

Realty Blogging - Peter Tertzakian

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Unleash the power of blogging in your real estate business Are you blogging for your real estate business? Realty Blogging shows you how to fully utilize this powerful, direct-communication marketing tool, giving you all the know-how you need to capture the interest and business of local homeowners, buyers, and sellers. Drawing upon their extensive experience in blogging, real estate, and online marketing, authors Richard Nacht and Paul Chaney reveal how to: Develop an effective Internet marketing strategy Generate leads consistently at almost no cost Define yourself as an expert in a particular area Serve your market niche Establish long-term relationships with your customers Create content that attracts major search engines Create buzz about your blog in the media Plus, you receive a FREE blogging platform and instructional sessions to get you blogging right away! Author: Tertzakian, Peter Publisher: McGraw-Hill Illustration: N Language: ENG Title: Realty Blogging : Build Your Brand and Out-Smart Your Competition Pages: 00240 (MicrosoftReader.lit) / 00240 (Encrypted PDF) On Sale: 2007-11-08 SKU-13/ISBN: 9780071478953 Category: Business & Economics : Real Estate - General Category: Computers : Programming Languages - General

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