



nerelj

Are you CONNECTED?

July 11, 2013 - Front Section

Have you been professionally profiled in the New England Real Estate Journal? Is your company profiled for our services directory? The New England Real Estate Journal is launching "CONNECT" this month. NEREJ.com visitors are coming in droves to consume articles. To learn more about colleagues and potential industry acquaintances, we have added value to the individual content marketing campaigns. By transforming professional profile and company profile pages into landing pages more information including calls to action is shared with your growing network.

CONNECT allows the landing page to be connected via hyperlink to each story or article that your name appears in. Your name or company name is highlighted in blue and hyperlinked to your new landing page. This allows readers to learn more information about you as well as connect to you either through email, phone number, website, or social media networks. Other benefits of CONNECT include help with SEO by creating a landing page with 5 to 6 live connections on our google news approved website. CONNECT provides an inexpensive way to capitalize on content marketing by providing that next bit of information as well as the option to connect to your network.

Professional profiles that have been updated to the new interface via CONNECT can have their headshot hyperlinked to their professional profile as well as any company that has been profiled. Want to enhance your content marketing campaigns that run with the New England Real Estate Journal? Take the leap to CONNECT today.

Eric Wilson is the director of social media at NEREJ, Norwell, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540