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Intro to LinkedIn Marketing for REALTORS®

One of the least understood social networking platforms is LinkedIn. Yet, the enormous potential of this tool for real estate agents is not to be ignored.

With 34 million US active users (over 2 million in the Bay Area), LinkedIn presents you with the ability to reach people in business with your message.

LinkedIn has four main ways for you to find and connect with your ideal client and we'll cover them all in the class.

- Learn how to have a complete profile and why it is imperative that you do so
- Discover the power of LinkedIn groups
- Show your expertise with LinkedIn Answers
- Reach EXACTLY the right prospect with LinkedIn DirectAds for a fraction of the cost of un-targeted print ads.

LinkedIn serves a different audience of users than Facebook, but for the agent who is looking to find more "corporate" clientele, it is unparalleled.

You'll be most comfortable with this class if you already have a LinkedIn account and are familiar with navigating around LinkedIn as we will be looking at advanced topics and techniques. When you leave this class you will know how to harness the awesome potential of LinkedIn in your business!

Date: Wednesday, September 15, 2010

Time: 9:00 - 10:30 a.m.

**Location: Bay East Conference Center
7901 Stoneridge Dr. #121
Pleasanton, CA 94588
(925) 730-4060**

Fees* (please check one):

- Bay East Education Advantage - \$15.00
 REALTOR® - \$20.00
 Non-REALTOR® - \$40.00

***Payment must be included with registration**

****Registration is subject to availability**

Your Instructor:

Jerry Kidd

<http://www.JerryKidd.com>

Name: _____ NRDS/Member #: _____

Phone: _____ Email: _____

I Authorize \$ _____ to be charged to my Visa MasterCard Check payable to "Bay East"***

Name on Credit Card: _____ Signature: _____

Account #: _____ Exp. Date: _____

Verification Code (3 digit code on back of card): _____ Billing Zip Code: _____

****If mailing your payment, please be sure to mail at least 5 business days prior to the class to ensure payment is received on time. If payment is not received by the day of the class, we can not guarantee you will be able to attend.**

Is special assistance required? If so, please describe: _____

CANCELLATION POLICY: If you cancel your registration less than 24 hours before the class or are more than 15 minutes late, your registration fee will not be refunded and registration fees cannot be transferred. Bay East reserves the right to cancel or reschedule courses due to lack of registration. If cancellation occurs Bay East will issue a full refund. In the event of rescheduling, Bay East will send immediate notification and transfer all reservations (including payment) to the new date.

If you have any questions please call Bay East Association of REALTORS® at (925) 730-4060

The views expressed in class are those of the Speaker/Instructor and do not necessarily reflect the views of the Bay East Association of REALTORS®.

Mail to BEAR, 7901 Stoneridge Dr. #150, Pleasanton, CA 94588 or Fax to (925) 730-0253

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