

Real Estate Marketing Expert (REME) Certification Description

Modern marketing has changed completely over the last few years. Today's consumers are constantly being overwhelmed with marketing in all aspects of their daily lives which makes it harder than ever to effectively reach them. Gone are mass-marketing approaches like print, yellow pages, and direct mail. In, are newer and more cost-effective and targeted techniques including social, mobile, video, search engines, portals, and relationship-based marketing.

In this 2-day certification training, we will explore how and why consumer behaviors and marketing have changed and give each attendee a guidebook to follow to reach them by focusing on modern marketing principles to:

- Develop your marketing brand, target audience, & overall marketing strategy
- Develop your content marketing, search engine, social media, & video strategy
- Leverage your sphere of influence & relationships in your marketing
- Develop a marketing plan
- And much more

This will help each attendee rock their business in 2024 & beyond without blowing out their budget. Plus, gain several easy-to-use resources and tools that will allow you to create your own marketing materials regardless of your level of tech or design skill.

The course will also include an overview of state & federal laws as well as the National Association of REALTOR policies to ensure that all marketing and communication is done properly and compliantly.

By the end of this course, each attendee will be able to develop or adjust their marketing strategies to ensure they can effectively connect with and serve consumers in a cost-effective and highly productive way.