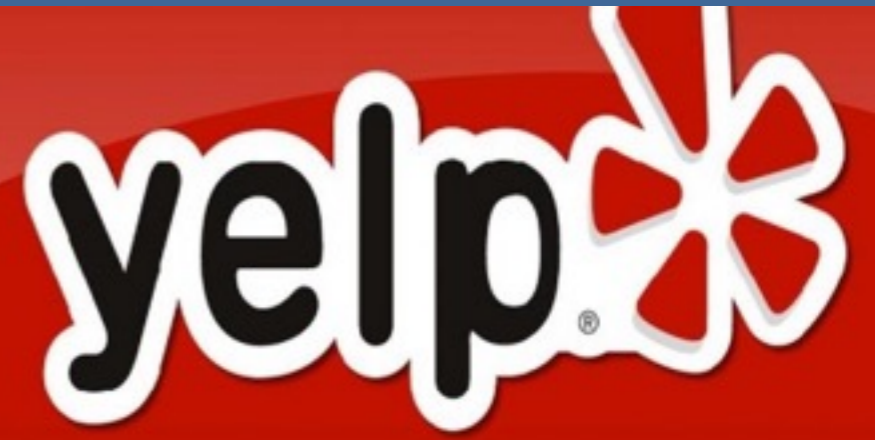
[YouTube.com](https://www.youtube.com)



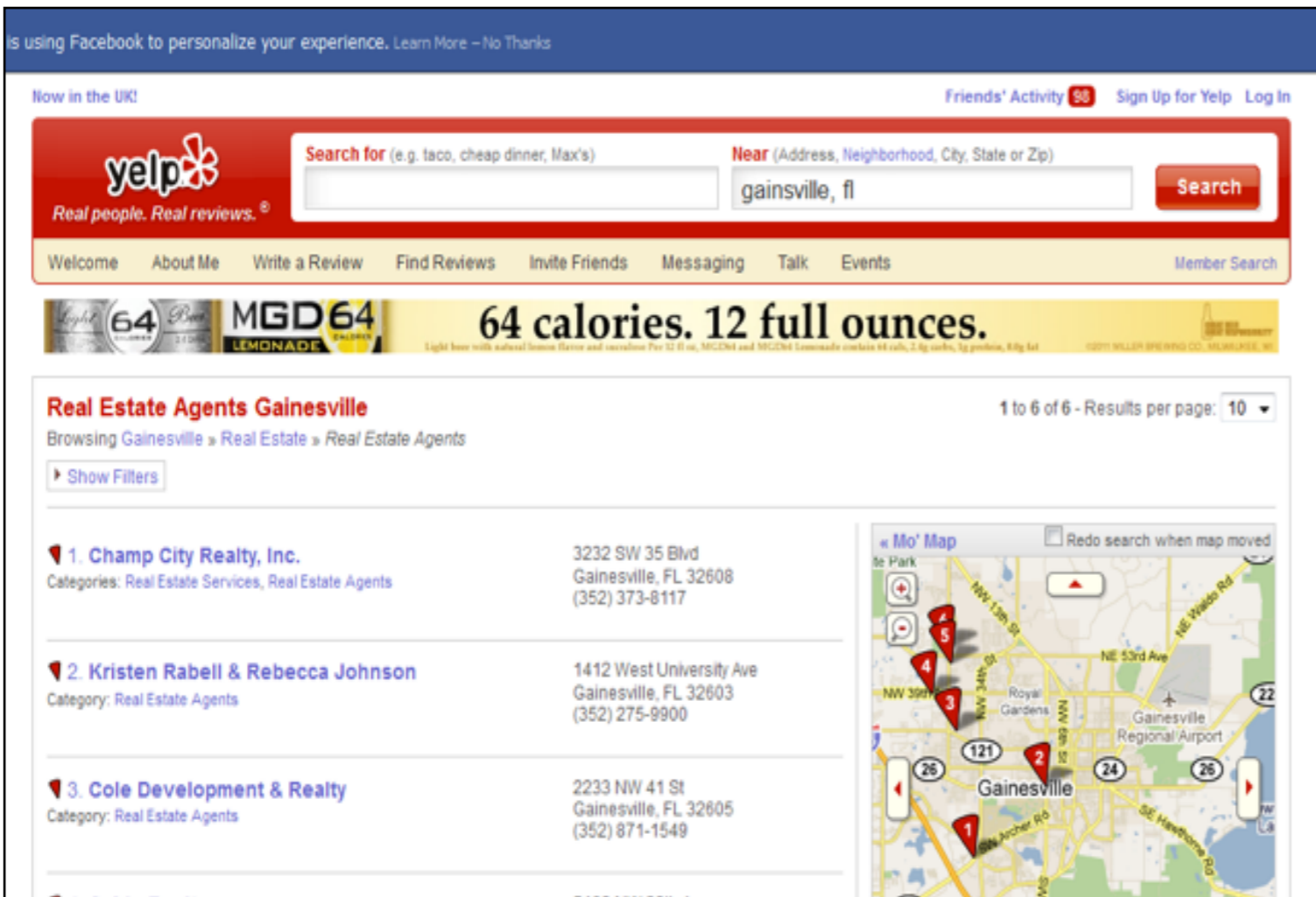
- #1 video site & #2 search engine
- Amazing resource to learn anything



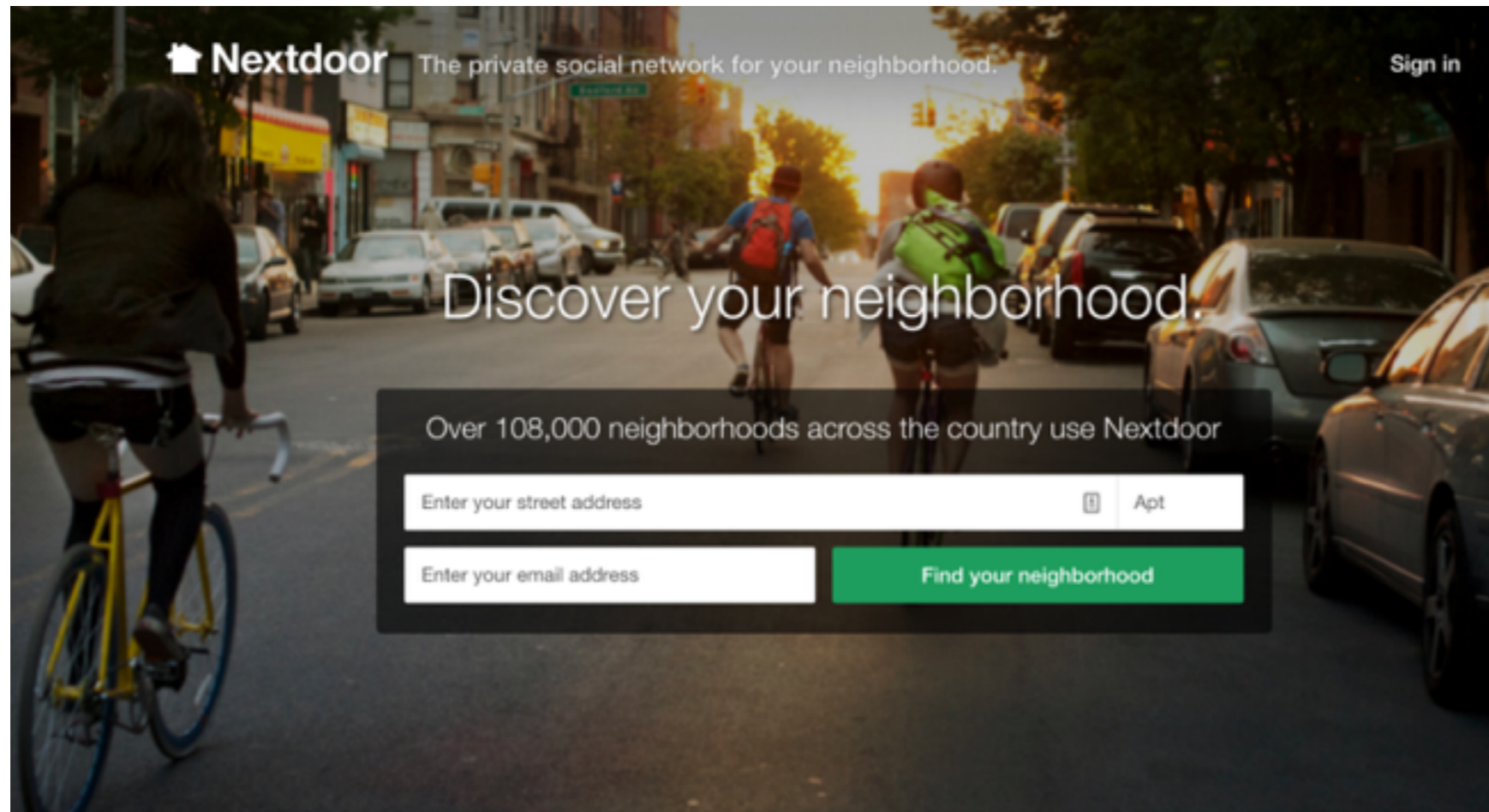
Create Channels provides you a easy, free place to upload, edit and promote videos



Yelp.com



- White/Yellow Pages & Largest user review site online
- Great site to claim your local status
- Tip: Check your vendors



[NextDoor.com](https://www.NextDoor.com)

- Hyper Local Neighborhood Social Media Network
- Allows you to establish yourself as the captain of the neighborhood

