



InstaTekkie Course Outline and Flow

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MODULE 1. THE FACE OF BUSINESS TODAY AND THE POWER OF VIDEOS IN MARKETING.

It is imperative to explore the state of business and the role of the internet in growing a business because that is where the clients are! Where have the clients gone? YouTube. With YouTube being the world's largest video site and the second largest search engine, it is a given that we will go there first. However, the way we go to YouTube is with a video that we learn how to shoot, edit, produce, add sound and hang on YouTube. We will also talk about creating a YouTube channel, not just an account.

MODULE 2. CATCHING THE SOCIAL MEDIA WAVE FEATURING FACEBOOK BUSINESS PAGES.

Where have the clients gone? With Facebook being the largest social media site with over 350 million users, it is time to create a business presence with a fan page. There is more to Facebook than just a personal page!

MODULE 3. EXPANDING SPHERES OF INFLUENCE ON SOCIAL MEDIA SITES, LINKEDIN, TRULIA, ZILLOW.

Where have the clients gone? To the most professional business site of all social venues and that is LinkedIn. The big question is always "What do I do with LinkedIn?" and we answer that in this module. Let's also find them on the real estate specific social media sites of Trulia and Zillow and explore the value of having a presence on those sites. There is a specific way to get recognized and known as well as rise to the top as a pro!

MODULE 4. THE POWER OF BLOGGING, MASTERING EFFICIENCY AND TIME MANAGEMENT WITH INTERNET TOOLS.

There is an art to blogging so that the clients come to you! We will explore the easy to blog ways that incorporate Facebook Notes, LinkedIn Answers and Polls, Trulia Advice and Zillow Blog and Advice. And yes, even building a Wordpress blog and website.

And if all that is not enough, we explore the ancillary tools that pull all of this together: RSS Feeds, Google Alerts, Google Translator, Google Docs and Calendar.

This 2-day course is designed as an interactive, hands on class that will enable the students to not only build a very strong internet presence but to help them understand why it is so critical in today's business climate.



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THE TANGIBLE END RESULTS:

- ▶ Google Account
- ▶ YouTube Account/Channel
- ▶ Facebook Business Page
- ▶ LinkedIn Account
- ▶ Trulia Account
- ▶ Zillow Account
- ▶ Blogging Presence
- ▶ Search Engine Attention

EXTENSIVE PLAYBOOK WITH STEP-BY-STEP, HOW TO CLICKS TO:

- ▶ Create Video With Titles, Images and Sound
- ▶ Hang Videos On YouTube
- ▶ Create Effective Social Media Site Profiles
- ▶ Establish a Facebook Business Page
- ▶ Create a Professional LinkedIn Presence
- ▶ Open a Trulia And Zillow Account
- ▶ Utilize Critical Tools Available on Social Media Sites
- ▶ Create Industry Specific Presence Through Blogging
- ▶ Integrating Internet Sites Such as YouTube with Facebook,
- ▶ LinkedIn with Your Website, Etc.
- ▶ Master Ancillary Tools to Streamline Processes

REGISTER TODAY!

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Only **\$249.00**

Our Mission:

To ensure that our clients Get It, Use It and Become More Successful Because of It.