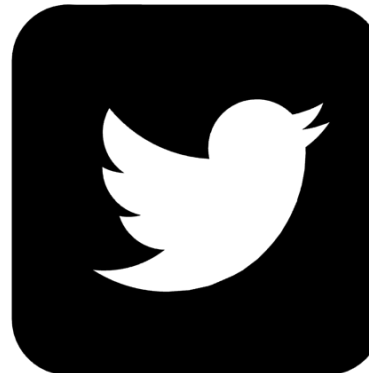
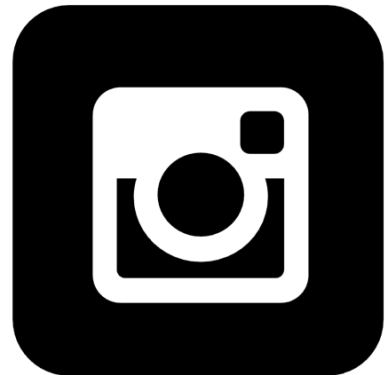
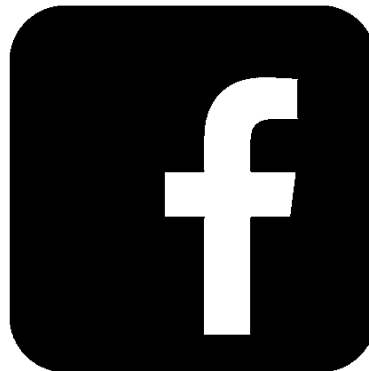




**GREENWICH POINT**  
— MARKETING —



# SOCIAL MEDIA TRAINING

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INSTRUCTOR  
CRAIG JONES

INSTRUCTOR  
JESSICA REID

CONTACT  
[INFO@GREENWICHPOINTMARKETING.COM](mailto:INFO@GREENWICHPOINTMARKETING.COM)

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# GRENWICH POINT MARKETING



## CRAIG JONES

Craig Jones is co-owner of Greenwich Point Marketing, a local digital marketing agency which specializes in social media advertising and pay-per-click conversion optimization. He teaches courses on the effective use of social media to nonprofit organizations, real estate associations, and is a digital coach to several businesses and individuals. His clients range from small mom-and-pop stores to the social media PR campaign for the Town of Greenwich. He is actively engaged in the Greenwich community as a board member and volunteer.

## JESSICA REID


Jessica Reid is a marketing and communications professional with over 10 years of expertise in small business startup, non-profit organizations and multichannel marketing. As a co-owner of a local digital marketing agency she specializes in social media marketing and advertising. Jessica enjoys educating and coaching others through a variety of social media courses she has helped develop, especially when it comes to Instagram. She is a Greenwich, CT native living with her family in her hometown and enjoys volunteering and actively engaging in the local community.

# SOCIAL MEDIA TRAINING FOR REAL ESTATE PROFESSIONALS

**f** **\$416**  
FACEBOOK BASICS


**f** **\$428**  
FACEBOOK ADVANCED

**f** **\$428**  
FACEBOOK LIVE


 **\$416**  
INSTAGRAM BASICS

 **\$428**  
INSTAGRAM ADVANCED

 **\$428**  
INSTAGRAM STORIES

 **\$416**  
LINKEDIN BASICS

 **\$416**  
TWITTER BASICS

 **\$416**  
YOUTUBE BASICS

\*25 participants is the maximum class size, except CE course

**f** **\$652**  
FACEBOOK FOR  
THE REAL ESTATE  
PROFESSIONAL  


 **\$536**  
FACEBOOK ADVANCED  
AD TARGETING



**GREENWICH POINT**  
— MARKETING —



## FACEBOOK BASICS

This is the foundation of the Facebook platform. We walk you through setting up your account and the navigation of your newsfeed. We cover business profile creation, an overview of social media, plus the best uses and practices for a business owner.