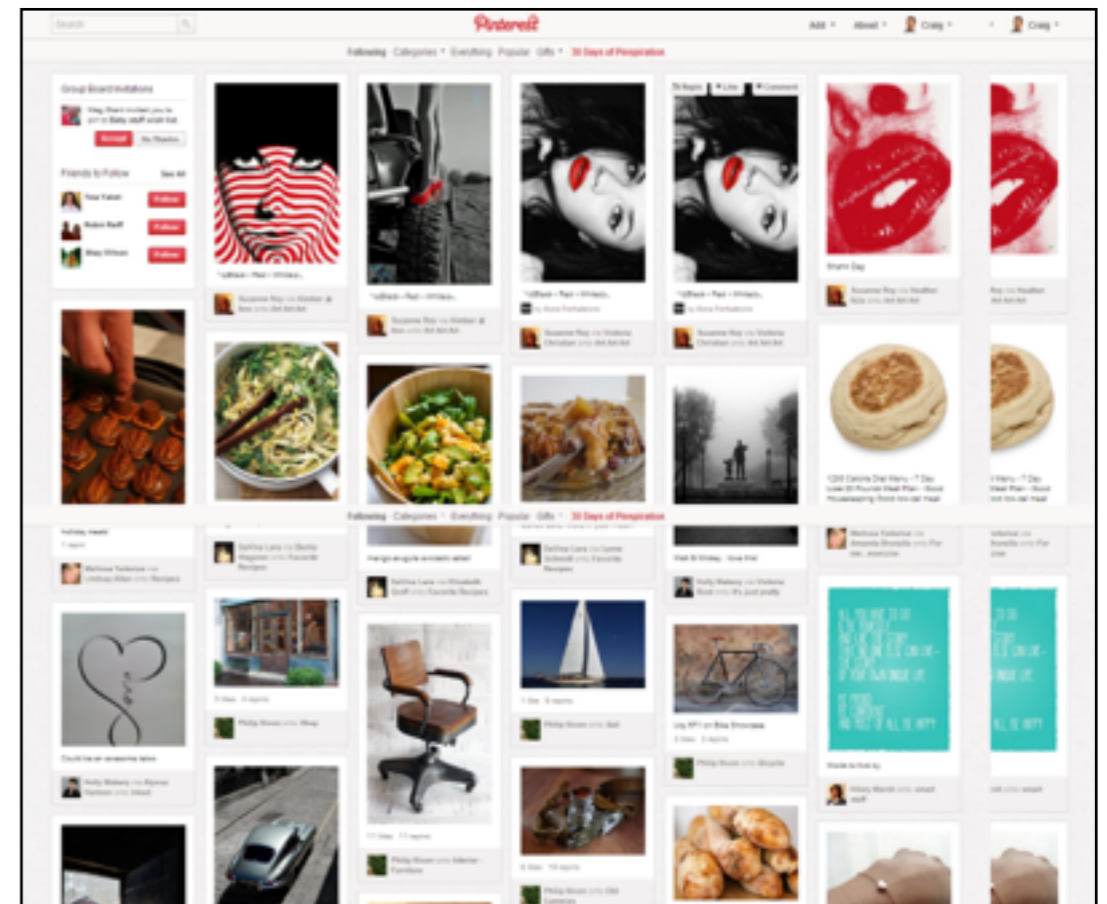


Instagram

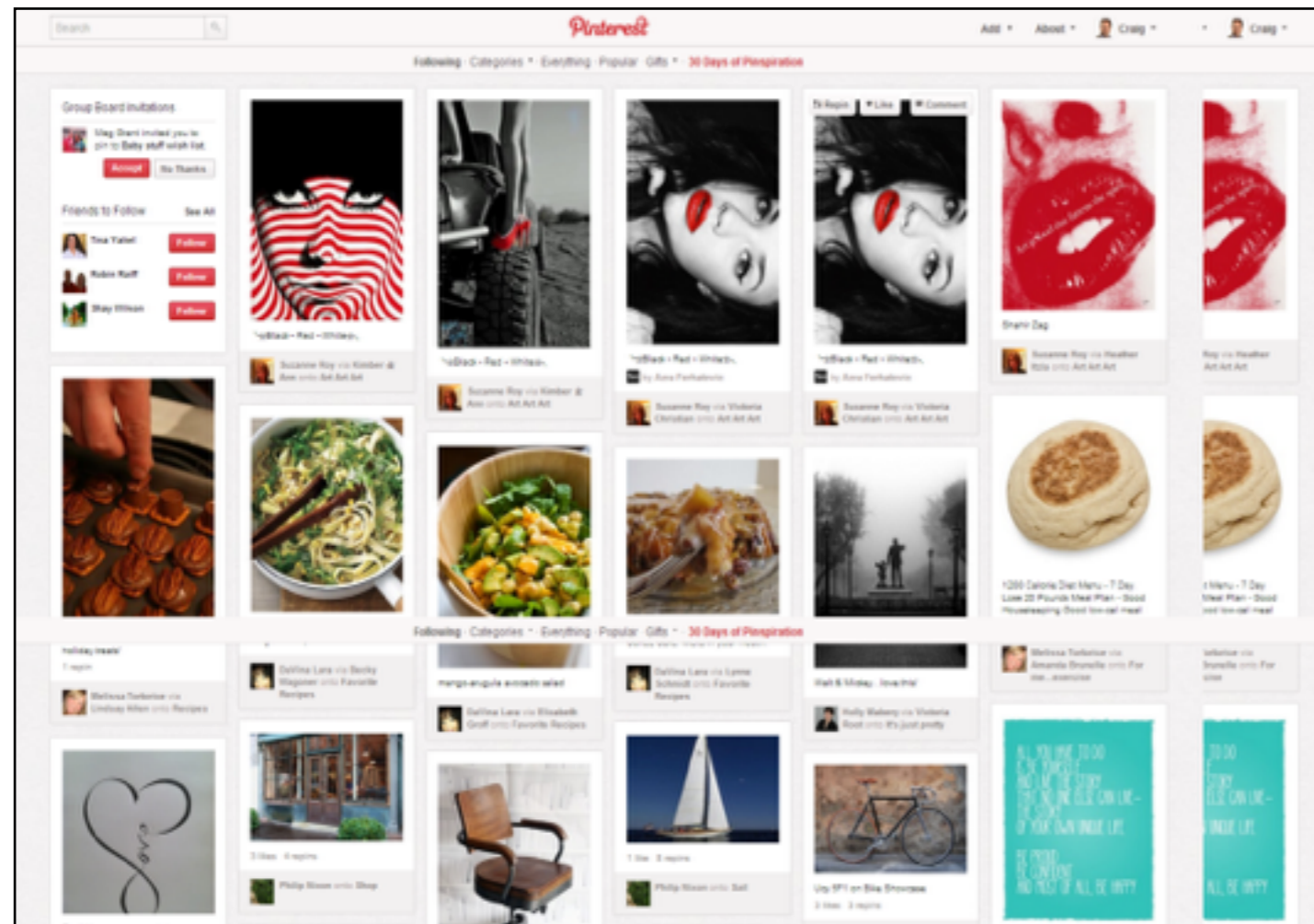
[instagram.com](https://www.instagram.com)

Pinterest

[Pinterest.com](https://www.pinterest.com)



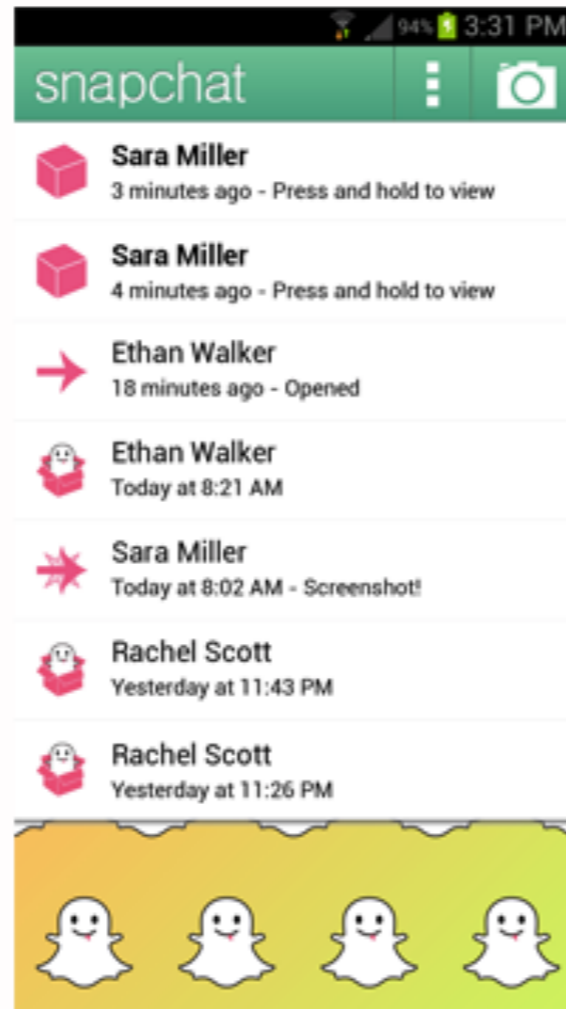
Visual discovery platforms



Pinterest

[Pinterest.com](https://www.pinterest.com)

- Mature Female Audience
- Home Does Very Well, Strong Real Estate Uses
- Drives Traffic to Sites Images Came From
- Tip: Be aware of the copyright/legal concerns



snapchat

[SnapChat.com](https://www.snapchat.com)

- Messaging & Social Media Channel
- All messages are temporary
(direct message = 10 seconds, social = 24 hours)
- Strong Encryption and Privacy
- Very young, connected audience

Advertising - Website, Page or Boosting

The image shows a screenshot of a Facebook page for 'Craig Grant - The Real Estate Tech Guru'. The page features a cover photo of a bridge at sunset and a profile picture of Craig Grant. A 'Promote' button is visible in the top right corner, with a dropdown menu open. The dropdown menu is highlighted with a red border and contains the following options:

- Promote Your Website**
Get more people to visit your website.
- Promote Your Page**
Connect more people with your Page.
- [Go to Ads Manager](#)

The page also displays 349 likes, a 'Reach a new milestone 500 Likes' badge, and a post from MailChimp about a social media workshop. The 'ABOUT' section lists the location as Stuart, Florida, and a phone number (352) 400-4857.

Advertising - Promote Your Website

The screenshot shows the Facebook interface for the page 'Craig Grant - The Real Estate Tech Guru'. A 'Promote Website' dialog box is open, allowing the user to create and promote an ad. The dialog box is divided into several sections:

- Warning:** A red box at the top contains a warning message: "Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen."
- Create Ad:** This section contains input fields for:
 - URL:** `http://www.TheRealEstateTechnologyInstitute.com/`
 - Headline:** `Craig Grant - The Real Estate Tech Guru`
 - Text:** `Looking for someone to help you navigate and understand the confusing o...`
 - Call To Action (Optional):** A dropdown menu set to `Choose Button`.
 - Image:** A preview of the ad image with navigation arrows and the text `or upload one`.
- Choose Audience:** This section allows for targeting:
 - Location:** A text input field with a note: "If left blank, your ad will be delivered to United States."
 - Interests:** A list of selected interests: `Technology`, `Real estate`, `Grant (money)`, `Guru (2007 film)`, and `Website`. There is also a link to `Add 4-10 interests...`
 - Age:** A range selector set to `21 - 65+`.
 - Gender:** Radio buttons for `All`, `Men`, and `Women`.
- Choose Budget:** This section includes:
 - Daily Budget:** A text input field set to `$5.00`, with a note: "Est. 10 - 18 clicks per day".
 - Schedule:** A radio button option for `Run this ad continuously`.
- Ad Preview:** A preview of the ad as it will appear on the page. It shows the page name `Craig Grant - The Real Estate Tech Guru`, a `Like Page` button, and the text: `Looking for someone to help you navigate and understand the confusing online world, Craig Grant, The Real Estate Website Guru is your man!`
- Buttons:** At the bottom of the dialog box, there are buttons for `Terms & Conditions`, `Cancel`, and `Promote Website`.

Advertising - Promote Your Page for Likes

Craig Grant - The Real Estate Tech Guru


Page Messages Notifications Insights Posts Settings Help

Get More Page Likes


Ad Preview

Desktop News Feed Mobile News Feed Right Column

Suggested Page

 **Craig Grant - The Real Estate Tech Guru**
Sponsored

Looking for someone to help you navigate and understand the confusing online world, Craig...



Craig Grant - The Real Estate Tech Guru
Local Business
349 people like this. [Like Page](#)

[Terms & Conditions](#) [Cancel](#) [Promote Page](#)

⚠ Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen.

Create Your Ad

Image [?] [Upload](#) [Reposition Image](#)

Text [?] -2

Looking for someone to help you navigate and understand the confusing online world, Craig...

Choose Audience

Location [?] Countries

Interests [?]
 [Add 4-10 interests...](#)

Age -

[Promote Page](#)

Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB...

US6.CAMPAIGN-ARCHIVE1.COM

Advertising - Boosting Your Posts

The screenshot shows the Facebook interface for the page 'Craig Grant - The Real Estate Tech Guru'. A 'Post Reach' popup is open, displaying a table of recent posts and their reach statistics. The table includes columns for the post content, the number of people reached, and a 'Boost Post' button for each entry. The sidebar on the right shows a 'Promote' dropdown menu with statistics for 'THIS WEEK': 1 Page Like, 43 Post Reach, 0 UNREAD Notifications, and 0 Messages. Below the popup, the main post area shows a status update from 'Craig Grant - The Real Estate Tech Guru' about a social media workshop. The left sidebar shows 349 likes and a 'Promote Page' button.

Post Reach (04/14/2015 - 04/20/2015)		
Last Chance - Social Media Workshop & Working with ... 04/20/15 at 8:59am	19 people reached	Boost Post
Social Media Workshop & Working with the Connected... 04/15/15 at 8:44am	30 people reached	Boost Post
Last Chance - 8 CE Tech Education Day with Craig Gr... 04/12/15 at 10:44am	34 people reached	Boost Post

THIS WEEK

- 1 Page Like
- 43 Post Reach
- 0 UNREAD Notifications
- 0 Messages

PEOPLE 349 likes

Meg Lane Grant, Katie Nelweem Anthony and 122 others like this.

Reach a new milestone
500 Likes
Promote Page

Invite your friends to like Craig Grant - The Real Estat...

Post: What have you been up to?

