Katie Lance inks social media training deal with Berkshire Hathaway HomeServices

Katie Lance today announced a preferred supplier agreement with Berkshire Hathaway HomeServices (BHHS), where she'll provide social media strategy training through her #GetSocialSmart Academy.

The Academy, which was launched in June 2016, includes a library of 75 training videos, downloadable materials and access to an exclusive Facebook group as well as Lance's signature six-week #GetSocialSmart coaching program, which goes over a number of topics including:

- Social media strategy
- Content strategy
- Blogging
- Facebook personal pages, business pages and advertising
- Pinterest, Instagram, Periscope, LinkedIn and Twitter

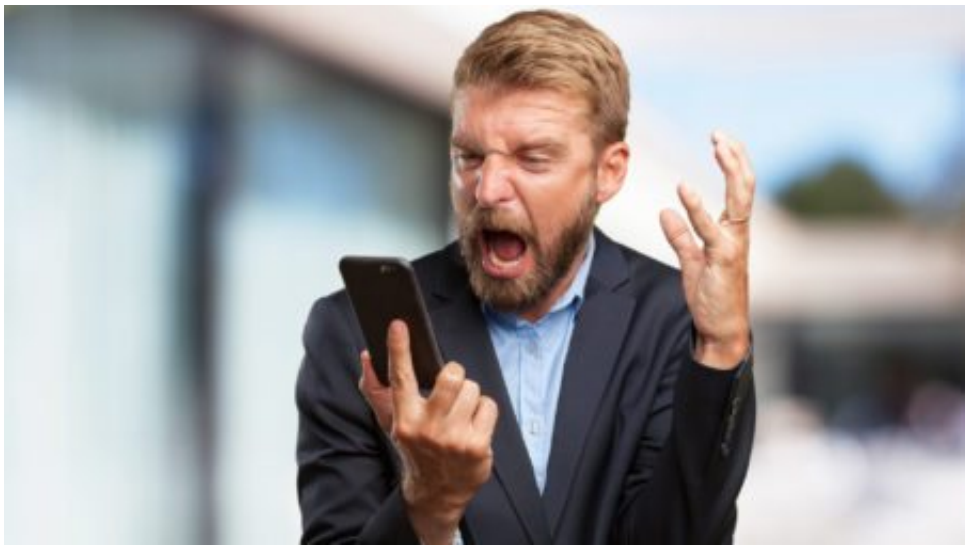
"Our preferred supplier relationship with Katie Lance provides the Berkshire Hathaway HomeServices network with access to effective social media strategies to a build robust online presence," said BHHS president and CEO Gino Blefari in a statement.

During February and March, BHHS brokers and agents will be able to access the #GetSocialSmart Academy for a reduced rate of $47 per month or $470 annually — a little more than half off the normal monthly ($97) and yearly subscription ($970) rates. After that time, the cost to access the Academy will be $67 per month and $670 per year.

Beyond discounts, Lance will provide a number of educational webinars specifically for BHHS and will be a keynote speaker during BHHS's convention this March.

Katie Lance

“I’m thrilled to announce this new preferred supplier relationship with the #GetSocialSmart Academy and Berkshire Hathaway HomeServices” said Lance in a press release.



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“It’s very exciting to see such a well-respected brand value social media as a powerful business tool.”

“I’m honored to help Berkshire Hathaway HomeServices network agents and brokers strengthen their social media strategy to build their personal brands and grow their businesses,” she added.

Lance also has partnerships Windermere Real Estate and Re/Max Leading Edge, but her deal with BHHS is the largest thus far.

Watch Katie Lance discuss Facebook's latest change on stage at ICNY 18.

Email Marian McPherson.

Source: click here