Partner Resource Guide

Welcome to the REcampus Partner Program. As a forward-thinking real estate educator you understand and appreciate the benefits of a distance learning program, but what do you do once you've signed the contract? This document will guide you through learning how to manage a successful distance learning program and maximize revenues with REcampus.

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You can access this partner resource guide and all the accompanying marketing materials at www.recampusadmin.com once you have logged into your school's admin site.

Three Steps to Getting Started

Once you've signed the REcampus agreement and have been approved as a Partner, your school will first need to take care of the following:

1) **Fulfilling Your Partner Obligations**
- **Posting your REcampus link** - the link to your REcampus partner site is to be featured prominently on the Website through which your school markets real estate education. Additional deep links can be provided at the request of the school to place throughout the school's Web site for marketing specific courses, books, or education categories to students.

- **Finding an instructor of record -** as the REcampus school of record, your school will need to have an instructor of record available to answer real estate-related content questions. Dearborn can provide additional editorial support to the instructor if necessary.
- **Issuing Certificates of Completion -** your school will need to make arrangements for monitoring the REcampus admin site, issuing certificates of completion to students who have successfully completed and passed courses, and maintaining student course records as per the requirements of your state.

2) Obtaining Regulatory Course Approval

- **Submit courses to your state** - REcampus partner schools are responsible for submitting courses for approval according to the rules of your state regulatory body. Depending on your state's distance learning guidelines, you may also need to submit instructor materials (such as timed outlines, final exams, and answer keys) for each course; Dearborn provides these materials to you electronically. Most states allow Dearborn to submit courses for primary approval, in which case your school would submit for secondary approval; but other states require schools to submit for primary approval.
- **Fax state approvals to REcampus -** once you receive your approvals from the state, you will need to fax them to the REcampus eLearning support center at (**312) 455-6914**. The courses will then be added to your REcampus site at the retail price you specified in the Schedule A of your Private Label Website Agreement. Please check your state's regulator Website or call their office for specific submittal process information. Courses cannot be added to your REcampus site without your state approval (for each course) on file.

> **Approval resources**
> - You can obtain a link to your state regulatory board from the state map on http://www.recampus.com
> - For secondary approval submissions visit ARELLO at http://www.arello.org

3) Creating Your REcampus Online Bookstore

- **Select your titles** - Your REcampus bookstore may be customized to feature the Dearborn Real Estate Education titles you wish to offer to students for purchase. Please note that bookstore items can only be offered as exam prep or professional development, and are not for credit. For example, your prelicensing books will be listed under the "professional development" category. Students may not receive credit for reading a bookstore offering unless your school instructs them to buy the book as part of a complete course administered by the school for which the school holds approvals from the state.

Cheat Sheet to the REcampus Admin Site

The REcampus administration site is where you manage the customizable pages and features of your REcampus website and access students' information.

This cheat sheet will allow you to quickly access the most commonly used features and functionality of the REcampus admin site:

- View Completions
- Find Students
- Search by Date Range
- Manage your Menu Options
- Additional Links

**24/7 Technical Support is available for all admin site questions at
(800) 583-0635 or reschoolsupport@dearborn.com.**

Log Onto the REcampus Online Admin Site

1) Please visit www.recampusadmin.com. As you will use this site daily, you may want to bookmark this URL.

2) Please log in using your login and password:

SITE LOG IN

Log In	
User ID	
Password	
	Log In

Don't know user name or password? **Click here**

Login and password information was provided to you in a "Welcome to REcampus" email from the eLearning support center when your REcampus site was set up. If you need this information again, please "click here" as denoted above or contact the eLearning support center at (800) 583.0635 or reschoolsupport@dearborn.com.

View Completions and Find Students
These are the two most important activities that you will perform each day through the REcampus admin site.

