



CELEBRATING
55 YEARS

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Taylor of Marketing With Courtney discusses using social media to promote services

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Name: Courtney Taylor

Title: Owner

Company/firm: Marketing With Courtney

Years with company/firm: 4

Years in field: 11

Years in real estate industry: 4

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How are you using social media to promote yourself and/or your firm?

I have used LinkedIn, Facebook, and Twitter to promote my services, however LinkedIn is most effective, as it has become the number one platform for career and business coaching. Facebook is generally informal, and Twitter only allows restricted tags, but LinkedIn has brought 90% of my business directly from networking. I'm a business and career coach who helps professionals in all industries and fields (including real estate) get to the next level of success by utilizing strategic tools and principals. Everyone has a goal, but nobody has a clue about how to get there, so I position myself on LinkedIn as that helping hand.

Who or what has been the strongest influence on your career and why?

I have many mentors and role models to whom I can accredit my success, but if I had to choose one it would be Dani Johnson. Dani teaches principals on building and maintaining prosperous real estate businesses, communicating with clients, and providing people with what they want to get what you want in return. A concept that really benefitted my business was that my product is not what I'm selling, my product is people and you must be able to build relationships with people. Relationships and referrals are the backbone of the real estate business, so effective communication is essential.

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