



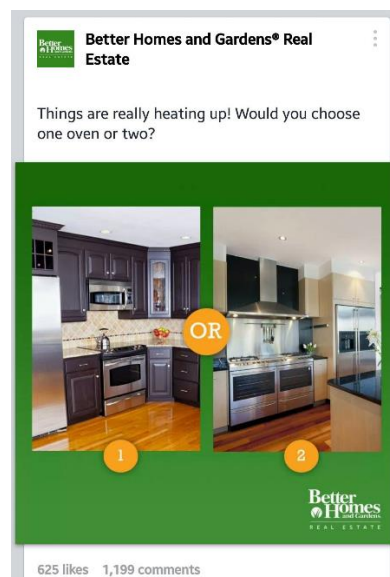
Business Technology Management Inc.

Digital Marketing Ideas for Real Estate

Post normally boring information with a funny picture.



Post two images and let your fans choose which one they like the best.



7 West Square Lake Road
Bloomfield Hills, MI 48302



ej.joler@biztechmgt.com



248-733-4545

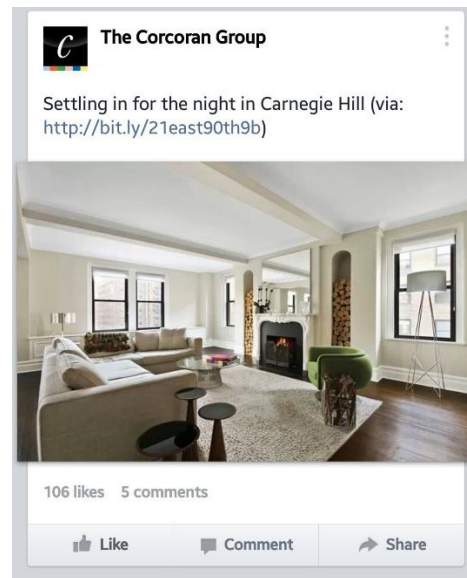


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Post images of luxury homes and link to the listing on your website via IDX. Keep the text short fun and non-salesy.



Post images of unique home inventions and ideas. Give your input and provide links to the product or idea if possible.




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Post about celebrity or influential estate activity in and around your area. If possible, link to the listing on you website via IDX or link to a non-competing website.



Post interesting facts about your neighborhood and area. The key is to keep it short, sweet and fun.



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Have fun with weird holidays that fit in your industry.
Post about them and create custom graphics with
your branding.

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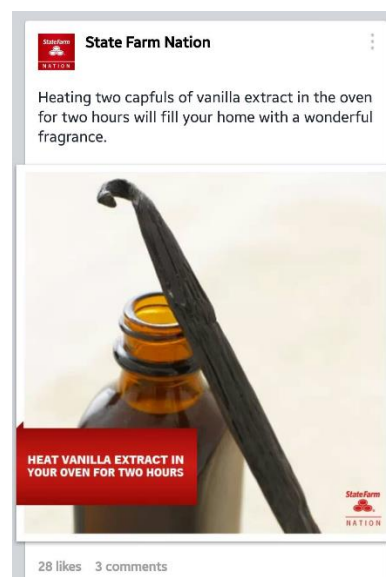
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Post tips of everyday household items being
used in unconventional ways.



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Show that you are a real person!
Share parts of your day as a real estate professional.



Have fun with your brand and
don't be afraid to be a little silly.



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