You may access "Search Completions" and "Find Students" through the links on the REcampus admin home page as shown below:
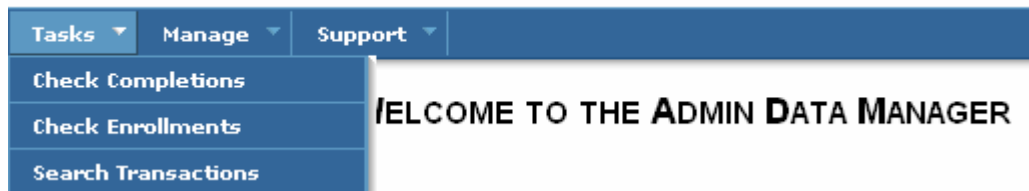
WELCOME TO THE ADMIN DATA MANAGER

View Completions

Find Students

The Tasks Menu
The "Tasks" drop-down menu on the admin site (shown below) is where you go to "Check Completions," "Check Enrollments," and "Search Transactions."

Tasks ▼	Manage ▼	Support ▼
Check Completions		
Check Enrollments		
Search Transactions		

WELCOME TO THE ADMIN DATA MANAGER

Search By Date Range/Business Line/Product Line/Product/First Name/Last Name
Several REcampus admin pages have detailed search functionality. If an REcampus page includes the option to search by date range, you will be able to search up to three months at a time by clicking on the dates desired on the calendar icons.

You can narrow your selection by selecting the drop-down options within Business Line, Product Line, and Product, and may filter them even further by putting part, or all, of the first and last name of a particular student into the fields.

See the example of a "check completions by date" search below:

CHECK COMPLETIONS

Task Selections

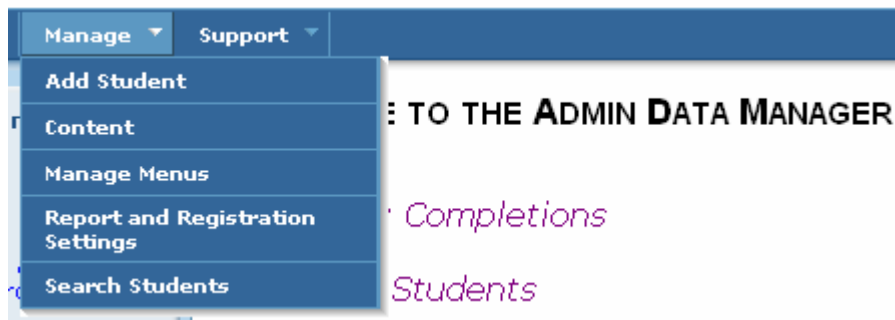|	
Type	● Online ○ CD ROM
Tasks	Check Completions ▾
PIN	▾
Date Range	05/02/2007 📅 08/02/2007 📅
Business Line	All ▾
	All
	Bookstore
Product Line	Real Estate ▾
Product	▾
First Name	
Last Name	

Get Results   Reset

Manage Your Menu Options

The following actions may be accessed through the "Manage" drop-down menu:

Manage ▾   Support ▾

Add Student

Content

Manage Menus

Report and Registration Settings

Search Students

TO THE ADMIN DATA MANAGER

Completions

Students

"Content" allows you to customize the REcampus homepage copy and the Contact copy that students will view on your student-facing REcampus site.

"Manage Menus" enables you to customize the menu names on your student-facing REcampus site for the various education categories you offer, "Continuing Education", "Exam Prep", etc.

"Report and Registration Settings" lets you customize the display, export, and print fields that appear in your reports for "Check Completions," "Check Enrollments," and "Search Transactions."

"Search Students" looks up individual students by entering all or part of their first and/or last names in the First Name and Last Name Fields.

Additional Links
The following are a few other important admin site links you will want to be aware of:

The Support Menu
The "Support" Menu reveals the "Contact" option through which you may contact the eLearning support center with questions.

24/7 technical support is available to students and school admins at the contacts below:

REcampus Technical Support for Students: (888) 213-5124 or
retechsupport@dearborn.com

REcampus eLearning Support Center for Schools: (800) 583-0635 or
reschoolsupport@dearborn.com

State Requirments/Approved Courses/Home
The following links appear in the upper right corner of every page on the admin site:

"State Requirements" allows you to view, by state, the distance learning requirements for each education category.

