

# Week 4 To-Do List

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1. Read Section 5 Online Marketing Systems
2. Complete all exercises in the workbook
3. Take RTC Training
  - a. Marketing 101: [Google Business Listings](#)
  - b. Marketing 101: [Social Media Platforms](#)
  - c. Marketing 101: [Website](#)
  - d. Marketing 101: [Website ADA Compliance](#)
4. Review Resources
  - a. [Social Media Resource Calendar](#)
  - b. [Done for You Series - Squeeze Page Content and Instruction](#)
  - c. [Done for You Series - Community Resource Page Content and Instruction](#)
  - d. Done for You Series - Posting a Residential Listing on Facebook and Instagram
    - i. [Step-by-Step Slides](#)
    - ii. [Step-by-Step Video - Coming Soon!](#)
5. Activate Google Business Profile
  - a. [Setting Up Your Google Business Profile](#)
  - b. [Start-up Tech: Get Your Google Reviews Shortlink](#)
  - c. [Document: Getting Online Reviews Scripts - Buyers](#)
  - d. [Document: Getting Online Reviews Scripts - Sellers](#)
6. Set up Facebook Business Suite, including Ad Manager and Pixel
  - a. [Setting Up Your Facebook Business Backend](#)
  - b. Create or verify your Facebook business page
  - c. Create or verify your Instagram business page
  - d. Connect Instagram and Facebook business pages