

Marketing and Technology Syllabus

(Also available to Leaders)

Marketing and technology go hand-in-hand now more than ever. Use this as a guide to hone specific skills, or learn more about tools you can use to expand your avenues of building relationships that lead to sales.

WEEK 1

- Take Matthew Ferrara's Social Media Strategy 101
- Take 10 Rules of Social Media Marketing
- Take Understanding Online Communities
- Take Leading Real Estate Companies of the World Value Proposition for Agents



WEEK 2

- Take Matthew Ferrara's Social Media Strategy 102
- Take Seven Ways to Generate Leads Off of Facebook
- Take Marketing to Seniors
- Take Developing Your Online Persona



WEEK 3

- Take How to Manage Your Online Reputation Using Google Alerts
- Take Matthew Ferrara's Tech Tips – Backing Up Files
- Take Matthew Ferrara's Tech Tips – Skype Overview
- Take Sourcing Valuable Content



WEEK 4

- Take Matthew Ferrara’s Tech Tips – Top Ten Smart Phone Must Haves
- Take Matthew Ferrara’s Tech Tips – Using a Tablet During Listing Presentations
- Take Matthew Ferrara’s Tablets in Real Estate: Putting the Power of Mobile to Work for You
- Take Marketing to Baby Boomers

TECHNOLOGY
SKILLS

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WEEK 5

- Take Matthew Ferrara’s The Power of Video
- Take Matthew Ferrara’s Tech Tips – Video Marketing Tips
- Take Four Easy Blogging Tips Using Video
- Take Marketing to Generation X

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WEEK 6

- Take Matthew Ferrara’s Tech Tips – Uploading a Video to YouTube
- Take Matthew Ferrara’s Tech Tips – Twitter Best Practices
- Take Marketing to Generation Y

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