

# Social Networking for Construction

March 21, 2018

## Lloydminster Construction Assoc Classroom

Maintaining and keeping good communication with a network of clients and prospects is one of the most important activities for a Mortgage Professional. The new social networking tools allow a consumer-focused independent business person to improve brand recognition and maintain contact with a large client network. Unlike classic advertising, social networking is fast, effective, far reaching and results are immediate.

The Social Networking phenomena, including such applications as Facebook, Twitter, and LinkedIn are discussed in the context of business workflow. The strengths and business benefits of each are presented. Business protocols have changed, and this course will help you, move to the leading edge and take advantage of these new tools. During the course, we will create accounts for each of these tools and start to build content and brand recognition for a business presence on the internet. A series of case studies of successful marketing applications of Twitter are presented. We will look at many blogs and how they have been used to establish expertise and brand recognition

The objective of this course is to provide you with the new tools you need for effective communication with your clients. This course will utilize the industry's best practices when using social networking tools.

Participants may bring materials to class including logos, relevant photos, and marketing documents to begin to develop actual content on the social networking sites.

### Topics

- How is Social Networking Changing the face of business?
- Integrating with your existing marketing plan
- Facebook for Business
- Etiquette
- Branding
- Integration with your existing Website
- Uploading existing contacts
- Twitter based Marketing
- Opportunities, plans and applications in Business
- Blogs and Forums
- Creating a site with your brand
- Content and Comfort Levels
- What is significant to client
- Brand Development, Advertising on the net and Customer Relationship Management Using Social Networking Tools
- Applications: Facebook, LinkedIn, Twitter, Blogging, Forums & Others
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Price: \$299 + applicable taxes

Participant Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Amount to be Paid: \$ \_\_\_\_\_ Payment: Invoice (members only): Y N Cheque attached: Y N

Credit Card no.: \_\_\_\_\_

Expiry: \_\_\_\_\_



Return form to Lloydminster Construction Association

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