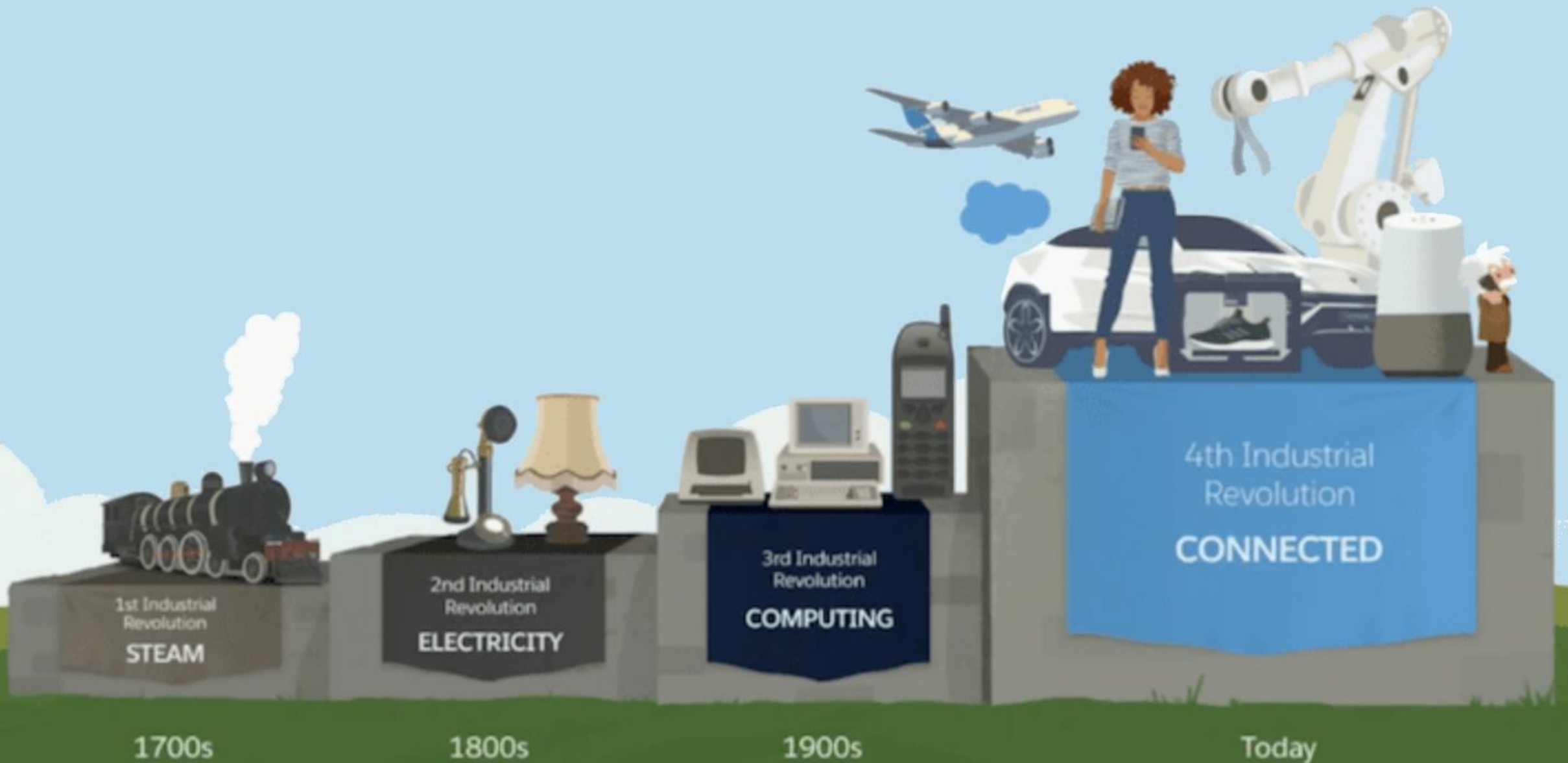


# Today's Agenda

- **Introduction**
- **Adwerx**
- **Social Media REsource**
- **Agent Icon**
- **Lalapoint**
- **BHHS Forever Cloud**