- Create a Facebook account
- Profile setup & navigation
- Security setting
- Business Accounts
- Ad platform overview

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Social calendar worksheet
- ✓ Important links cheat sheet
- ✓ Social Image guide

## FACEBOOK ADVANCED

The advanced Facebook class dives deeper into Facebook. We go through the business manager and Ad platforms. We cover social strategy and goal setting as well as an overview of advanced Facebook features including analytics and retargeting.

- Understanding the algorithm
- Goal setting & audits
- Business Manager
- Advertising platform
- Retargeting & Analytics

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Profile audit worksheet
- ✓ Client Avatar worksheet
- ✓ Goal Setting worksheet

## SOCIAL MEDIA LIVE VIDEO

Students will learn how and why they should utilize live video. They will learn the technical requirements as well as recommended equipment and software. Tips and tricks will be provided, allowing students to leave the class ready to produce their first live video.

- Why do Facebook live
- Technical requirements
- How to go live
- Equipment choices
- Miscellaneous tips & tricks

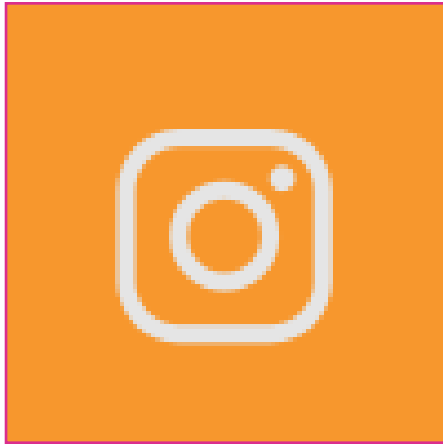
**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Technical requirements slide
- ✓ Equipment guide
- ✓ Tips & Tricks slide

# INSTAGRAM

Instructor: Jessica Reid



## INSTAGRAM BASICS

Review the many moving parts of Instagram. This course begins with creating an IG account and then reviews how to edit photos/videos, create captions and post. We'll discuss searching, commenting, followers, direct messaging, stories and more.

- Create an Instagram Account
- Link Instagram to Facebook
- Learn to properly navigate IG app
- Review editing photos and videos
- Discuss followers & following others

**1.5 Hours**

## INSTAGRAM ADVANCED

Learn how and why to have an Instagram Business Account. This course reviews Instagram's analytics, how to properly link your Facebook Page and Ad account to your Instagram Business account as well as running Instagram advertisements.

- Why to have a Business Account
- How to switch to IG Business ACCT
- Overview of IG advertising
- Learn the importance of Tags
- Instagram insights & analytics

**1.5 Hours**

## INSTAGRAM STORIES

Learn more about Instagram Stories and why you should be using them. Review how to create them, where to find them, how to comment on them, story analytics, how to highlight them on your Instagram profile and about IG story advertisements.

- Why you should use IG stories
- How to create stories
- Stories tip & tricks
- Understand where to locate stories
- Review story highlights

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Instagram Basics Cheat Sheet
- ✓ Instagram Guide By Icon
- ✓ Instagram Content Ideas

### COURSE HANDOUTS:

- ✓ IG Apps & Programs List
- ✓ Goal Setting Worksheet
- ✓ Hashtags Guide

### COURSE HANDOUTS:

- ✓ IG Stories Cheat Sheet
- ✓ IG Stories Guide By Icon
- ✓ IG Stories Advertising Tips

# OTHER

Instructor: Craig or Jessica



## LINKEDIN BASICS

Students will learn the basics of creating and populating a LinkedIn account. They will learn how to populate their profile as well as best practices for content and images. We will discuss how to use LinkedIn for networking and building influence and authority.

- Create a LinkedIn account
- Profile setup
- Profile best practices
- Skills and Endorsements
- Interests and Networking

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ LinkedIn setup guide
- ✓ Profile worksheet
- ✓ Networking guide



## TWITTER BASICS

Students will learn the basics of creating and navigating a Twitter account. We will review basic search and list functions as well as look at account analytics. This course includes an overview of the Twitter Advertising platform.

