



# CRAIG GRANT

## How to Market Like a Rock Star Note Packet

### Current State of Marketing

---

---

### Website & Blog (Home Base or Hub)

---

---

### Search Engine Optimization & the Power of the Long Tail

---

---

### Search Engine Advertising Pay Per Click/PPC (Google AdWords or Bing Ad Center)

---

---

### Squeeze or Landing Pages (LeadPages.net) & Tracking (Google.com/Analytics)

---

---

### Direct Mail (SmartZip.com or ListingGrabber.com)

---

---

### Real Estate Portal Site Upgrades (Realtor.com, Zillow.com, Trulia.com, Homes.com)

---

---

### Banner/Display & Retargeting Ads

---

---

### Email Marketing (MailChimp.com, HappyGrasshopper.com, BombBomb.com & Wiind.com)

---

---

### Social Media

Social Media Tools - HootSuite.com, ASocialStrategy.com, Canva.com, Houzz.com & FlipBoard App

---

---



**THE REAL ESTATE**  
TECHNOLOGY INSTITUTE

To Download this or any of Craig's Courses go to [www.RETI.us/cgevent](http://www.RETI.us/cgevent)



# CRAIG GRANT

## How to Market Like a Rock Star Note Packet

Facebook

<http://www.facebook.com/>

---

---

---

---

---

---

---

---

Twitter

<http://www.twitter.com>

---

---

LinkedIn

<http://www.linkedin.com>

---

---

YouTube

<http://www.youtube.com>

---

---

NextDoor

<http://www.nextdoor.com>

---

---

Instagram

<http://www.instagram.com>

---

---

Pinterest

<http://www.pinterest.com>

---

---

SnapChat

<http://www.snapchat.com>

---

---

Bloging

---

---

Social Media - Facebook & Instagram Advertising

---

---



**THE REAL ESTATE**  
TECHNOLOGY INSTITUTE

To Download this or any of Craig's Courses go to [www.RETI.us/cgevent](http://www.RETI.us/cgevent)