Craig Grant - The Real Estate Tech Guru
Posted by MailChimp (?) · 7 hrs · @

Last Chance - Social Media Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB Palm Beach Gardens with Craig Grant

Last Chance - Social Media Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB...
US6.CAMPAIGN-ARCHIVE1.COM

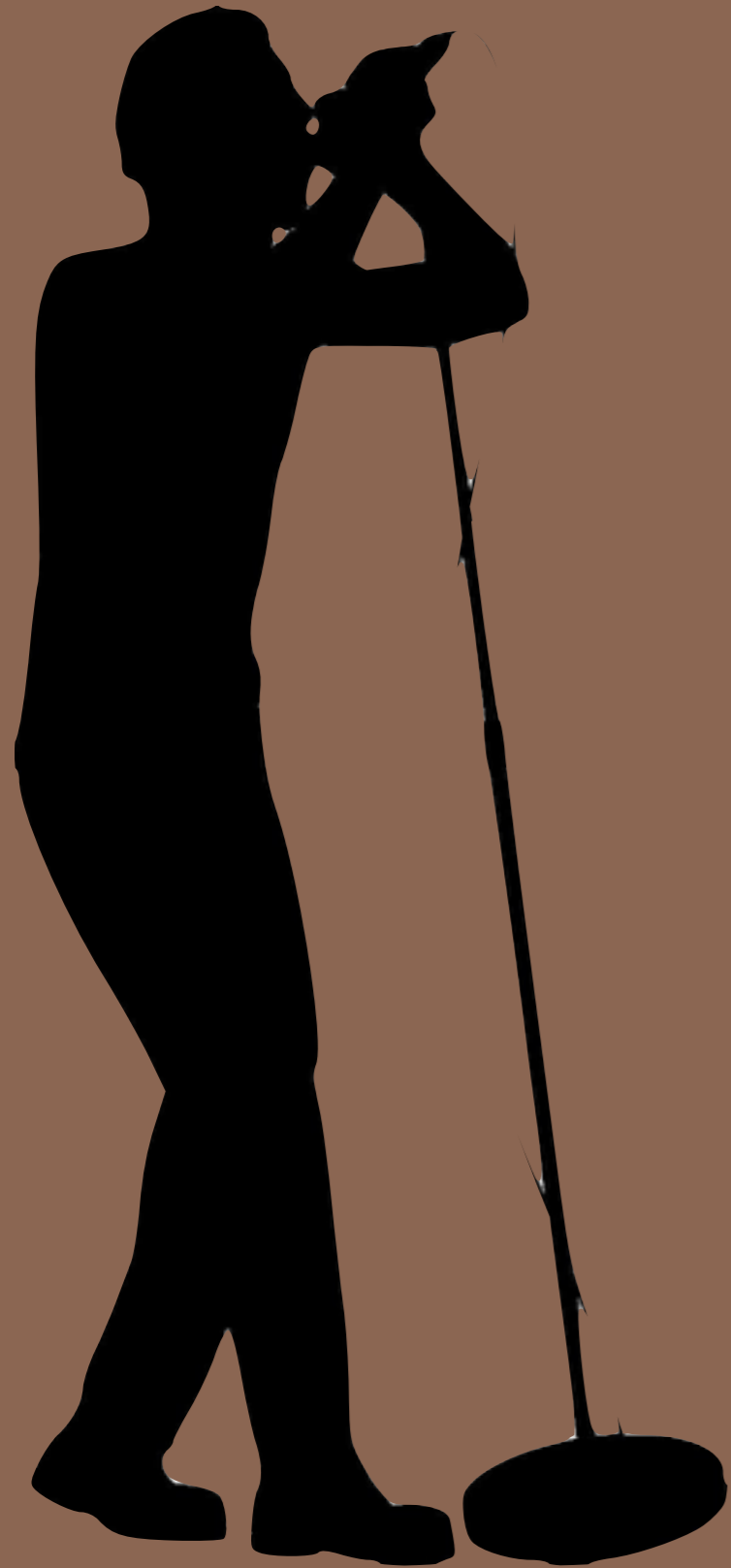
Advertising - Boosting Your Posts

The screenshot shows the Facebook 'Boost Post' interface for the page 'Craig Grant - The Real Estate Tech Guru'. The page is currently on the 'Desktop News Feed' view. A notification at the top left states: '255 of your friends have boosted a post to reach more people. Learn more.' The post being boosted is titled 'Last Chance - Social Media Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB Palm Beach Gardens with Craig Grant'. The post image features the text 'ailChi' and 'Last Chance - Social Media Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB...'. The URL 'US6.CAMPAIGN-ARCHIVE1.COM' is visible at the bottom of the image. The right-hand side of the interface contains several settings and warnings:

- Warnings:**
 - A red warning box states: 'Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen.'
 - A yellow warning box states: 'Ads images with text that takes up more than 20% of the image may not be approved. Use another image or try the text validation tool to see if your image will be approved.'
- Audience:**
 - Radio buttons for: 'People who like your Page [?]', 'People who like your Page and their friends [?]', and 'People you choose through targeting [?]'.
 - The 'People who like your Page and their friends [?]' option is selected.
 - Location is set to 'United States' with an 'Edit' link.
- Total Budget:** A dropdown menu is set to '\$5.00'.
- Est. People Reached:** A progress bar shows '690 - 1,800' out of '129,800'.
- Duration:** A section for setting the duration of the boost.

At the bottom of the interface, there are links for 'Terms & Conditions', 'Cancel', and 'Boost'. The URL 'US6.CAMPAIGN-ARCHIVE1.COM' is also visible at the bottom of the page.

**Today's Marketing
Needs to Be Much More
Video Based**



Video

 Predicts

70% Of All Searches

will be for

VIDEO by 2017!!

how to drive a car



+Craig



Web

Videos

Images

Books

Shopping

More ▾

Search tools

About 958,000,000 results (0.44 seconds)

How to Drive a Car (with Pictures) - wikiHow

www.wikihow.com › ... › [Driving Techniques](#) › [Driving Basics](#) ▾ wikiHow ▾

How to Drive a Car. Learning how to drive is a lot easier than it looks. It looks intimidating from the passenger's seat, or in the movies, but once you get behind ...

How To Drive A Car EASILY! (Basics For Beginners ...



www.youtube.com/watch?v=q1wRyosbRPM ▾

Jun 7, 2013 - Uploaded by JustAlexHalford

In this video I will be showing you how to drive a car easily. This is crucial if you want to drive safely. Not being ...

Learn Driving A Car / Driving Car Lesson - YouTube



www.youtube.com/watch?v=EahOdZEuKuc ▾

Aug 22, 2012 - Uploaded by Bari Amma

You need Adobe Flash Player to watch this video. Download it

1 year ago. not bad... i can drive auto car..but not manual.. so good to see.

Learn To Drive A Car | Driving Guide and Tips | keys2drive

<https://www.keys2drive.com.au/learning.aspx> ▾

Learn to drive a car with driving tips and guides from keys2drive. Tips and advice to help you on the road to getting your P plates.

Video is 53x More Likely to Get Page 1 Search Engine Placement

Video is Huge on Social Media

Posts on Social Media with Video are 8x more likely to be Engaged

The image is a screenshot of a Facebook interface. At the top, there is a search bar with the text "Search Facebook" and a magnifying glass icon. To the right of the search bar, the user's name "Craig" is visible, along with navigation icons for "Home", a group of people, a speech bubble, a globe with a red notification badge containing the number "5", and a lock icon.

The main content area shows a feed of posts. The first post is from "Chris Shelton" with the text "Great family!!" and "Like · Reply · 1 · 56 mins". Below this is a comment box with the placeholder text "Write a comment...".

The second post is from "Helen Hossley" with the text "Sand Beach, Acadia-today!". Below the text is a video player showing a beach scene with waves crashing onto a sandy shore. The video player has a progress bar, a play button, and a timestamp of "-0:05".

To the right of the main feed is a sponsored advertisement for "Proper Cloth". The ad features three shirts (two plaid, one solid purple) and the text: "Why This Shirt Company Is Causing so Many Gu... propercloth.com Find out why guys are choosing Proper Cloth over traditional off-the-rack brands."

At the bottom of the page, there are links for "English (US)", "Español", "Português (Brasil)", "Français (France)", and "Deutsch", along with a plus sign icon. Below these are links for "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "More". At the very bottom, it says "Facebook © 2016".

n O'Keefe

Video in Email

You Asked to See It In Action - and Here It Is!



[Play video in web browser](#)

Thanks for your interest in our email marketing efforts.

Boosts Engagement by 200+%

Ways to Use Video in Real Estate

- Client Testimonials
- Personal Commercial
- Team/Company Commercial
- Video or VBlog

Ways to Use Video in Real Estate

- Recruitment
- Interviews
- Education/Training
- Tutorials

Ways to Use Video in Real Estate

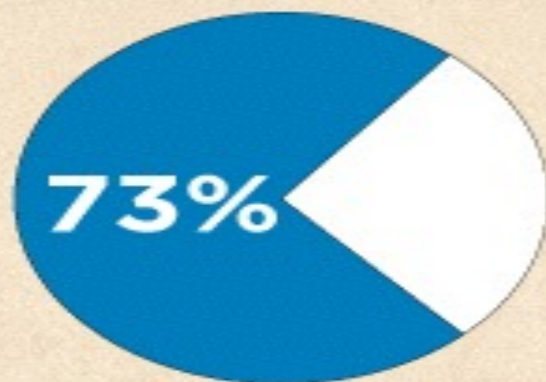
- Listing Tours
- Neighborhood Tours



REAL ESTATE INDUSTRY + SOCIAL MEDIA USE

➔ www.Postling.com — Social Media Management for Small Businesses

Video (and YouTube) are More Important Than Ever

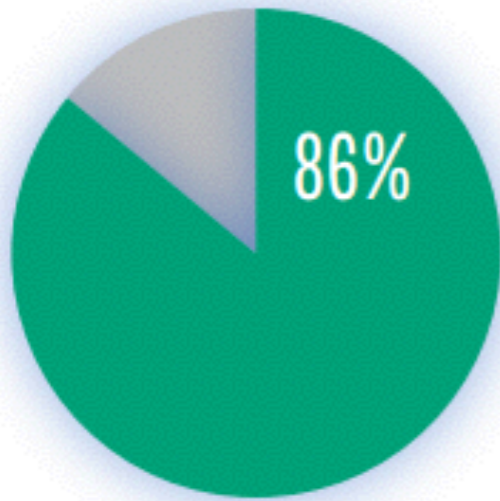


73% of homeowners say they're more likely to list with a realtor offering to do video, yet only 12% of the real estate industry currently have YouTube accounts. Real estate professionals may not see the immediate benefit to offering video just yet... but it's there!

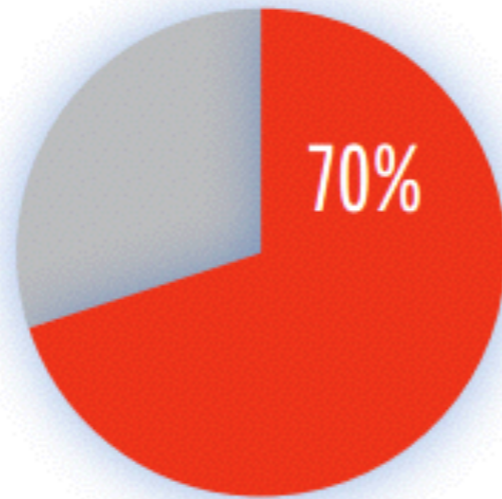


Video is Huge on Mobile

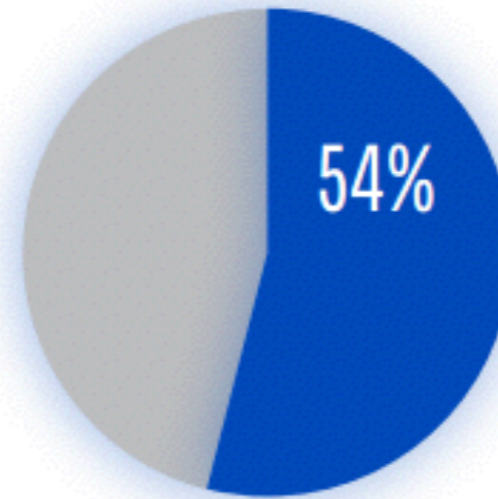
Video Usage Purpose for Home Shoppers



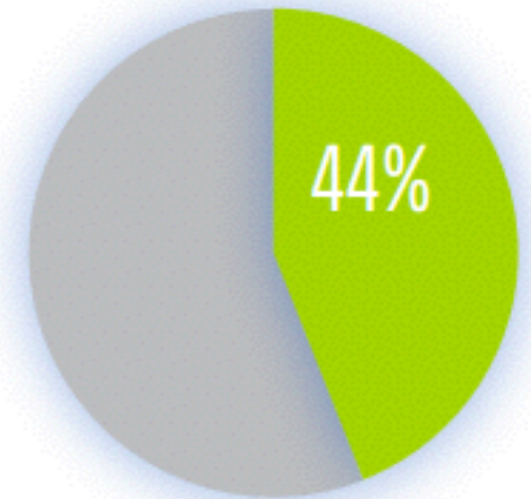
Find out more about a specific community



