

# SMART CONSUMERS. SMARTER YOU.

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***Paulding Board  
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## ELEVATE YOUR DIGITAL EXPERTISE

The first day of the **NEW e-PRO® program** provides high-level digital marketing theory, with practical suggestions for its consistent implementation. You will examine the modern consumer and discover how to capture and convert these prospects into clients. You will dive into an overall online marketing strategy that includes how to use content to engage consumers.

Using the concept of the Hub and Spokes online marketing model, you will learn how to optimize your primary web-based presence (your hub) and align your other online marketing activities (your spokes) to connect with modern consumers and convert them into clients. You will also discover where to focus your efforts in social media and how to develop a consistent and sustainable content creation strategy.

This course provides a thorough overview of social networks like Facebook, Twitter, and LinkedIn as well as image-focused social networks like Instagram and Pinterest. Intellectual property rules will also be covered, and online advertising and paid marketing will be touched upon.

For information on earning NAR's e-PRO® certification, visit [ePRONAR.com](http://ePRONAR.com).  
GREC School #271 Course Code #69685 Georgia Association of REALTORS®

**February 20-21, 2019**

**9:00 am – 4:30 pm**

**INSTRUCTOR**

Juanita McDowell

**LOCATION**

Chattahoochee Technical College  
North Metro Campus  
5198 Ross Road  
Acworth, GA 30102

**TUITION**

GAR Members  
Early Bird \$250 (before 2-13-19)  
Regular \$280  
Onsite \$310

**15 GA CE Credits**  
**15 GA GRI Elective Credits**

**Details and registration:**

[garealtor.net](http://garealtor.net)

**Questions: [PIE@garealtor.com](mailto:PIE@garealtor.com)**  
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