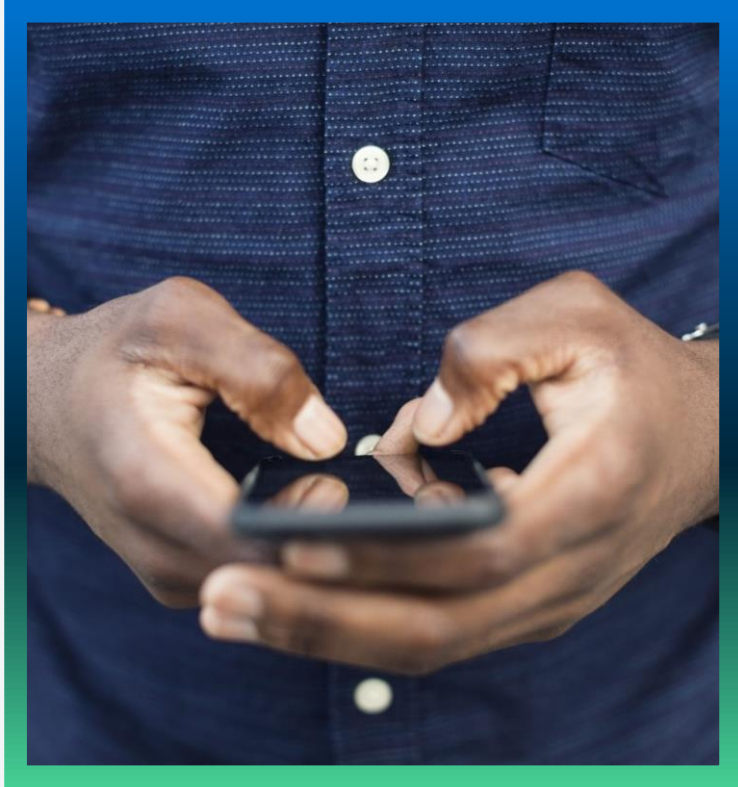


Social Media

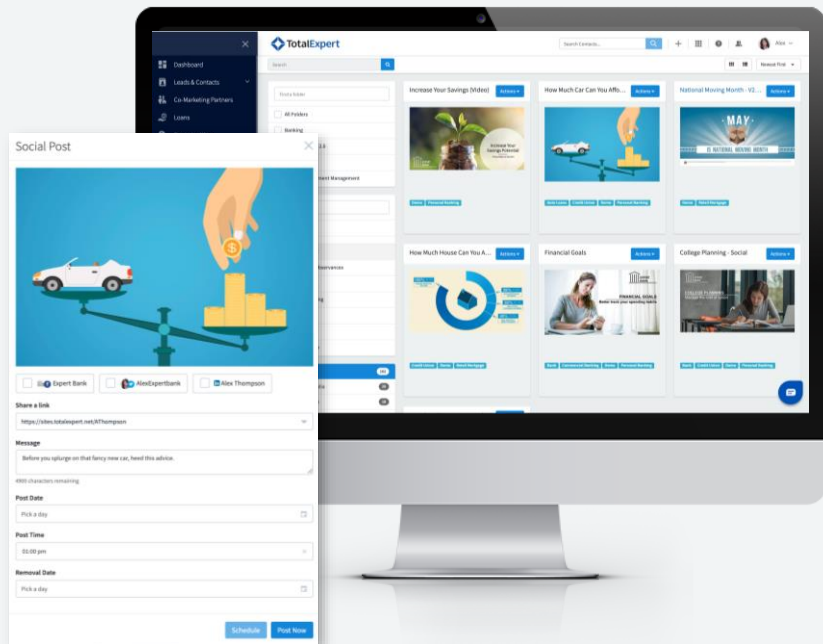
Agenda

- Benefits of social media
- Integrating social media accounts
- Social media settings
- Best practices
- Your next steps!



Benefits of social media

- Branding
- Engagement
- Community connections
- Cross-generational
- Successes



Social media within Total Expert

- Web marketing
- Single Property Sites
- Lead Capture Apps
- Print marketing materials



Integrating social media accounts

- Facebook
- Twitter
- LinkedIn

How this helps you win



Branding



Community



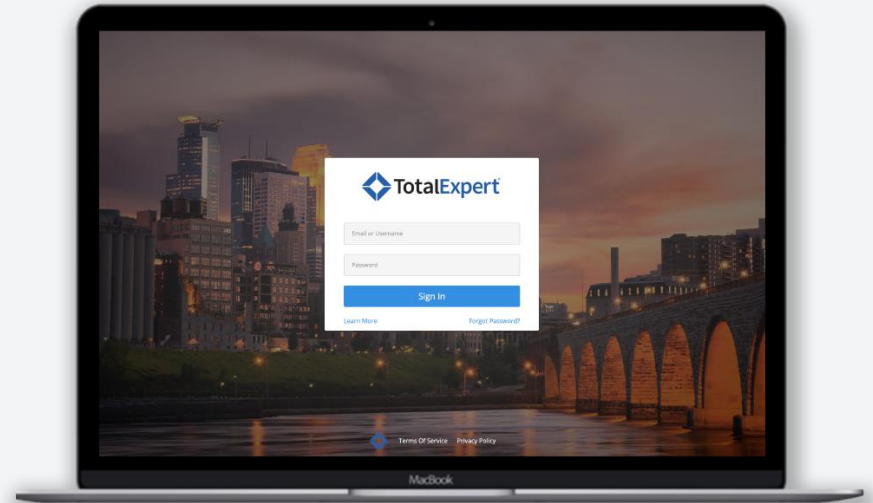
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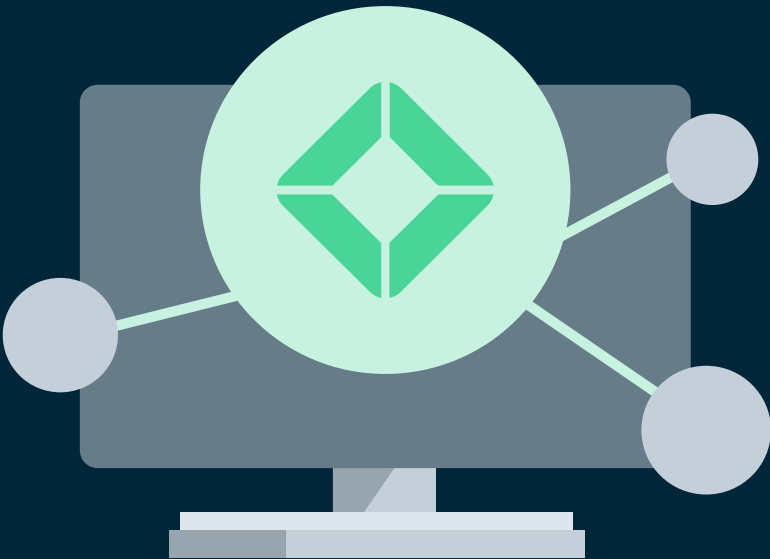
Logging in and platform training

Step 1: www.totalexpert.net

Step 2: Work email address

Step 3: Password





Best Practices

- Create a dedicated business page and make sure you are active and responsive.
- Make sure to message appropriately to your target audience.
- Post on social media about upcoming events and new or sold listings from your Co-marketing partners.
- Create a brand presence – put yourself out there and just hit post!

Going forward from here



Next steps



Documents



Videos



Support

Thank you