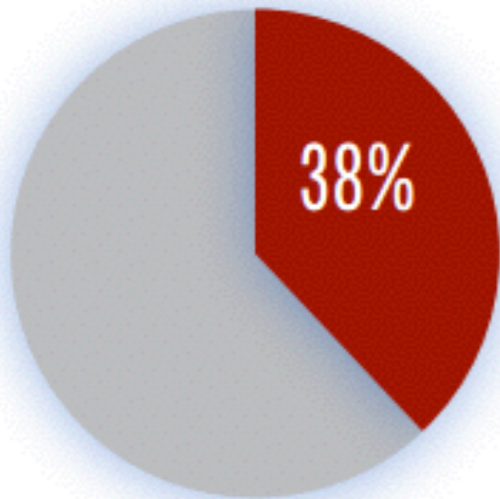
Tour the inside of a home



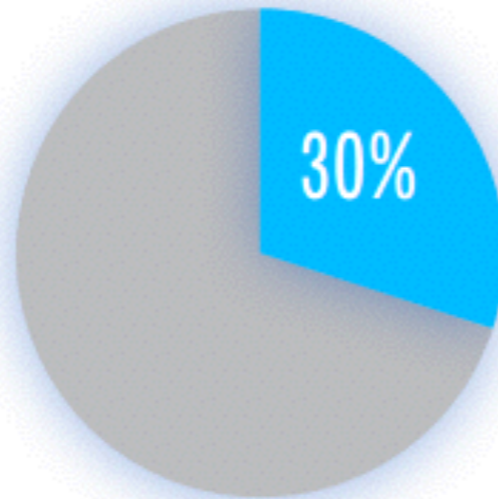
Obtain general information



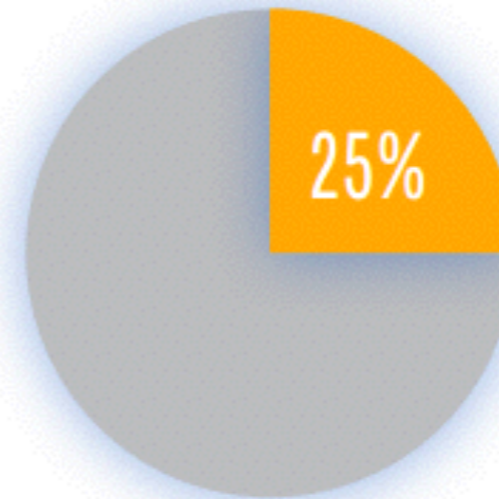
Compare features across multiple companies



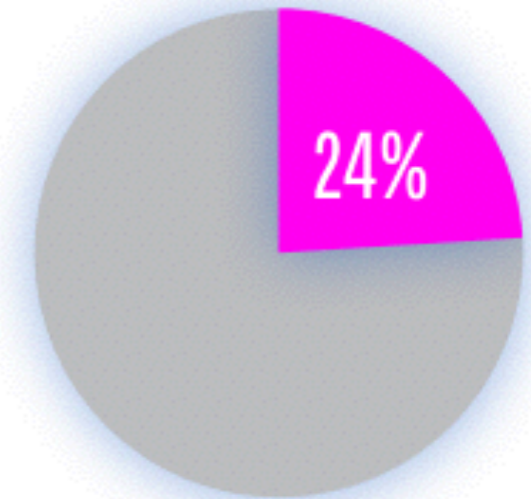
Understand specific features



Watch customer testimonials



Decide which company to purchase from



Watch instructional videos

Source: Google & Compete Home Shopper Survey, 2011

Video Tools

iMovie



Free on all Macs, Very Good Editor

Windows Movie Maker



Free on all Windows PC's, Ok Editor



WeVideo.com

The screenshot displays the WeVideo web interface. At the top, there is a navigation bar with tabs for HOME, PROJECTS, MEDIA, VIDEOS, and ADMIN. A green "UPLOAD" button is visible on the right. Below the navigation bar, the main workspace is divided into several sections:

- Media Library:** A grid of folders and video thumbnails. Folders include "Logos", "CG Instructor Video", "RETI Logo", "Other", "Course Cover Slides", "Green Screens", "Video BG Roll", "RETI Customer", "Webinar", and "Apple iTunes & App...".
- Preview Window:** A large window on the right showing a video player. The video content is a line graph with two data series: "Region 1" (blue line) and "Region 2" (red line). The Y-axis ranges from 0 to 100. Region 1 starts at approximately 15 and rises to 100. Region 2 starts at 55, dips to 45, rises to 70, and ends at 55.
- Timeline:** A horizontal timeline at the bottom showing a sequence of video clips. The clips are labeled "Video 2", "Video 5", "Video 1", "Video 3", "Video 7", "Video 6", "Video 4", and "Main". A "Main" clip is currently selected and highlighted.
- Audio:** An "Audio 1" track is visible at the bottom left.

At the bottom left, there is a "Nothing to save" message. The interface includes various editing tools and a play button in the center of the timeline.



[WeVideo.com](https://www.wecvideo.com)

Best Video Editing Software
Just \$99/yr (or \$79 with Discount)



WeVideo.com

The screenshot displays the WeVideo web interface for a project titled "Encrypting Mobile Devices". The top navigation bar includes "HOME", "PROJECTS", "MEDIA", "VIDEOS", and "ADMIN", along with an "UPLOAD" button and user profile icons. The main workspace is divided into a left sidebar with "Graphics" (Backgrounds, Solids, Frames, Overlays) and a central preview window. The preview window shows a line graph with two data series: "Region 1" (blue line) and "Region 2" (red line). The y-axis ranges from 0 to 100. The x-axis represents time from 0:00 to 3:50. The graph shows Region 1 starting at approximately 15 and rising to 100, while Region 2 starts at 55, dips to 45, rises to 70, and ends at 55. Below the preview is a timeline with a playhead at 0:00:00 and various video tracks labeled "Video 2", "Video 5", "Video 1", "Video 3", "Video 7", "Video 6", "Video 4", and "Main". An "Audio 1" track is also visible at the bottom.

Time	Region 1	Region 2
0:00	15	55
0:30	25	45
1:00	40	65
1:30	55	70
2:00	75	65
2:30	95	55
3:00	100	55



WeVideo.com

A screenshot of the WeVideo web interface. The top navigation bar includes "HOME", "PROJECTS", "MEDIA", "VIDEOS", and "ADMIN". The current project is titled "Encrypting Mobile Devices". A "THEMES" modal window is open, displaying a grid of 25 theme thumbnails. The "No Theme" option is selected, indicated by a checkmark and a green "Already selected" button at the bottom right. The background shows a video editing timeline with multiple video tracks and an audio track.

wevideo

HOME PROJECTS MEDIA VIDEOS ADMIN

UPLOAD

Encrypting Mobile Devices Themes Finish

Graphics

- Backgrounds
- Solids
- Frames
- Overlays

THEMES

No Theme

Basic Blue

ICY BLAST

NOIR

Memories

Sweet Flare

polished

Simple

Travel Journal

White Wedding

PUNK ROCK

Season's Greetings

FASHIONISTA

UNDERCOVER

VINTAGE

Confetti

1960

CLASSIC

CLEAN STEEL

Hopeful Blue

Upbeat Professional Blue

Upbeat Professional Red

Upbeat Professional Green

Upbeat Professional Yellow

BOLD & DISTINCT

No Theme

No automatic transitions, effects and styles will be used for your video.

Already selected

3:30 3:40 3:50

Nothing to save



[WeVideo.com](https://www.wevideo.com)

wevideo HOME PROJECTS MEDIA VIDEOS ADMIN UPLOAD ?

Encrypting Mobile Devices Themes **Finish**

Finalize your video

DESTINATION

QUALITY [Update payment plan](#)

480p FREE No watermark

720p HD FREE No watermark

1080p HD FREE No watermark

Private Finish video

Encrypting Your Mobile Devices

Select Cancel

Encrypting Mobile Devices 0:03:48

Destination: WeVideo, Google Drive, YouTube / private

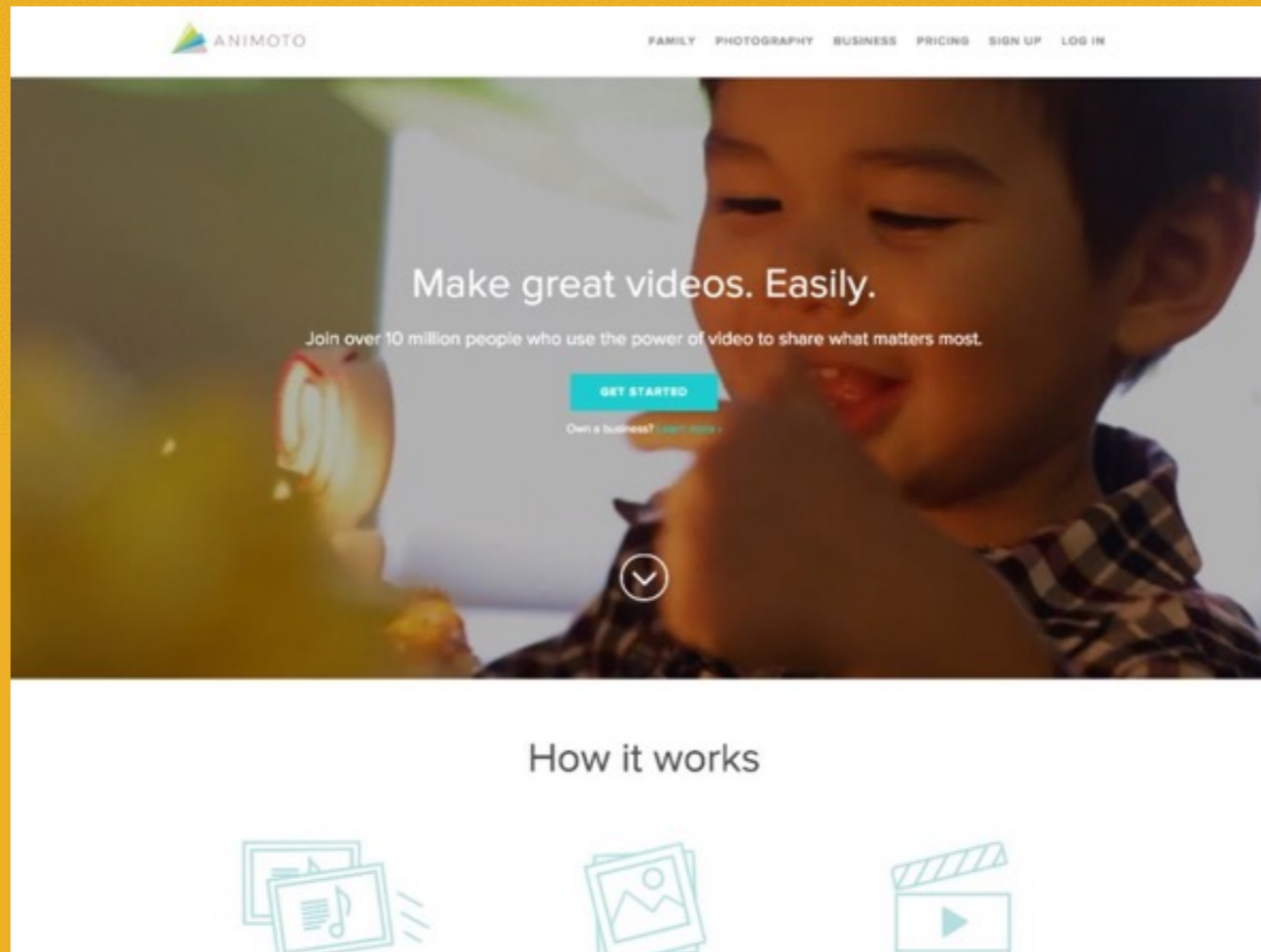
Resolution: 1080p

Watermark: No

Used time: 31:33:32 (out of 96:00:00)

Animoto

\$8/mo



The screenshot shows the Animoto website homepage. At the top left is the Animoto logo, and at the top right is a navigation menu with links for FAMILY, PHOTOGRAPHY, BUSINESS, PRICING, SIGN UP, and LOG IN. The main hero section features a background image of a young child looking at a parrot. The text in this section reads: "Make great videos. Easily." followed by "Join over 10 million people who use the power of video to share what matters most." Below this is a teal "GET STARTED" button and a link "Own a business? Learn more". A white downward arrow icon is centered below the text. The section below is titled "How it works" and contains three icons: a music note, a photo, and a video player.

ANIMOTO

FAMILY PHOTOGRAPHY BUSINESS PRICING SIGN UP LOG IN

Make great videos. Easily.

