



New York Association of Realty Managers
is dedicated to raising the standards of
excellence for the real estate professional
through education, information and a peer
network that makes #NYARM the
benchmark for technological
advancement and career enhancement.
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ATTENTION ONLINE ADVERTISERS

How to be a studied and informed online promoter of your products & services.
I suggest you start by tooling around on the following websites.
You will, of course, be lead to similar sites.
Become familiar with the terms-of-art.
Get comfortable with the lingo.

KNOW YOUR ANALYTICS.

Take action steps to move forward.
At some point during your search call NYARM.
I will walk you through how we push your ads & website.
BLENDING your product/service promotion, with your BUDGET.

Harvard Business Review

<https://hbr.org/2013/03/advertising-analytics-20>

Google Ads

<https://support.google.com/google-ads/answer/1722035?hl=en>

adSpeed

<https://www.adspeed.com/Blog/How-much-charge-advertising-website-1104.html>

Square2Marketing

<https://www.square2marketing.com/blog/6-metrics-every-successful-website-needs-to-track>

Purely Branded

<https://www.purelybranded.com/insights/top-10-website-analytics-you-should-be-measuring-and-learning-from/>

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