



MAY 12-13 2025

The first half of the course guides you in creating your online presence. You will examine the modern consumer and discover how to capture and convert these prospects into clients. You will study various types of content that go into your online presence and learn about using keywords effectively to drive customers to your website. We will discuss how to create a social media marketing strategy. You will discover where to focus your social media efforts and how to develop a consistent and sustainable content creation strategy. Intellectual property rules will also be covered, and online advertising and paid marketing will be touched upon.

Speaker Sponsor: 5 minutes in front of the class; signage at lunch table; marketing materials at students' seats; logo on all advertising, including display boards, registration landing page, eREALTOR®, and ALPHA and HRRRA lobby monitors digital signage; student manual cover page advertisement; introduce speaker(s). 1 day: **\$800**, both days: **\$1300**.

Continental Sponsor: 1 day: **\$200**, both days: **\$250**. Signage at registration/breakfast table, logo on all advertising, marketing material included in student manual.

Coffee Sponsor: 1 day: **\$100**, both days: **\$150**. Signage at coffee station, logo on all advertising, marketing material at registration table.

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