# The 4<sup>th</sup> Industrial Revolution







TRIVIA



# **When Was The Internet Invented?**

**1969 – ARPANET**

**1989 - World Wide Web**

# **When Was Google Launched?**

**September 4, 1998**

# **When Was Facebook Launched?**

**February 4, 2004**

**“The Facebook”**

# **When Was Instagram Launched?**

**October 6, 2010**

**Facebook Acquired on September 6, 2012**

# **When Was The First iPhone Introduced?**

**Announced on January 9, 2007**

**Started Shipping on June 29, 2007**



# **When Was Amazon Started?**

**July 5, 1994**

**Originally Named Cadabra, Inc.**

# **When Was The First Amazon Alexa Device?**

**November 2014**

**Over 100 Million Devices Sold!**

# 2018

This Is What Happens In An Internet Minute



# 2019

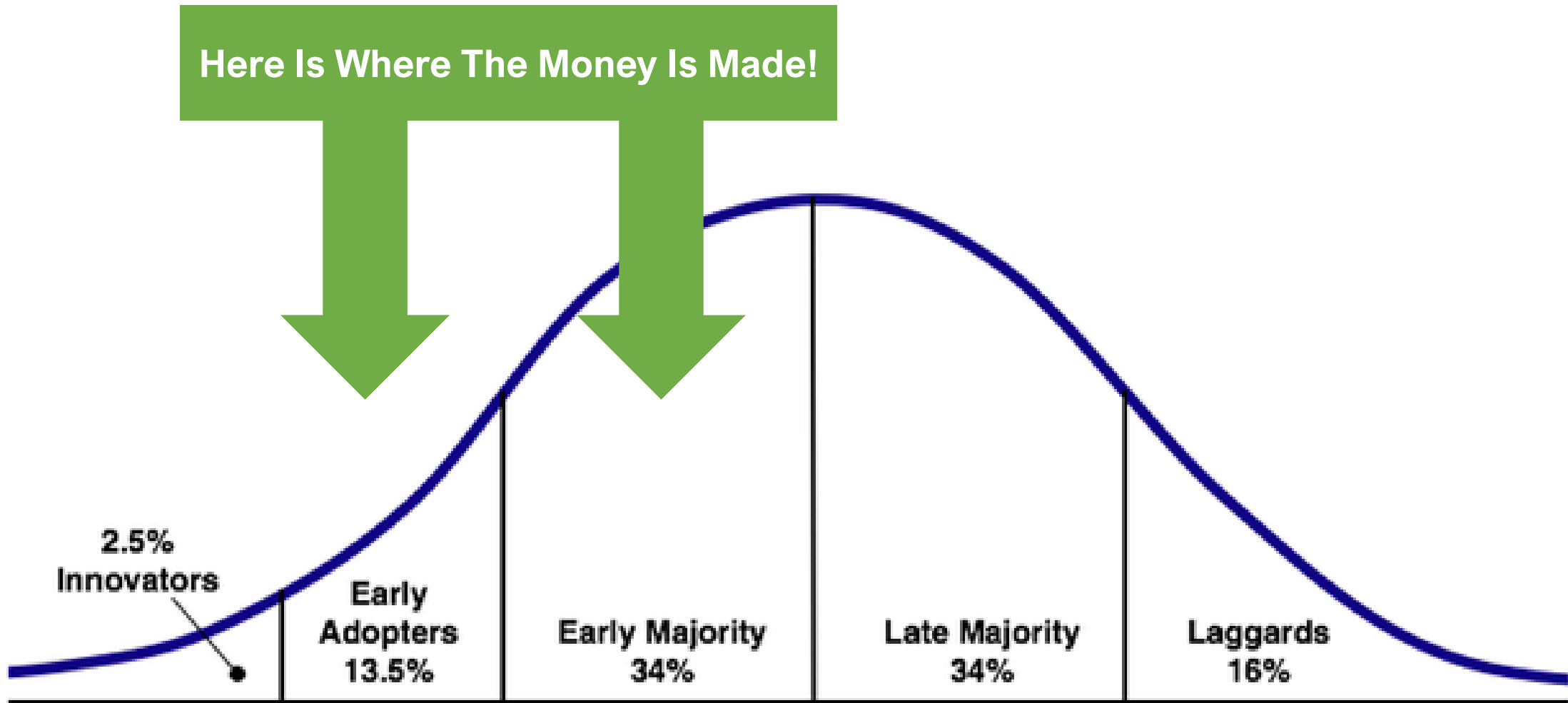
This Is What Happens In An Internet Minute



