

Facebook Page Marketing For Realtors

Build your brand, grow your business, and separate your personal and professional life on Facebook with Facebook's business page marketing product.

Learn effective Facebook page marketing in five hours of comprehensive and detailed training, divided between two classes. Presented on **Thursday, May 5th, 2011**, each course runs 2.5 hours and can be purchased individually or together. Each course includes a workbook covering the course information.

Course

Create & Convert

**Thursday 5.5.11 in Glendale
9:00 - 11:30 AM**

Effective Facebook page marketing is a four part process. Course one covers parts 1 & 2: **Creating** an effective page and **converting** visitors to fans of your page. Creating a compelling page is about your strategic positioning, the proper settings, the apps you install, visually branding your page, and more. We'll cover all you need to know to create and configure a compelling page from scratch. Page converting is about growing the number of people connected to your page. We'll cover the top tips, tricks, and best practices to get visitors to click the Like button and become fans of your page.

Course

Engage & Monitor

**Thursday 5.5.11 in Glendale
1:00 - 3:30 PM**

Effective Facebook page marketing is a four part process. Course two covers parts 3 & 4: **Engaging** your fans in order to have your message seen and **monitoring** the effectiveness of your page. Having an effective business page requires more than just having fans. With over 30 billion pieces of content being shared each month, is your message standing out? You'll learn why engagement is the key element in Facebook page marketing and leading strategies for creating engagement with your fans. You'll also learn how to use Insights, Facebook's page analytics tool, to track the effectiveness of your page marketing efforts.

Training Presented by Stacey Harmon

N.A.R. REALTOR® University Social Media Trainer
www.HarmonEnterprises.com



Each course costs \$59 to attend
Free wi-fi is included so feel free to bring your laptop.



Register at:

www.harmonenterprises.com/pages

Training held at Glen Oaks Escrow: 6100 San Fernando Road, Glendale, CA 91201

Contact stacey@harmonenterprises.com or 949.891.1140 with questions.