

Working with Today's Connected Consumers Course Description

Today's consumer is very different from that of the past. With the explosion of the Internet, mobile, social media & more, they have access to everything they want, when they want it and this has led to some major changes in how they act, communicate, and more.

Today's consumers are more educated/prepared, even to the point of being over-prepared/misinformed, in a rush & have very low brand loyalty in all aspects of their lives.

In this session, we will take a deep dive into not just what has changed the consumer, including generational and cultural implications, but more importantly why.

We will explore how this relates to how to properly work with consumers on a daily basis to ensure that there is good communication & relationships between the real estate practitioner and their clients, changing trends in how to properly reach new potential consumers & the important tools/resources needed to properly service today's consumer and much, much more.

Objectives/Direct Learning Objectives:

1. Identify how access to information & technology has affected the role of today's real estate practitioners & consumers
2. Relate how technology has changed the role, behaviors & expectations of today's consumers
3. Relate how mobile has changed the role, behaviors & expectations of today's consumers
4. Relate how technology has affected the role of today's REALTOR and identify what changes are necessary to succeed with the new connected consumer
5. Identify how to communicate and work with today's real estate consumer
6. Identify how to build a consumer-focused online presence & incorporate it into your marketing.
7. Identify new techniques being used to improve the performance of traditional marketing tools including direct mail, e-mail marketing, etc.
8. Understand the growth & importance of video & how you can leverage it in your marketing.
9. Understand the growth & importance of Social Media on consumers & the real estate industry
10. Identify the right organizational tools & skills needed to efficiently set up & run your social media presence(s) and develop & implement your personal social media strategy.