



12 pm to 1pm on Tuesday July 26<sup>th</sup>, 2011

# July 2011 Internet Marketing Strategies

Real Estate Internet Marketing Strategies

**Location:**

RE/MAX Realtron Realty Inc., Brokerage  
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**Presentation Overview:** [www.SoaringVenture.com/realtron-2011](http://www.SoaringVenture.com/realtron-2011)

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**1. Main Types of Internet Marketing**

- Search Marketing
- Social Media Marketing
- Banner Campaign Marketing
- Classifieds Marketing
- Email Marketing

**2. Search Marketing**

- Organic Results Marketing
  - o SEO
  - o Local Results
- Sponsored Advertising
  - o Google AdWords, Microsoft Ads

**3. Social Media Marketing**

- Fundamental Principles of Social Media Marketing
- Creating your Social Brand Identity on Facebook/Twitter/LinkedIn & Blogging
- Creating your Social Media Account and growing it
- Social Media Advertising: Facebook/Twitter/LinkedIn

**4. Banner Ads**

- Banner Ads Types & Platforms
- Banner Ads Marketing Strategies
- Banner Ads and Branding

**5. Classifieds Marketing**

- Advertising on Kijiji, Craigslist, etc.
- Demographic Overview
- Classifieds Marketing Strategy

**6. Email Marketing**

- State of the Industry
- Effectiveness
- Strategy
- Legal Overview