



Creating Effective Digital Media Content

with Gonzalo Mejia, CRS



THE **GOLD** STANDARD

CRS Week 2023

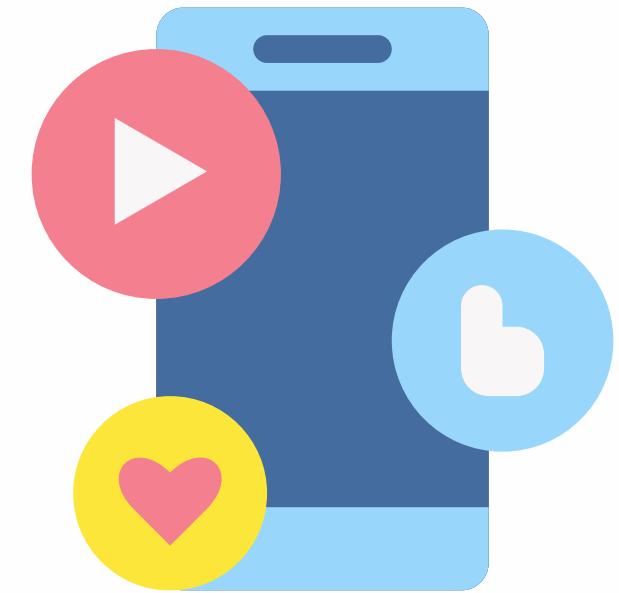
DIGITAL MARKETING



Email



Website



Social Media

MARKETING PRINCIPLES



AUDIENCE!

AUDIENCE!

AUDIENCE!

MARKETING PRINCIPLES



Ego Marketing

VS



Value Marketing

MARKETING PRINCIPLES



**What are you selling?
(Product)**

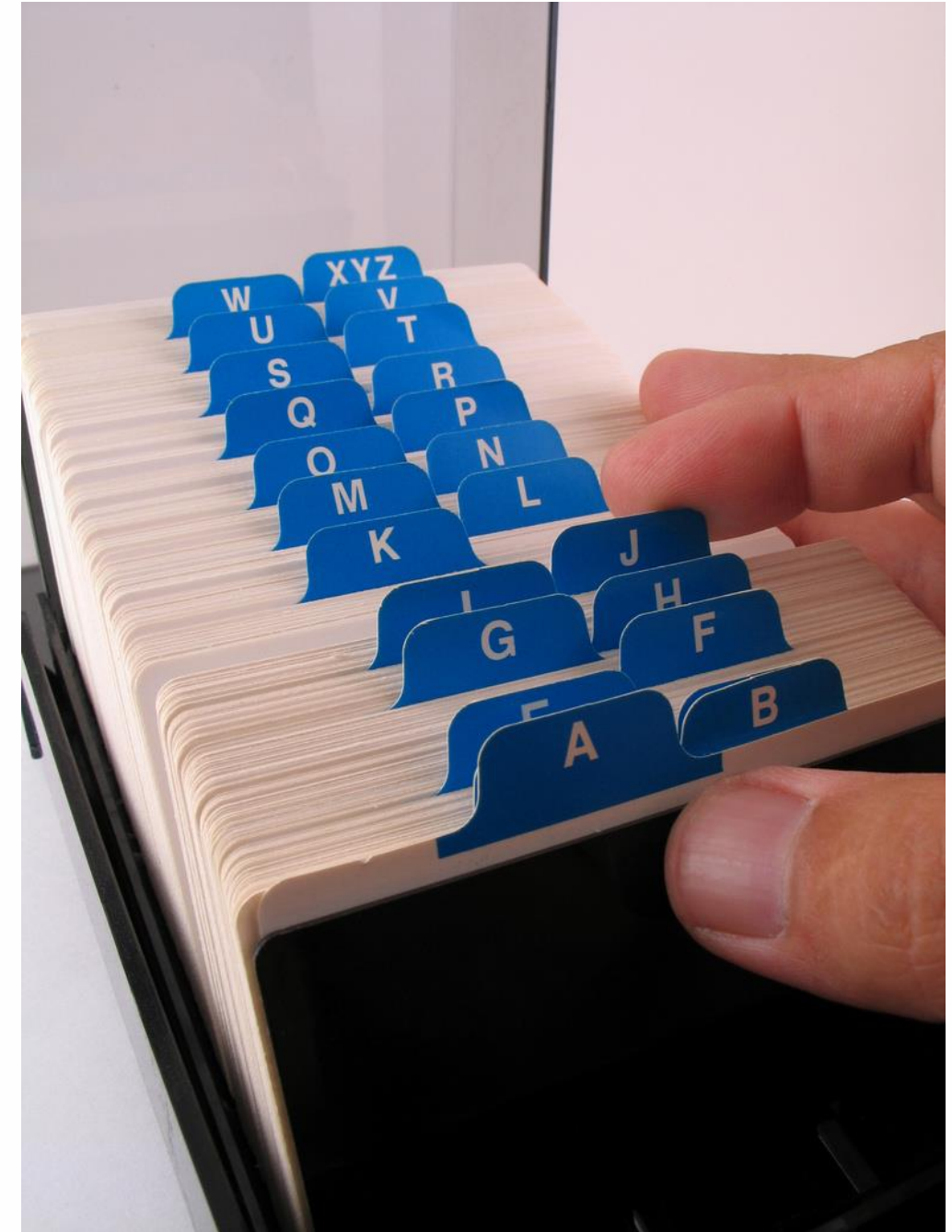
**Who are you selling it to?
(Audience)**



EMAIL MARKETING

Who is your audience?

**Organizing contacts
(CRM)**



EMAIL MARKETING

CREATING CONTENT



WEBSITE

Who is your audience?

Hyperlocal information



WEBSITE

CREATING CONTENT



SOCIAL MEDIA

Who is your audience?

Personal vs Business

Align with your brand



SOCIAL MEDIA

CREATING CONTENT





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CRS Week was Sponsored by:



UPCOMING WEBINARS

- September 25 – Avoiding Top Agent Costly Errors with Michael Huxtable/Real Grader – FREE to ALL
- September 28 - Is the Sky Falling? 7 Anti-Trust Tips with Rich Sands, CRS
- October 4 – Navigating AI and Mitigating Risks with Matthew Rathbun, CRS
- October 11 – How to Leverage Short-Form and Long-Form Video to Accelerate Your Business with Katie Lance
- October 12 – Balancing Product and Content Marketing with Pat Zaby, CRS
- October 18 – Tax Talk 2024 with CRS Certified Instructor Chris Bird
- October 25 – 51 Ways to Engage Today's Consumer with James Nellis, CRS, Shane White, CRS, Tim Kuptz, CRS and Todd Buckley

CRS Week Promo through September 25, 2023

Use code: **CRS23**

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Webinar Calendar

<http://bit.ly/rrcwebinarcalendar>



Unlocking Conversion Success – September 26, 2023, 1-3 PM CDT

SELL-A-BRATION®



February 29 – March 2, 2024 – Las Vegas – Caesars Palace

Early Bird Pricing through **September 24th**

Members: \$499 – Non-Members: \$599



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