



Examine the modern consumer and discover how to capture and convert these prospects into clients.

Discover where to focus your efforts in social media and how to develop a consistent and sustainable content creation strategy.

Dive into an overall online marketing strategy that includes how to use content to engage consumers.

Learn how to optimize your primary web based presence and align your other online marketing activities to connect with modern consumers and convert them into clients.

Learn about the importance of data privacy and security as well as how to develop data privacy policies and procedures and fulfill legal responsibilities created by a data breach.

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.

Elective Course for ABR, CIPS & PMN Designations

PLUS 9 Elective CE Hours

**Instructor
Brent Lancaster**



**OCTOBER 17 & 18
8:30 to 4:30 | 8:30 to 3:30**



**School of Real Estate
170 W. Dewey
Wichita, KS 67202**

**THANK YOU
STAR LUMBER FOR YOUR SUPPORT**

THE EARLIER YOU REGISTER - THE MORE YOU SAVE

RSCK Members: May - \$150 | June - \$175 | July - \$200 | July - \$225 | September & October - \$250
Non RSCK Members: May - \$199 | June - \$224 | July - \$249 | July - \$274 | September & October - \$299

Call 316-263-3167 | Fax: 316-263-2832 | Mail: 170 W. Dewey - Wichita, KS 67202

Name: _____ License #: _____ Phone: _____

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Card #: _____ Exp: _____ Signature: _____

Better Strategy - Better Impact

EDUCATION POLICIES

<http://www.sckrealtors.com/education-policies>