

## Social Media for Home Builders 2.0: Its Easier Than You Think



This popular resource teaches builders and residential construction professionals how to use social media tools such as blogs, Facebook, Twitter, LinkedIn, and YouTube, to increase their visibility and improve their sales results. Social Media for Home Builders 2.0: Its Easier Than You Think is designed to help readers understand social media and construct a strategic plan for attracting more prospects, following up on leads, and closing more homes. The updated edition includes even more examples, details, and strategies than the first edition, featuring \* examples of specific social media campaigns and their sales results by builder type \* sample tweets and Twitter campaigns to draw foot traffic to homes and communities \* new research on how people are using social media Carol Flammer outlines in a clear, concise style how to engage consumers through social media. She provides content suggestions for creating a blog and keeping it going. Specific blog content and real-life examples of blogs that attracted readers are included. Social Media for Home Builders 2.0 also explains how to \* Improve search engine optimization (SEO) \* Win friends and followers \* Find the right groups \* Run campaigns \* Optimize websites, blogs, and other social networking sites \* Track, analyze, and improve results

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Flammer **Social Media For Home Builders 2.0: Its Easier Than You Think** Jun 6, 2011 With the release of the second edition of Social Media for Home Builders 2.0: Its Easier Than You Think, they will learn how to build an effective **Social Media for Home Builders 2.0 is Released - PR Newswire** In a recent interview with Cathy Stucker of Selling Books, Carol discusses her first book, Social Media for Home Builders: Its Easier Than You Think and how **Carol Flammer Named 2012 Professional Women in Building** Social Media for Home Builders 2.0: Its Easier Than You Think. Social Media for Home Builders 2.0: Its Easier Than You Think. Cost: \$16.16. Email: \*. **Social Media for Home Builders 2.0: Its Easier Than You Think** May 22, 2011 My long awaited and greatly anticipated revision is out! 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