Social Media Hacks To Survive a Shifting Real Estate Market
Karen Liz Albert

After completing this session, the attendee will leave the workshop with a clear, concise, and effective social media marketing strategy.

COURSE OUTLINE:

- ***Why Social Media Is Important For Realtors***
- ***What We Know To Be True***
- ***Success vs Avoidance***
- ***Social Media Hack #1 - Know Your Perfect Client***
- ***Social Media Hack #2 - Feed The Algorithms***
- ***Social Media Hack #3 - Pack Your Newsfeed***
- ***Social Media Hack #4 - Dominate Your Local Community***
- ***Social Media Hack #5 - Join Facebook Groups***
- ***Social Media Hack #6 - Use Hashtags***
- ***Social Media Hack #7 - Use Reels***
- ***Social Media Hack #8 - Share To Your Story***

HACK #1
KNOW YOUR PERFECT CLIENT

HACK #2
FEED THE ALGORITHMS

HACK #3
PACK THE NEWSFEED

HACK #4
DOMINATE YOUR LOCAL COMMUNITY

HACK #5
FACEBOOK GROUPS

HACK #6
HASHTAGS

HACK #7
REELS

HACK #8
STORIES

Karen Liz Albert, Behind Your Curtain

- Social Media strategist, expert, speaker, and owner of Behind Your Curtain
- Over 25 years experience in marketing, training and consulting
- Launched targeted Social Media marketing campaigns for thousands real estate professionals
- Achieves tangible marketing results for realtors by strategically promoting brand awareness and increasing customers
- Created the popular 30-day social media facelift program that has, to date, helped over 25,000 real estate professionals create and maintain a high-quality and consistent online presence that has led to over 100 million in sales!
- Offers educational presentations, hands-on workshops and e-learning courses targeted specifically towards educating real estate professionals on the value of Social Media and Internet Marketing for their business and their individual brand
- Is a sought-after social media subject matter expert guest on nationwide radio & media broadcasts such as Pat Hiban, Inman Magazine, Online Entrepreneur Magazine + more
- Is lead singer in her local band and enjoys volunteering to aid in the needs of her community

Behind Your Curtain
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