

YouReach University Program Outline: Mobile Social Media (MSM)

YouReach University provides highly effective training in the most cutting edge Social Media tools to enhance and improve any real estate agent's marketing strategy. YouReach offers thorough, consistent training that delivers measurable results to professionals who are serious about success.

YouReach is unlike any other Social Media training resource. It has been carefully designed with the success-oriented, BUSY, real estate agent in mind. YouReach breaks down Social Media into manageable, bite-size pieces that fit even the busiest schedule.

"Before Starting YRU- I had been set up on some sites but then did not have any strategy nor the foggiest idea of what to do. Where I am now and where I was is NIGHT AND DAY. I think your plan is absolutely terrific."

*-Susan Jacobs, Manager/Broker,
Prudential CA*

Weeks 1-5:

Get a full understanding of Social Media culture, internet marketing and the basics behind an effective strategy

- » See how Social Media has changed the way people use the Internet and how you can use that to your advantage.
- » Learn how to navigate the blogosphere, RSS feeds, syndication and what kind of conversations are appropriate for each social network.
- » Learn how to post content on-the-go and most importantly, the strategy behind converting your Social Media traffic into real business.
- » Gain the understanding and build the foundation you need to effectively execute your strategy.

Weeks 6-16:

Build and customize your key profiles on social networks; grow and engage your sphere strategically

- » Learn how to build effective Social Media profiles on Twitter, Facebook, Flickr, YouTube, LinkedIn and Posterous, and how to strategically build your spheres and understand the culture of each network.
- » As build your profiles, you will begin to implement a strategy that allows you to post the appropriate content to the appropriate networks, on-the-go, in only minutes a day.
- » Learn about all of the tools you need to effectively execute your Social Media strategy and drive traffic back to you and your business.

Weeks 17-24:

Learn advanced Social Media tools that support and enhance your strategy

- » Learn how to support your Social Media strategy with advanced blogging techniques and how to post content that will get results.
- » Learn how to effectively build your brand, manage your online reputation, and build relationships that will lead to real business.
- » Understand the features of a strong blog and website that will supplement your Social Media efforts.
- » Learn to use Social Media as part of a full online marketing strategy that will take your business to the next level.

