

# Web 2.0 Marketing for Real Estate Professionals

## Topics:

This class explains Web 2.0 concepts and how they relate to real estate marketing. This class explains blogging and podcasting, two powerful new web publishing models, and teaches you how to apply them successfully within your own real estate marketing plan.

- Explanation of Web 2.0
- Introduction to blogging
- Objectives of real estate blogging & tips
- How to decide if blogging is right for you
- The anatomy of a blog
- How to select blogging topics that work for you
- How to promote your blog
- RSS feeds, the “home delivery” of web marketing
- Introduction to Podcasting
- The anatomy of a well organized podcast
- Tips for making your podcasts engaging and effective
- Introduction to social networking
- Overview of leading Web 2.0 sites
- A “no money down” approach to getting started
- How to create a free blog using Google’s Blogger service
- How to create rich blog posts with images and hyperlink

**Date :** May 21<sup>st</sup>, 2008

**Time:** 11:00am - 12:30am

**Location:** SCCAOR  
 1651N. First Street  
 San Jose, CA 95112

**Tuition:** \$30.00 SCCAOR members  
 \$75.00 non-members



Student Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Check / Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Amt Paid: \_\_\_\_\_

For more information contact the education department at  
**408/445-5087 or 408/445-5085**

Enroll on line at [www.sccaor.com](http://www.sccaor.com),

Or fax registration to: **408/519-3721**

**SCCAOR Course Cancellation Policy**

- Reservations for courses requiring payment will not be processed until payment is received.

- **If you must cancel or reschedule your reservation, a full refund will be issued if notification is received, by email or in writing (not by telephone), 3 business days prior to class. In the event that a student should fail to attend a class the tuition for said class is forfeited and will not be transferred to future classes.**

- SCCAOR reserves the right to cancel or reschedule any course. If cancellation occurs, SCCAOR will issue a full refund. In the event of rescheduling, SCCAOR will send immediate notification and transfer all reservations (including payments) to the new date. Rev 5/5/08 ORWFR1

I have read the SCCAOR Course Cancellation Policy below.

Student Initials \_\_\_\_\_