Join over 10 million people who use the power of video to share what matters most.

GET STARTED

Own a business? [Learn more](#)

How it works

Icons: Music note, Photo, Video player

Animoto

- Good Selection of Designs & Music
- Average Editing Tools
- Super Easy to Use

animoto.com

The screenshot displays the Animoto web interface for a video project titled "My Old Home RE Demo". The top navigation bar includes the Animoto logo, the user name "CRAIG G", and the project title. A teal header bar shows the total video length as "0:45" and includes "SETTINGS" and "SAVED" buttons. On the left, a sidebar menu offers editing options: "Change style", "Add logo", "Add pics & vids", "Add text", "Spotlight", "Rotate", "Duplicate", "Shuffle", and "Delete". A "PREVIEW VIDEO" button is located below the sidebar. The main workspace features a music track "A Night In The Park" by John Kelley with a progress indicator of "0:45 / 7:12". A grid of 15 video clips is arranged in two rows. The first row includes a title card "My Old Home", a "Front Lawn" clip, a fireplace, a living room, a kitchen, a "Dining Ro..." clip, a "Kitchen" clip, and a "Master Be..." clip. The second row includes a "Back porch..." clip, a dining area, a shed, a portrait of a man (0:10), another portrait of a man, a contact card for "Co nta" with "www.w.cra", and a dashed box with a plus sign. A banner at the bottom of the workspace reads "Upgrade for longer videos and multi-song". The style "Bloom" is selected at the bottom left.

animoto.com

The screenshot displays the Animoto.com interface for a video project titled "My Old Home RE Demo". The top navigation bar includes the Animoto logo, the user name "CRAIG G", and the project title. A teal header bar shows the total video length as "0:45" and includes "SETTINGS" and "SAVED" buttons. The main workspace features a music selection area with "A Night in The Park" by John Kelley, a progress indicator "0:45 / 7:12", and a grid of 14 video assets. A left sidebar contains editing tools such as "Change style", "Add logo", "Add pics & vids", "Add text", "Spotlight", "Rotate", "Duplicate", "Shuffle", and "Delete". A "PREVIEW VIDEO" button is located at the bottom left. A red box highlights a dashed "Add" button with a plus sign and a tooltip containing "Add pics & vids" and "Add text" options. A banner at the bottom of the workspace reads "Upgrade for longer videos and multi-song".

ANIMOTO CRAIG G

My Old Home RE Demo Total video length: 0:45 SETTINGS SAVED

A Night in The Park JOHN KELLEY 0:45 / 7:12

My Old Front Lawn Dining Ro... Kitchen Master Be... Back porc... Co nta ww w.cra

PREVIEW VIDEO Upgrade for longer videos and multi-song

Style: Bloom

animoto.com

The screenshot shows the Animoto.com interface for a video project titled "My Old Home RE Demo". The top navigation bar includes the Animoto logo, the user name "CRAIG G", and the project title. A teal bar below the title displays "Total video length: 0:45" and buttons for "SETTINGS" and "SAVED".

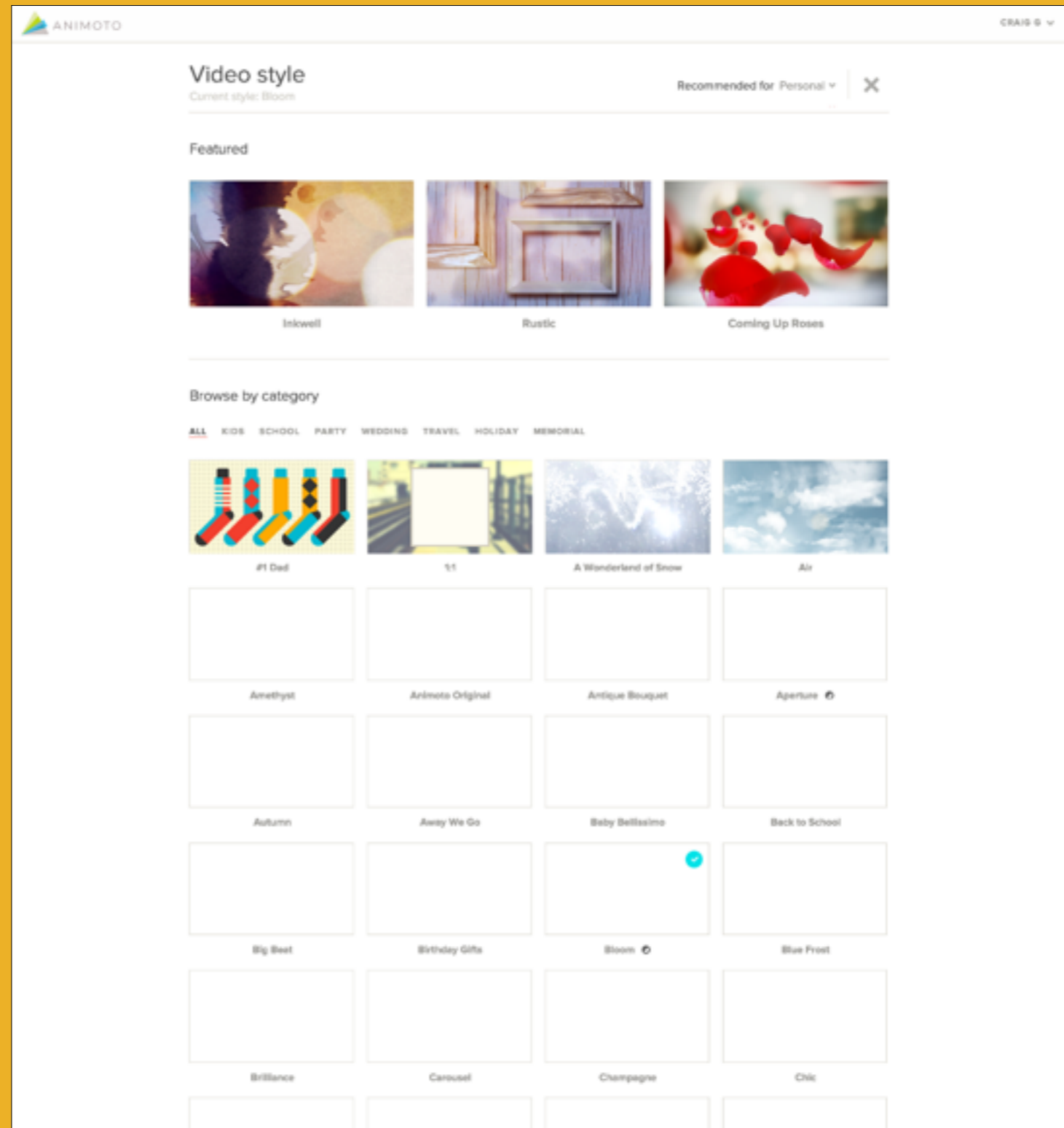
On the left side, there is a vertical menu with the following options: "Change style" (highlighted with a red box), "Add logo", "Add pics & vids", "Add text", "Spotlight", "Rotate", "Duplicate", "Shuffle", and "Delete".

The main workspace contains a grid of video clips. The first clip is a title card that says "My Old". The second clip is labeled "Front Lawn" and shows a house. The third clip shows a fireplace. The fourth clip shows a living room. The fifth clip shows a kitchen. The sixth clip is labeled "Dining Ro..." and shows a dining room. The seventh clip is labeled "Kitchen" and shows a kitchen. The eighth clip is labeled "Master Be..." and shows a bedroom. The ninth clip shows a child's room. The tenth clip is labeled "Back porc..." and shows a back porch. The eleventh clip shows a green shed. The twelfth clip is a video of a man speaking, with a duration of 0:10. The thirteenth clip is a portrait of a man. The fourteenth clip is a text card that says "Co nta" with "ww" and "w.cra" below it. The fifteenth clip is a dashed box with a plus sign, indicating a placeholder for a new clip.

At the bottom of the workspace, there is a "PREVIEW VIDEO" button and a "Style: Bloom" label. A banner at the bottom of the workspace reads "Upgrade for longer videos and multi-song".

animoto.com

Video Theme or Design Gallery



animoto.com

The screenshot displays the Animoto.com interface for a video project titled "My Old Home RE Demo". The top navigation bar includes the Animoto logo, the user name "CRAIG G", and the project title. A teal header bar shows the total video length as "0:45" and includes "SETTINGS" and "SAVED" buttons. On the left, a sidebar lists editing options: "Change style", "Add logo", "Add pics & vids", "Add text", "Spotlight", "Rotate", "Duplicate", "Shuffle", and "Delete". The main workspace features a timeline with a music track "A Night in The Park" by John Kelley and a grid of video clips. The clips include: a title card "My Old Home", "Front Lawn", a fireplace, a living room, a kitchen, a dining room, a master bedroom, a child's room, a back porch, a shed, a portrait of a man (0:10), a contact card for "Craigslist" (www.craigslist.com), and a plus sign for adding more content. A "PREVIEW VIDEO" button is located at the bottom left, and a message "Upgrade for longer videos and multi-song" is displayed at the bottom.

ANIMOTO CRAIG G

My Old Home RE Demo Total video length: 0:45 SETTINGS SAVED

A Night in The Park JOHN KELLEY 0:45 / 7:12

My Old Home

Front Lawn

Dining Ro...

Kitchen

Master Be...

Back porc...

0:10

Co nta
ww
w.cra

PREVIEW VIDEO

Style: Bloom

Upgrade for longer videos and multi-song

animoto.com

The screenshot displays the Animoto.com web interface for a video project titled "My Old Home RE Demo". The user is identified as "CRAIG G". The interface includes a teal header with the project name, a "Total video length: 0:45" indicator, and "SETTINGS" and "SAVED" buttons. On the left, a sidebar offers editing options: "Change style", "Add logo", "Add pics & vids", "Add text", "Spotlight", "Rotate", "Duplicate", "Shuffle", and "Delete". A "PREVIEW VIDEO" button is also present, with a dropdown menu showing "Style: Bloom". The main workspace features a music track "A Night In The Park" by JOHN KELLEY with a progress bar at 0:45 / 7:12. A grid of 15 video thumbnails is arranged in two rows. The first row includes: a title card "My Old Home", "Front Lawn", a fireplace, a living room, a bar area, "Dining Ro...", "Kitchen", and "Master Be...". The second row includes: a child's room, a dining area, "Back porc...", a shed, a portrait of a man (0:10), another portrait of a man, a contact card "Co nta" with "ww" and "w.cra", and a dashed box with a plus sign. A banner at the bottom of the workspace reads "Upgrade for longer videos and multi-song".

animoto.com

The screenshot displays the Animoto web interface. At the top left is the Animoto logo, and at the top right is the user name 'CRAIG G'. Below the header, the project title 'My Old Home RE Demo' is visible on the left, and 'Total video length: 0:45' is shown on the right. A central 'Preview video' window is open, showing a video of a house. To the right of the video are input fields for 'TITLE' (My Old Home RE Demo), 'DATE (OPTIONAL)', and 'DESCRIPTION (OPTIONAL)' (This is a demo of how easy it is to create a real estate listing video in...). A 'PRODUCE' button and a link to 'Or continue editing' are at the bottom of the preview window. The background interface includes a left sidebar with options like 'Change style', 'Add logo', and 'Add pics & vids', and a right sidebar with a 'Master Bo...' thumbnail and a plus sign.

animoto.com

The screenshot shows the Animoto website interface. At the top, there is a navigation bar with the Animoto logo, a user profile for 'CRAIG G', and a 'CREATE' button. The main content area features a video player with the title 'Social Media Success in Under 15 Minutes a Day 4 CEU with Craig Grant, Tuesday March 24th' and a date of 'MARCH 10, 2015'. The video player shows a play button and a progress bar at 00:35. To the right of the video player, there is a sidebar with the author 'BY Craig Grant', a 'TAGS' section, and an 'ABOUT' section with a short description of the video. Below the video player, there are 'STATS' and 'COMMENTS' tabs, with a message 'Upgrade to Pro to track video plays'. To the right of the video player, there is a 'SHARE' section with icons for Email, Facebook, Twitter, and Link, and an 'OPTIONS' section with icons for Edit Video, Upgrade to HD, Download, and Settings. At the bottom of the page, there is a footer with navigation links for FEATURES, PRICING, ABOUT US, JOBS, BLOG, and HELP, and a copyright notice for 2015 Animoto Inc.

