



# SOCIAL MEDIA WORKSHOPS

**Thursday, January 24**

**Join Vanessa Baker, founder of Fast Forward Marketing, an award-winning digital marketing agency, for a workshop to help your business grow in 2019.**

**Choose from one or more of the following workshops:**

## 10:00 - 10:50 a.m. Social Media Basics Workshop for REALTORS®

- Quick overview on audience levels for Facebook, YouTube, Instagram, and Twitter
- Create your Business Facebook Page
- Create your Instagram Business Account
- Linking your Business Instagram and Facebook Page
- Creating posts on Instagram to send through Facebook
- Creating video on Instagram
- How to schedule posts on Facebook
- Engaging in Groups

## 10:50 a.m. - 11:00 a.m. Q&A

## 11:00 a.m. - 11:50 a.m. Success on Social Media for REALTORS®

- 10 tips for social media success for REALTORS®
- 8 mistakes REALTORS® should avoid
- How to run an ad on Facebook and Instagram
- How to Geo-locate your posts
- 5 Steps to measure return on investment (ROI) for social media
- How to set social media goals
- 6 tools to measure ROI and social media success

## 11:50 a.m. - 12:00 p.m. Q&A

## 12:00 - 12:30 Lunch (Sponsored by: Panera & United Way)

## 12:30 p.m. - 1:20 p.m. Advanced Level Marketing for REALTORS®

- Facebook Live tips for success
- Inbound marketing for established businesses
- Google my business
- Content marketing
- Conversion optimization
- Email marketing

## 1:20 - 1:30 p.m. Q&A

**\$10 each or \$25 for the full day**  
(Registration form on reverse)



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## Registration Form

Date: January 24, 2019

Location: Heartland REALTOR® Organization

405 E. Congress Pkwy, Suite A

Crystal Lake, IL 60014

**To register, call Heartland, 815-459-0600, or return form by email, [info@HeartlandRO.com](mailto:info@HeartlandRO.com), or by fax, 815-459-0621 no later than January 22, 2019.**

I'd like to register for:

- Full day: 10 am - 1:30 pm (\$25)
- 10 am - 11 am: Social Media Basics Workshop for REALTORS® (\$10)
- 11 am - 12 pm: Success on Social Media for REALTORS® (\$10)
- 12:30 pm - 1:30 pm: Advanced Level Marketing for REALTORS® (\$10)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Payment method:

- Invoice me (Must be paid online/over the phone before Jan. 24)
- Cash or check - enclosed  
(Make checks payable to Heartland REALTOR® Organization)
- Charge my credit/debit card:

Cardholder: \_\_\_\_\_

CC#: \_\_\_\_\_ Exp: \_\_\_\_\_