

DIGITAL MARKETING EXCELLENCE

OUTLINE

Free Back to Basics SEO training, free Google & SEO training, and one hour free consultation. The one hour free consultation will cover a review of the Agent's digital presence to see if their marketing messages align (what specifically are their marketing messages?), if they are able to set SEO for their website, and how they can approach what they have and what they are doing to make it work better for their real estate business.

GOAL

Teach Agents how to view their main digital assets strategically, so their marketing messages are fully aligned, clear, and concise across all channels and platforms.

PREREQUISITES

In order to get the one hour free consultation, Agents must attend the following classes:

- Back to Basics: How to Develop Your SEO Strategy
- Google & SEO

ONE HOUR FREE CONSULTATION

Agents will receive a review and input on their marketing messages as they are currently applied to digital channels and platforms. Topics may include leveraging the strengths of each platform, use of hashtags, and conceptualizing how they want their digital assets to be found (the beginning of their SEO strategy).

THEN

If Agents want additional direct assistance further defining their SEO strategy, fixing their LinkedIn profile, Facebook profile, Instagram profile, Google My Business page, backend website SEO settings (provided their website can accept SEO setup), and further training and direction on how to proceed with their digital marketing programs:

OPTION A

Direct consultation with Agent for website, social media, marketing, and/or SEO strategy:
\$100 per hour

OPTION B

A la carte choices depending on Agent's needs

- LinkedIn Profile writing, cleaning, and setup (Agent approves all content and images): \$200
- Facebook Profile writing, cleaning, and setup (Agent approves all content and images): \$200
- Instagram Profile writing, cleaning, and setup (Agent approves all content and images): \$200
- Website SEO setup for websites that provide access and options (Agent approves all content and images): site-wide SEO settings, \$200; page-level SEO settings, \$150 per page (includes ALT tags on images)
- Redesign of certain website pages to accommodate SEO (Agent approves all content and images): minimum \$200 up to \$500 per website page depending on content and complexity
- Training for Agent and their content developers on how to leverage and use titles and links in website content (Agent approves all content and images): \$200 for one hour session, followed by Q&A
- Training for Agent and their content developers on how to define and leverage a robust hashtag strategy across social media platforms: \$100 for one hour session, followed by Q&A
- Design and initial setup of additional Agent business pages such as Yelp (Agent approves all content and images): \$200
- Development of Agent's value proposition for their real estate business, including taglines, target client review, and keywords. Includes working with Agent to define and implement elements of their value proposition across their website and social media: \$500