CRAIG G CREATE

Social Media Success in Under 15 Minutes a Day 4 CEU with Craig Grant, Tuesday March 24th

MARCH 10, 2015

BY Craig Grant

TAGS

ABOUT

Become a Social Media Super Star 4 CEU from 10 AM to 3 PM Learn everything you need to know about how to do social media right & generate clients from it in under 15 minutes a day! Check the RAFPB.com Educational Calendar for details and to register today!

STATS COMMENTS

Upgrade to Pro to track video plays

SHARE

Options: Edit Video, Upgrade to HD, Download, Settings

1 Page View

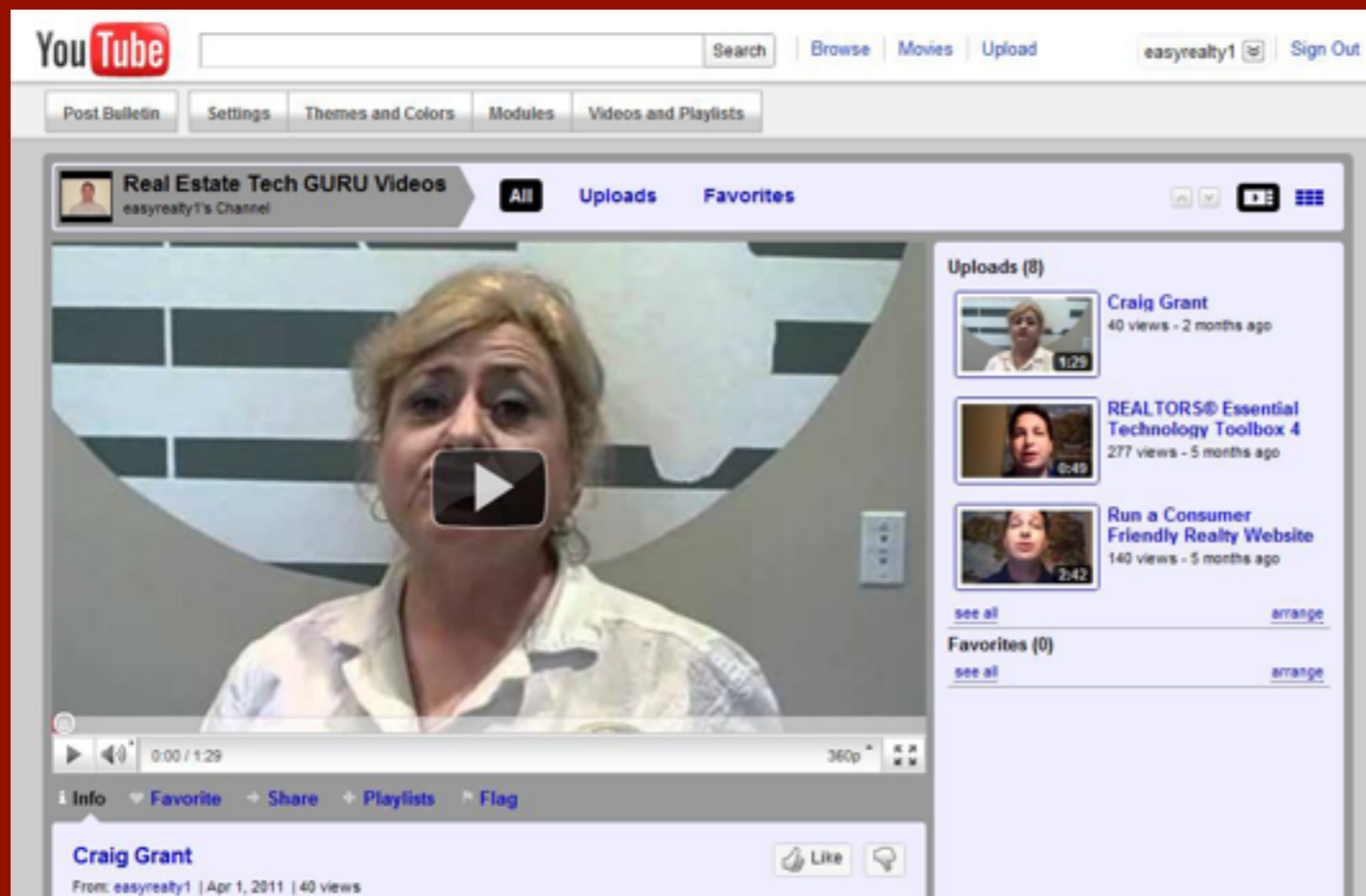
FEATURES | PRICING | ABOUT US | JOBS | BLOG | HELP

Animoto for: Pro Photography | Business | Real Estate | Personal Use | Education | Non-Profits | Weddings | Birthdays | Travel

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You

Tube



If you have a Google Account, click on More in the grid and select YouTube

It will ask if you want to add or upgrade YouTube to your existing Google Account



If you don't have a Google Account, go to YouTube.com & click on Sign In, then click Create an Account



Now create a Channel which provides you an easy, free place to Upload, Edit and Promote your videos



When Uploading Videos

- Be Descriptive, consider SEO
- Take advantage of the Share button
URL or Embed Code



Search bar with magnifying glass icon

+Craig



Mail

COMPOSE

Inbox

Starred

Important

Sent Mail

Drafts (2)

Circles

[imap]/Drafts

A Scripts

Assoc Site Related

FKBOR

OMCAR

RALSC

RAMC

Association Related

Billing Issues

C1

Classes

Core Biz

Google Calendar

March 2015						
S	M	T	W	T	F	S
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Today (Tue, Mar 31)

Primary Social Promotions Updates

Primary	Social	Promotions	Updates
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
★	★	★	★
📧	📧	📧	📧
Scott, me (3)	Chris Lewis	nwhitcomb48, me (5)	Scott Rollins
RALSC / april digest - THANK YOU! From: Craig Grant [mailto:craig@easyreal	(no subject) - Good morning Craig, I am on my way to Court but I wanted to give	Nancy Whitcomb Website - Nancy, You can submit it to anyone on our team bu	RALSC site - Hey Craig Two quick things..... 1) Contacting the Association or r
me, Nicole (5)	Nick Montgomery (JIRA) (9)	Chris, me (5)	Nichole, me (6)
Checking in regarding the PPC Campaign - I changed my mind after discussing	[JIRA] (JHPPE-35) Customer Requested Changes - Quote Needed - Nick Mon	FYI - Chris, Ok sounds good Craig Grant Director of Sales, Marketing and Edu	Website Training for RALSC - I completely agree, and this was a concern I act
nick			
A new customer just completed a YourMLSsearch.com/ERS Signup form for: E			

SUBSCRIBE TODAY: Keep your 267,648 files protected

Inbox x



Carbonite <carbonite@cloud.carbonite.com> to me

10:45 AM (1 hour ago)

Your free trial ends in 3 days - SUBSCRIBE NOW | view as a webpage

CARBONITE ONLINE BACKUP

Time is running out! Subscribe now to keep your files protected.



Search



+Craig



Sites



Mail



Calendar



Drive



Docs



Sheets



Slides

More

- You were in a video
- Phillip Babcock Me: Phillip just saw I mi
- Jeremias Maneiro You were in a vider
- Jerimias Manases You were in a vider
- Doug Devitre You were in a vider
- Steve, Craig, Jim, C You were in a vider





What to Watch

- My Channel
- My Subscriptions 99+
- History
- Watch Later 2

PLAYLISTS

- Favorites
- Yoga
- My Video Commercials
- Live Speaking
- City Guides
- More >

SUBSCRIPTIONS

- Erik Qualman 1
- NAREALTORS 7
- Realtor.com For P... 58
- houselogidotcom
- TEDx Talks 99+
- dottotech 4

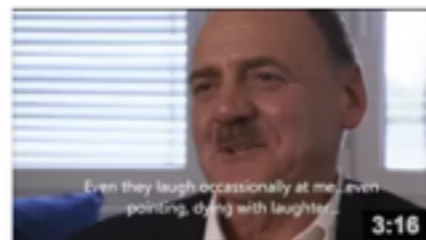
- Browse channels
- Manage subscriptions

What to Watch My Subscriptions Music

Recommended



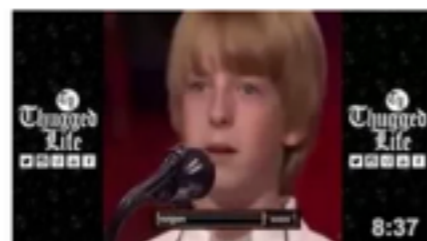
Humans Need Not Apply by CGP Grey 4,202,504 views • 7 months ago



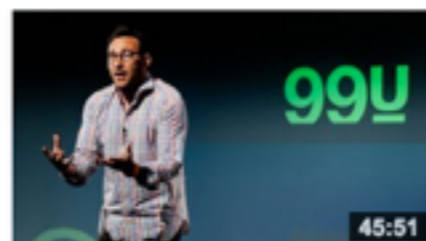
Hitler actor Bruno Ganz interview about Youtube... by swiv2d 1,178,171 views • 3 years ago



The truth about Zillow Premier Agent and... by miamirealestatejuice 14,646 views • 2 years ago



Thugged Life's Finest - Thug Life Compilation... by Thugged Life 1,128,823 views • 3 months ago

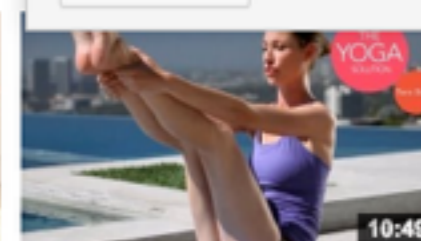


Simon Sinek: Why Leaders Eat Last by 99U 991,817 views • 1 year ago



If Facebook were a country it'd be the world's 3rd largest Social Media Revolution 2012 [Socialnomics 3].mp4 by Social Media Business Boosters | International Franchise Opportunity 181,057 views • 3 years ago

Yoga Recommended videos for you



This account is managed by easyrealtysites.com. Learn more

CRAIG@EASYREALTYSITES.COM



Craig Grant 6 subscribers

Creator Studio



The Real Estate Technology ... 0 subscribers



EasyRealtySites.Com 0 subscribers



EasyRealtySites.Com Create Channel

OTHER ACCOUNTS



craig@reti.ws craig@reti.ws



Craig Grant craiggrant1@gmail.com

Add account

Sign out

ACCOUNT SETTINGS

Overview

- Connected accounts
- Privacy
- Email
- Playback
- Connected TVs

Overview

Account information

Name



Craig Grant [Edit on Google+](#)
craig@easyrealtysites.com
[Advanced](#)

Password

[Change password](#)

You will be redirected to your Google Account page

Mobile uploads

n8zb8p1q9x4l@m.youtube.com

Upload videos from your phone by emailing this address. Want a different address? [Click Here](#)


Additional features


[View additional features](#)

[See all my channels or create a new channel](#)

All for craig@easyrealtysites.com

 Create a new channel

 **Craig Grant**
6 subscribers
105 videos

 **EasyRealtySites.Com**
0 subscribers
No public videos

 **The Real Estate Technolog...**
0 subscribers
No public videos

 **EasyRealtySites.Com**
Create Channel

Create a new channel

Name your channel

Product or Brand



Your new channel comes with a Google+ page

I agree to the [Pages Terms](#)

Done



Upload videos

Upload public and private videos to your new channel



Join the conversation

Comment on videos using your channel name



All across Google

Your new channel comes with a Google+ page



Other

Visualization Tools

Safe Media Sources

S A F E

pixabay.com

Free & Safe Imagery

pixabay 

Explore ▾

Sign up

Log in



Free High Quality Images

Over 500,000 free photos, vectors and art illustrations

Search images, vectors and videos

All images ▾



◀ Alexas_Fotos ▶

Unsplash.com



Free (do whatever you want) high-resolution photos.

