





# Social Media: Expand Your Brand

Social media marketing is important. It's not especially a recent trend, it has simply been overlooked because it requires a very different approach than standard marketing. It takes more than flashy colors, bright lights, and a catchy jingle. It takes being transparent, genuine, focused, at least mildly aggressive, and yes, social.

"It is not the strongest of a species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change." - Charles Darwin

By adapting your strategy to accommodate the changes in the Real Estate industry, you gain access to a market larger than any physical market in the world. It can get competitive, but the key to winning is actually to remain respectful and courteous, and avoid letting the spirit of competition find its way into your strategy. You want to diverge from the beaten path, and find new ways to engage your audience.

To embrace social media marketing is to embrace being social. You have to converse, share, and suggest, as you promote yourself, to maintain a level of credibility and the attention of your audience. If you are anti-social in social media, you might just miss the wave.

- **Social Media for more than Fun & Games**
- The Different Elements of Social Media
- ... and How They Work Together
- Localizing a Global Market
- Guerrilla Marketing
- Viral Growth – What is it and how to create it
- Stay Strategically Social in Social Media Marketing
- Case Studies of the Most Successful Campaigns
- Ideas to Jumpstart Your Own Campaign
- Misrepresentation and Managing Risks
- Tools of the Trade – Finding a Manageable Solution

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