**Change Presents  
Opportunity!**

# Technology Adoption Lifecycle

Everett Rogers - 1962





13,667 views | Jan 11, 2018, 10:56pm

# Facebook Focuses News Feed On Friends And Family, Curbing The Reach Of Brands And Media

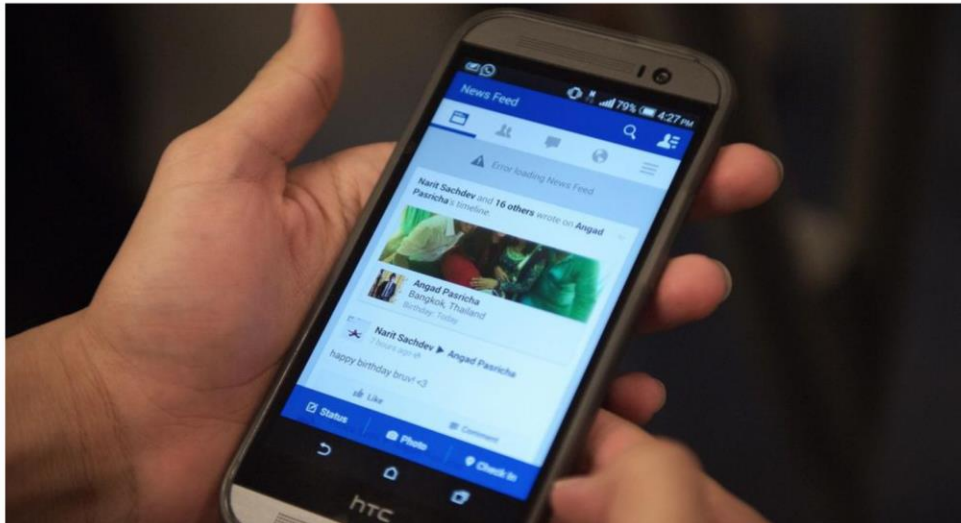


Kathleen Chaykowski Forbes Staff

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Facebook announced a major overhaul to its news feed on Thursday to prioritize posts by friends and family over unpaid posts by businesses and media. (AFP/GETTY IMAGES)

Facebook FB +0% CEO Mark Zuckerberg announced on Thursday that his company is beginning a year-long overhaul of its products to promote meaningful personal connections, starting with a major change to the news feed. The move will prioritize posts by friends, family and groups, while curbing the reach of unpaid content shared by businesses and publishers.

facebook Newsroom

Like 579K Share

Search in Newsroom



Home

News

Company Info

Directory

Media Gallery

Inside Feed

Public Policy

Investor Relations

January 11, 2018

## Bringing People Closer Together



By Adam Mosseri, Head of News Feed

Facebook was built to bring people closer together and build relationships. One of the ways we do this is by connecting people to meaningful posts from their friends and family in News Feed. Over the next few months, we'll be making updates to ranking so people have more opportunities to interact with the people they care about. Mark outlined this in a post today.

### Contact Us

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ter fight with Amazon  
tle over...

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with it, analysts urge...

US retail sales rose in May, while April  
was revised higher

Google CEO says regulating tech could  
have 'unintended...

IEA s  
lowe

## TECH

# Facebook overhauls ad targeting to prevent discrimination in housing, credit and employment

PUBLISHED TUE, MAR 19 2019 • 2:52 PM EDT

AP


SHARE



## KEY POINTS

- Facebook says it will overhaul ad targeting for housing, credit and employment ads.
- The social media company is also paying about \$5 million to cover legal fees and other costs.
- It's not yet clear how well the safeguards will work.


# Major Facebook Changes



Facebook  
Is  
Changing

And So  
Are We!

- **Prioritizing Personal Content With Friends. Lower Priority For Posts From Brands, Publishers, Marketers and News.**
- **Facebook Removed Over 5,000 Targeting Options**
- **Established A Minimum 15-Mile Radius For Listings**
- **No Longer Consider Age, Gender And Zip Codes When Creating “Lookalike audiences”**
- **Eliminated Lists.**
- **Gives Preference To Original Videos**
- **Content With Most Engagement Increases Velocity**



Facebook  
Is  
Changing

And So  
Are We!

# Berkshire Hathaway HomeServices Georgia Properties Changes

- **Strategic Partnership With Adwerx.** Expertise In Digital/ Web Ads. Eliminated Boost For New Listings, Sold. Continue Boost Ads For MEGA Open Houses.
- **Encourage Associates To Stay Connected To Your Sphere On Facebook. Be Personal.**
- **Social Media REsource.** Excellent Articles For Facebook, LinkedIn. Eliminating Engage 121.
- **Agent Icon.** Visually Pleasing Content For Instagram, Facebook Plus Automated Branding With CTAs.
- **Continue To Create More Original Video Content.**