10 new photos every 10 days. Subscribe



By [Cody](#) [Bede](#) [With](#) [Derek](#) [Richardson](#)

[Submit a photo](#)

Q



ALL FEATURED



Search Openclipart



Inkie30



Clipart Statistics

Clipart	82437
Today	17
Yesterday	45
This Month	610
Last Month	2646
All Comments	16816
Today	0

New Clipart



Bamboo lattice-seamle...

by yamachem
1 hour ago

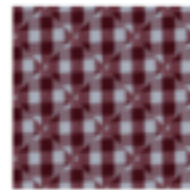
11 0 0



Flower-seamless patte...

by yamachem
2 hours ago

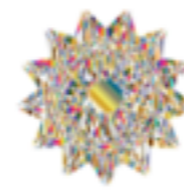
14 0 0



Fabric-seamless pattern

by yamachem
2 hours ago

16 0 0



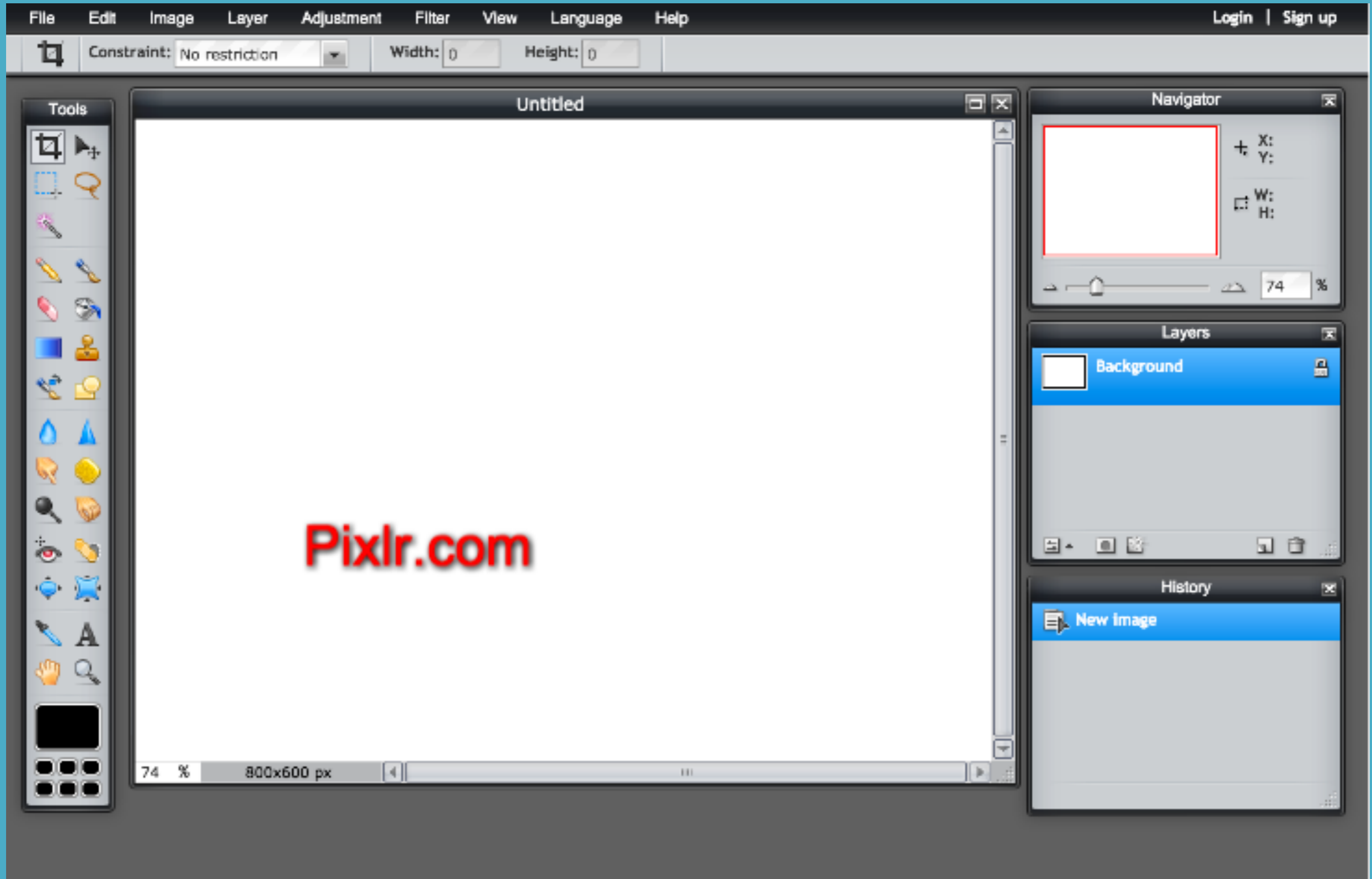
Sparkling Gem

by GDJ
2 hours ago

9 0 0

pixlr.com

Free online, desktop or app tool similar to Photoshop



Canva.com

Your Designs

Stream

Design School

Canva

craig224



Create a design

Use custom dimensions

Social Media Posts



Social Media



Instagram Post



Twitter Post



Pinterest Graphic



Facebook Post



Facebook App

Social Media & Email Headers



Facebook Cover



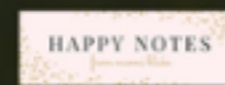
Google+ Photo



YouTube Channel Art



Twitter Header



Email Header

Marketing Materials



Business Card



Poster



Poster (US)



Real Estate Flyer



Food & Drink Menu

Canva.com

Documents



Presentation



Presentation (16:9)



US Letter



A4

Blogging & eBooks



Blog Graphic



Kindle Cover



Album Cover



Blog Title

Events



Card



Photo Collage



Invitation

Ads



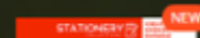
Facebook Ad



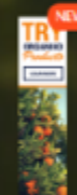
Medium Rectangle (IAB)



Large Rectangle (IAB)

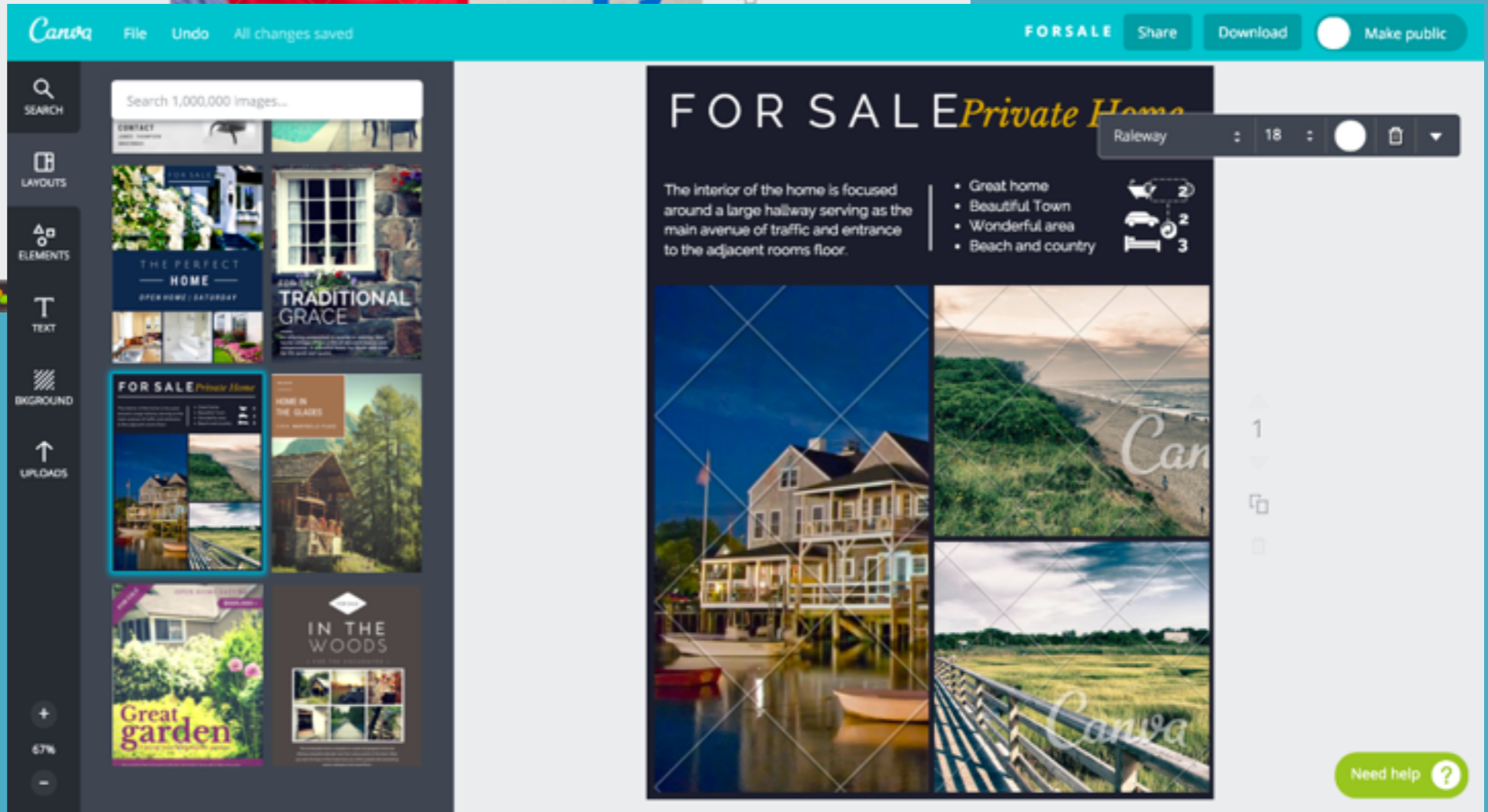
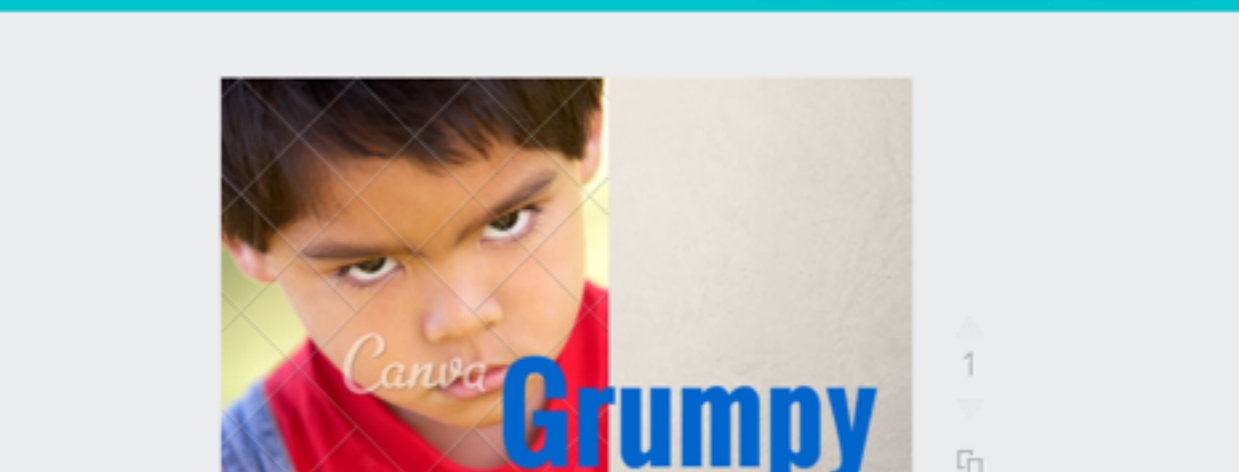


Leaderboard (IAB)



Wide Skyscraper (IAB)

Canva.com



**Today's Marketing
Needs to Be Much More
Mobile**



Mobile Explosion

@equalman 

Erik Qualman - <http://youtu.be/GRiwUCXPo8U?list=UULC9cX5GntaQmTSF6hTqrzA>

Over 50% of Traffic on the
Internet & on Real Estate
Sites are now coming from
Mobile Devices
(smart phone or tablet)

Computer User Versus Mobile User



Computer User Versus Mobile User



Tend to be early in their research process & can be months away from a buying decision

Computer User Versus Mobile User



Tend to be late in their research process & tend to be close to a buying decision

Google

MOBILEGEDDON IS COMING

04

21

2015

www.google.com/webmasters/tools/mobile-friendly/

Mobile-Friendly Test 8+1

http://reti.ws/

ANALYZE

Analyzing



www.google.com/webmasters/tools/mobile-friendly/



Mobile-Friendly Test 8+1

http://reti.ws/

ANALYZE

Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 2 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)

Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



Mobile-Friendly Test G+1

 ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Make this page mobile-friendly

Pick the option that describes how you created this site:

I used a CMS

I used software such as WordPress or Joomla.

Next

Someone built this site for me

I hired someone to build this site and want advice for working with a developer.

Next

I built this site myself

I built this site myself and understand how to code.

