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Leverage 365

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## Marketing Class Descriptions

All classes are one hour long and are complimentary. No pitch will be made by instructor. These classes are designed to empower agents to take action and provide them with the skillsets they need to succeed in real estate.

### **Be Remembered, Be Referred Database Marketing**

It is well known that your database is your business and your business is your database. This class goes in depth on how to implement a purposeful and consistent Database Action Plan called L365 into an Agents business. This improved marketing strategy from enforces the need to strengthen and build bonds you have with your past, present, and future clients! We go over techniques for expressing your values that bolster your business to create content that represents your unique brand. This Workshop will cover:

- Building Relationships with your Database
- Dunbar's Number
- Value Content vs. Self-Promotion
- What are the ingredients to a Purposeful Touch
- Who in your Database should be included?
- What should be sent and when

### **Social Media for Realtors**

We live in a constant stream of Social Media. How do you stand out among the masses? Which channels should you be on? What should you say? We will provide specific examples of content, days, times and what will make you Top of Mind with your database. Staying top of mind will allow you to shine in that constant stream of media. We will also go over times that are best to post and which platforms you should be utilizing. This Workshop will discuss these topics and so much more:

- Expectations of your Social Media
- What Content is Meaningful & Purposeful
- Frequency of Posts
- Matching Content to certain Platforms
- Boosting - Facebook - Listings
- Samples of Posts and Ideas for your Business

## **How to be Fearless on Video**

Video is statistically attaining a higher open and engagement rate than any other type of marketing. In this class, examples of how Real Estate agents are implementing video will be seen and tactics for how you can implement video into your marketing will be discussed. Video is an arbitrage that cannot be ignored in today's market, and those who learn now will set themselves apart. This class will teach you how to conquer the camera and become fearless in how you express yourself on video. "What should I say?" and, in this Workshop, we will cover this and much more:

- Why Video?
- How to use Video to grow your Business
- Examples of Video
- What to do and What not to do
- How to use YouTube and Facebook to your advantage

## **Pump Up the Volume – Canva Workshop**

How do you stop people from scrolling on Facebook or Instagram? Getting, keeping and maintaining their attention is crucial to building relationships with your audience on all Social Media platforms. In this class you will learn to use Canva, a free online platform to help you stand out on Social Media.

- Make Social Media posts that POP!
- Create GIFs that stop them from scrolling!
- Enhance your video creations with graphic overlays
- Design Flyers that stand out & get their attention!
- Learn how to use Canva as a tool to "pump up the volume" on your Social Media & Marketing in your business.

## **Are You a Community Expert? – How to Effectively Communicate Your Expertise**

Whether you're looking to attract an overseas, out of state or out of town buyer or just keep your current customers in the loop (keeping you Top of Mind), then you know how important it is that they see you as an expert in the all there is to know in the community in which you serve. Are you being effective with getting the word out that you are their "go-to" person in the community they are interested in moving to? In this class you will learn how the following:

- Which are the best modes of communication
- How you can highlight your knowledge in effective manner
- Exactly what you need to convey your audience
- Why is so important to be a resource in real estate and beyond
- What platforms you can use to get the word out
- Why staying in touch with your database providing relevant information is so important
- Why should they choose you and choose you now!

(classes continued on next page)

## **Real Estate 1-3-5 Business Planning**

What's your plan to each plan goals this year? It's never too late to put an actionable, measurable and effective plan in place to reach your goals. This class will have your Agents leave the workshop with a plan specifically for them in this hands on 1-3-5 Business planning class. Walk away from this class with your blueprint to action and build your business NOW.

- We will learn to build a detailed plan of action that incorporates The S.M.A.R.T. Goals concept
- The 3 Measurable steps and 5 specific Actions to reach your 1 Goal.
- Specific strategies for reaching your goals
- Out of the Box ideas that will change the way you look at achieving your goals.

## **Jump Start Your Marketing Overview**

Real Estate Marketing 101 - An introductory class that gets your agents into the game - up and running! This class will answer the question of why and how you should put yourself out there and spark ideas on how you can utilize marketing to the highest degree possible. We go over techniques for expressing your values that bolster your business to create content that represents your unique approach. This Workshop will cover:

- Planning your Business Strategy
- How Social Media impacts our Reach
- Creating a greater reach with YouTube

## **Professional/Personal References: Yvonne Sandoval – President / Leverage 365**

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