- Create a Twitter account
- Profile setup
- Navigation and tools
- Advertising platform
- Tips and tricks

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Twitter setup guide
- ✓ Twitter post guide
- ✓ Twitter app cheat sheet



## YOUTUBE BASICS

Students will learn the basics of creating and populating a Youtube channel. They will learn how to navigate the platform, do keyword research, and basic analytics. This course includes a brief discussion on equipment and video best practices.

- Create a YouTube account
- Profile setup
- Uploading videos
- YouTube navigation
- Equipment and tips

**1.5 Hours**

### COURSE HANDOUTS:

- ✓ Profile Guide worksheet
- ✓ Video research guide
- ✓ Equipment checklist

# OTHER

Instructor: Craig Jones



## FACEBOOK ADV AD TARGETING

This is the advanced Facebook ad targeting class. Only students who have mastered the basics and wanted to utilize the advanced Facebook targeting options should take this course.

- Business manager account
- Facebook pixel
- Custom Audience creation
- Campaign creation
- Ad Targeting

**2 Hours**

### COURSE HANDOUTS:

- ✓ Business manager setup guide
- ✓ Pixel setup guide
- ✓ Facebook targeting options list

## (CE) FACEBOOK: IMPLICATIONS TO YOUR BUSINESS AND REAL ESTATE LICENSE

This class will provide an overview of social media, what it is, the evolution and overview of the digital landscape. Technical instruction will be provided on setting up a Facebook page, including a discussion on how to use the Facebook advertising tools while maintaining and abiding by the rules of the Connecticut Department of Consumer Services and Real Estate Commission and the guidelines set forth by the National Association of REALTORS Code of Ethics; specifically with respect to advertising, disclosure, and professionalism.

- Social media overview
- Account & profile creation
- Privacy settings
- Goal setting
- Business profile setup
- Ad Platform
- Campaign structure
- Targeting options
- Code of Ethics
- State regulations

**3 Hours**

### COURSE HANDOUTS:

- ✓ Certificate of Completion
- ✓ Dos and don'ts of social media for Realtors
- ✓ Social media planning guide

# Testimonials



*"Craig Jones and Jessica Reid of Greenwich Point Marketing have been teaching social media courses to The Greenwich Association of REALTORS® for over two years; All of our REALTOR® members absolutely love the classes GPM teach and keep coming back for more! GAR has received great reviews and positive feedback from all that have attended the social courses. Craig and Jess are professional, fun and a pleasure to work with!"*



**ANDERSON  
ASSOCIATES**

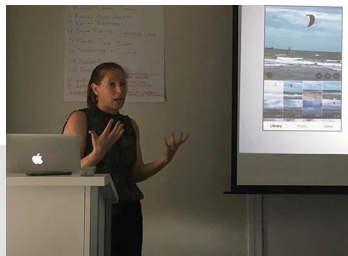
*"We love working with Craig and Jess. When we asked them if they could help us with our social media marketing, they listened carefully to our real estate needs -asking about our current marketing and clients we would like to reach. Before we could blink, in a fun creative way, they had us making videos and out on social media sites everywhere. They are experts in the constantly changing social media platforms. With their finger on the pulse and their passion to help us succeed, we love them and our clients do too!"*

**BRAVO**  
REALTY GROUP



*"When I entered the real estate industry I recognized that marketing wasn't my strong suit. I knew I wanted to outsource my digital marketing so I turned to local and trusted digital marketers, Craig and Jess. With social media marketing and advertising, it was a relief that I could work with and learn from them. As a small business owner it's tough to get all aspects of your business right, but I felt confident that I was headed in the right direction with their help. Their social media audit identified where my efforts could improve, they equipped me with best practices such as properly creating live videos and they have increased my efficiency with the Facebook advertising platform."*

## CONTACT US TODAY!



info@greenwichpointmarketing.com or call 203-987-4480  
www.GreenwichPointMarketing.com