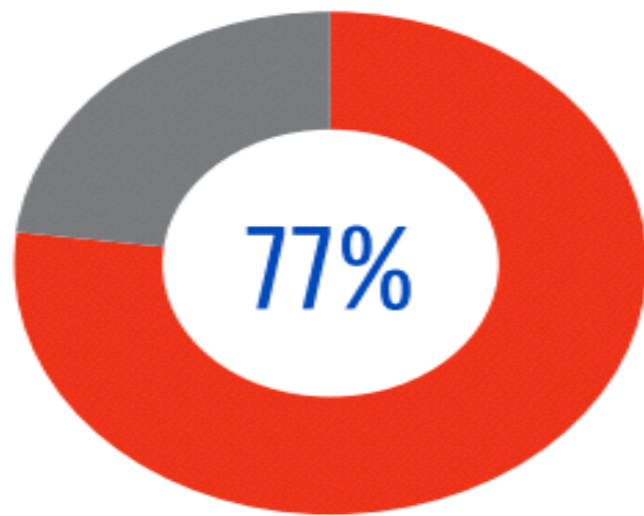
Next

Do you use Google Webmaster Tools?

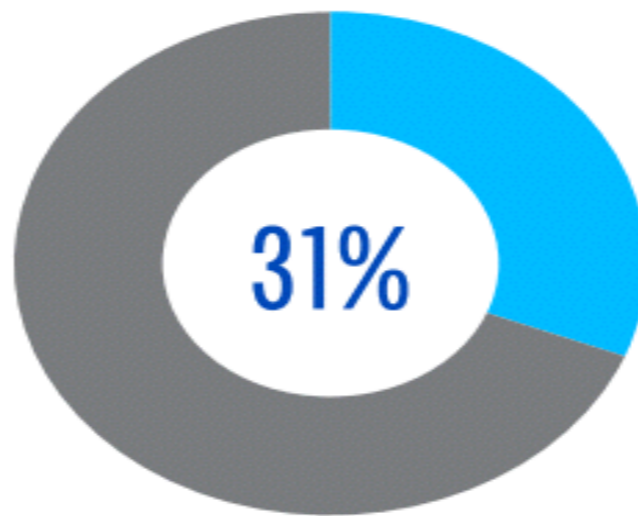
See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

New Home Research Happens on the Go

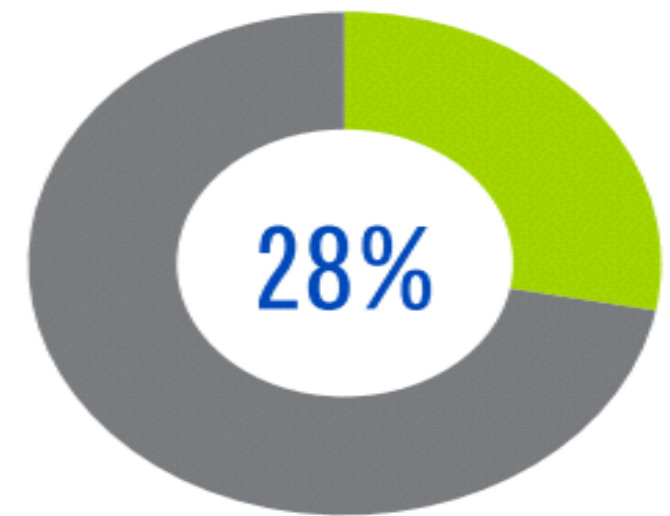
Locations Where New Home Shoppers Use Their Mobile Devices



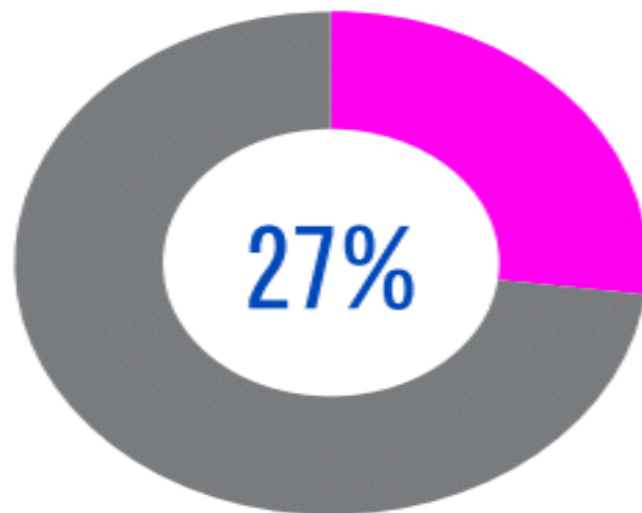
At home



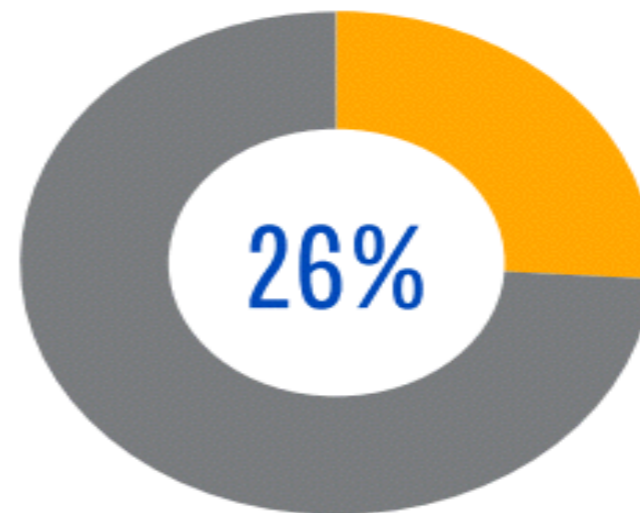
At work



Waiting in line



At restaurant



Other peoples' homes

SMS/Text or Phone Property Info Lines

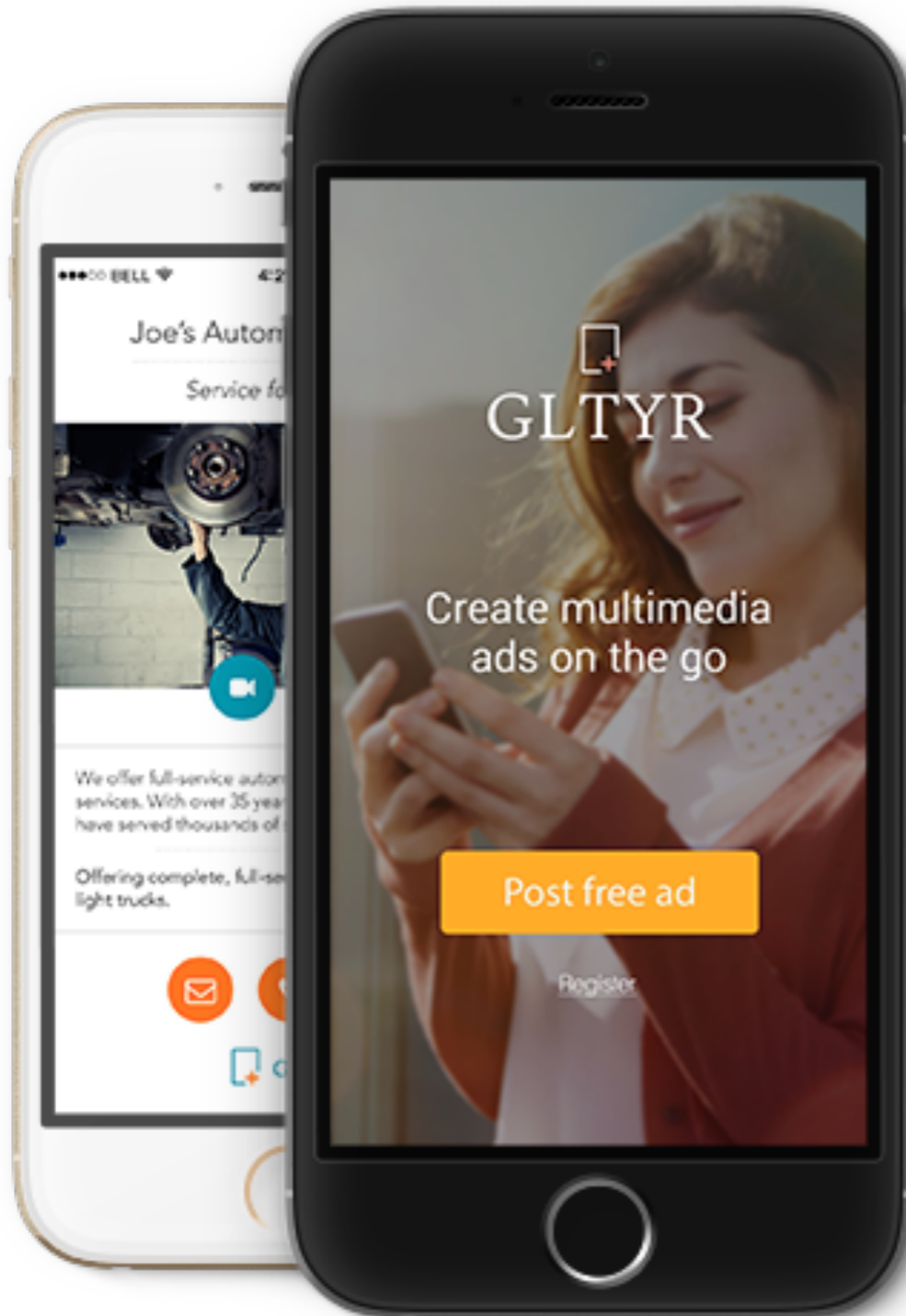


> ifbyphone

TEXT TO AD

smash

Digital Ads (in app)



**Today's Marketing
Needs to Be Much More
FREE!!**

Syndication Free Promotion for Your Listings

Listing syndication or distribution, give your listings more exposure by placing them on as many sites as possible.

Most Associations have Partnered with ListHub.com or Point2.com so this is typically FREE!
(they try to up-sell you reports)

- ListHub.com
- Point2.com



Your Homework



Put together a list of where your listings are posted to.

Now Build That Into **Your Listing Presentations** with Potential Clients, I **Guarantee It Will Earn You Business!**



Time is Money \$\$

Elance.com

Elance joins the Upwork community.

Beginning in August, all new customers should sign up on Upwork
Ready for great work?

I want to hire

Fiverr.com

fiverr

Find Services

Community

Kill02noles13

Graphics & Design Online Marketing Writing & Translation Video & Animation Music & Audio Programming & Tech Advertising Business More

What are you looking for?

Find Services

Hi, Craig

Request the service you are looking for.

Post a Request

BUY IT AGAIN



in 1 day make intro of 150 options with your logo or text expl...

\$20 WITH EXTRAS

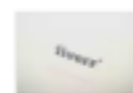
RECENTLY VIEWED



create an animated color RIBBON business intro with



do Amazing 3D Logo plus 3D Intro in 24 hours



make Amazing Video Intro

GET A TRENDY LOGO

Vintage logo, Hipster logo, Retro badge

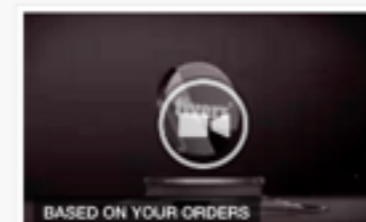


INSPIRED BY YOUR SHOPPING TRENDS

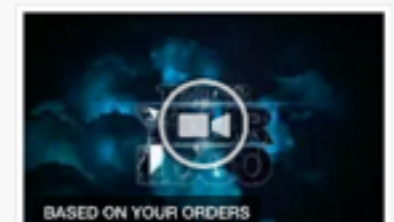
Refine recommendations



I will create a unique custom business logo design



I will make amazing logo with 3d intro animation in 24H



I will create this video PROMO



**Questions?
Thank You**

To Download this Course Go to:

www.RETI.us/students


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Create animated posts with your photos, text & links | Choose from dozens of eye-catching designs | NEW: Use multiple photos in animated collages & slideshows

Webinar Wednesdays – “Evernote Basics for Real Estate Webinar” w/ Amy Smythe-Harris
July 20 @ 3:00 pm - 4:00 pm EDT

Monday Night Hangouts – RETI Instructors After Hours
July 25 @ 7:30 pm - 8:15 pm EDT

Webinar Wednesdays – “Tweet Your Way to More Clients Webinar” w/ Juanita McDowell
July 27 @ 3:00 pm - 4:00 pm EDT

Monday Night Hangouts – RETI Instructors After Hours
August 1 @ 7:30 pm - 8:15 pm EDT

Monday Night Hangouts – RETI Instructors After Hours