

Welcome to Step Ahead Digital Mastery! We are excited to have you join us!

Step Ahead Digital Mastery was created because 97% of real estate searches begin online and we want our agents to be the first found on every platform. These tools, along with the training, mentoring, and coaching you will receive in our other Step Ahead Training Programs will provide you with everything that you need to be a top producing Realtor®.

This curriculum was built for both the technologically challenged and the digital expert with value to everyone in between. The learner will master the skills needed for success with their website, social media accounts, create and manage search engine accounts, create engaging content, video content, and digital farming.

Step Ahead Training Academy's curriculum has been designed by industry experts led by a curriculum writer with an MBA in Marketing and a PhD in Organizational Leadership. The learning paths use a proven system to teach real estate agents everything they need to know and do on a daily basis to be successful. Success in the program comes from the agent fully immersing themselves into the training and completing the courses as well as the activities assigned during the program.

Buckle up and let's begin the journey of making you one of the industries top producing agents. You will get out of this program what you put into it. Give us your 100% just as we are committed to giving 100% to you and watch success happen!

Again, we are delighted to welcome you into the Realty One Group Beyond family! Let's work hard and reach your goals!

To your Success!



William M Zeltman III, PhD, MBA  
Broker Manager

## Step Ahead Digital Mastery Syllabus

### Week 1:

**Wednesday:**

Website Essentials 101\*\*

**Date Completed**

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### Week 2:

**Wednesday:**

Social Media Account Setup 101\*\*

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### Week 3:

**Wednesday:**

Social Media Account Setup 102 - The Power of Groups\*\*

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### Week 4:

**Wednesday:**

Search Engine Business Account Set Up 101\*\*

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### Week 5:

**Wednesday:**

Voice Search Account Set Up 101\*\*

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### Week 6:

**Wednesday:**

Content Management Plan 101 - Local Events\*\*

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### Week 7:

**Wednesday:**

Content Management Plan 102 - Real Estate Content\*\*

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### Week 8:

**Wednesday:**

The Art of Video Creation 101 - Listing Videos \*\*

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**Week 9:**

**Wednesday:**

The Art of Video Creation 102 - Video Business Cards \*\*

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**Week 10:**

**Wednesday:**

The Art of Video Creation 103 - Creating Local Videos\*\*

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**Week 11:**

**Wednesday:**

Online Lead Generation 101 - Social Media\*\*

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**Week 12:**

**Wednesday:**

Online Lead Generation 102 - Search Engine\*\*

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**Week 13:**

**Monday:**

Digital Farming 101\*\*

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**Learning Resource Location:  
Live Instructor \*\***