



# Women's Council of REALTORS presents: A Day of Technology Learning

April 12, 2012



McKenna Events Center  
801 West San Antonio Street,  
New Braunfels, TX 78130



Senior CRS Instructor  
Mark Porter

### 8:00 am – 11:00 am Video Internet Marketing:

Today it is all about video. Younger generations are choosing to watch instead of read. Agent trends are following in step. This is how to get started with an Internet presence in YouTube and improve our use of digital images. This session is a must-attend for all but the seasoned real estate videographers and photographers. Camera choices, features, photo and video editing software, photography tips and video SEO– I'll get you the info you need for the best results.

- YouTube Account Set Up
- Uploading a Video to YouTube
- SEO – Search Engine Optimization for Videos
- Using the URL Address to Attract a Viewer
- Embedding YouTube Hosted Videos on your Website or Blog
- Video Camera and other accessories
- 7 Ways to use video now

3 hours TX MCE Credit TREC #03-00-034-23974

### 1:30 pm – 4:30 pm Attracting Today's Internet Buyer:

If you don't know exactly who is it, what they want and how to give it to them, you're giving away the bank! Discover the five critical things your website must have. Recognize the one fatal mistake the causes the ultimate buyer to keep surfing right past your real estate site. Understanding search engine placement and what they are really selling.

- Understanding how SEO & how Pay per click works
- The contributing factors that lead to the top of search engine results
- The best template websites available
- The role of REALTOR.com in your web strategy
- Generational differences in website buyers
- How Social Networking fits into your web strategy
- Embedding videos and widgets into websites & blogs

3 hours TX MCE Credit TREC #03-00-034-23975

## PLUS Luncheon Talk at 11:30 am with Mark Porter Smart Phones and The Latest and Greatest Apps for Real Estate

**TO REGISTER:** Please fill out the registration information below and email to [melissa@keyrealestatenb.com](mailto:melissa@keyrealestatenb.com) or Click [HERE](#) to Register Online. Please call Melissa Elizondo at (830) 387-4917 with any questions.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

- \$60 per class for WCR Members    \$75 per class for Non-WCR Members  
 \$15 Luncheon for WCR Members    \$20 Luncheon for Non-WCR Members  
 \$120 for both classes and Luncheon for WCR Members    \$150 for both classes and Luncheon for Non-WCR Members

Total Payment Amount: \$ \_\_\_\_\_

Payment Method:

Select Credit Card Type:  Visa    MasterCard or  American Express   Security # \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