"Approved Courses" provides a list of courses for which your school holds course approvals, including course credit hours and expiration date.

"Home" lets you return to the REcampus admin site home page.

Marketing Best Practices

Online marketing involves more than just creating a Web site and content, placing a link on a page and expecting prospective students to find it. Effective online marketing involves strategic planning, both in developing your Web site, and in promoting it. You need a user-friendly Web site, and a well thought-out marketing plan.

Here are some tips for developing your Web site for maximum revenue:

Overall Site Design

The goal of any e-commerce site is to minimize as much as possible the number of clicks it takes visitors to get from the home page to the checkout page. This can be facilitated by the overall design of your Web site.

Things to keep in mind as you create copy and place images:

- Keep copy simple and clutter-free, especially on the home page
- Use no more than two fonts – one for header and one for body text – and keep it all one color
- Provide links to more detailed information rather than explaining it on the page
- Make sure all images and graphic elements are necessary and support the copy
- Place revenue-generating links and links to the most sought-after information in the most prominent places
- Hierarchy the information on all pages so the most important is on top
- Know all the different reasons people will visit your site and segment your information accordingly

Minimizing text to just the essentials and creating visually appealing pages with graphics and bulleted text will help enhance the visibility of e-commerce links. Study the aspects of other Web sites that appeal to you for ideas.

Web design resources

If you do not already have a good Web designer, you might be able to find an intern from your local college or university. If you want to design the site yourself, there are great resources available online to help you. Simply go to any search engine, such as Yahoo.com or Google.com, and type the query "web site design help."

REcampus Link Placement

In addition to posting your REcampus link on your school's main education page, consider other pages throughout your Web site where it might make sense:

- Your home page?
- A recruiting page?
- A member benefits page?

Increasing the number of REcampus links on your site will increase the number of folks who might see your REcampus page and decide to make a purchase.

REcampus Link Visibility

Consider ways you can further enhance the visibility of the REcampus links you place to also help increase click-throughs:

- Use short and catchy introductory text before the link
- Change the color or appearance of the link to separate it from other text on a page
- Use roll-over techniques to pop up a message when someone scrolls the link text
- Post the web buttons included in this marketing kit throughout your REcampus site

REcampus Web Buttons & Banner Ads

See the attached *Web Buttons Explainer* document for instructions on posting the accompanying REcampus web buttons to your site. In addition to using these buttons on your own site, investigate other external opportunities that might be available. These buttons link directly to your REcampus page so they can also serve as banner ads on other Web sites. Web buttons and banner ads will expand your potential audience by reaching folks outside your school and bringing them within one click of your REcampus or Web site. Some options might be:

- Many Web sites have exchange programs where they will post your ad in exchange for advertising in kind on your site
- Local industry or community Web sites might have a resources page on which your school might be able to set up a link from

Value-Added Products

Since order fulfillment on REcampus is done through Dearborn and not your school, consider carrying other Dearborn products in addition to just course materials. Real estate professionals are always looking for new ideas and ways to get ahead, and adding professional development or exam prep titles to your bookstore is an easy way to generate more revenue without having to incur any additional expense. The broader the collection in your online bookstore, the more attractive your school will be to both prospective licensees and practicing professionals.

Product Image Links

If you run a promotion for a particular professional development title, or a new course starting up, place embedded REcampus links in the image of the course text or title on your home or education page. Eyes are more attracted to graphic images than text, so the more product images you can place throughout your site that link back to REcampus, the more you will increase potential REcampus hits.

Tips for creating a successful e-marketing plan:

A successful e-marketing plan should include the tactics below. Before you begin your planning, be sure you really understand your audience. Ask yourself:

- Who are your target customers? Where will you find them?

- How many students do you want to put through your distance learning program per year? How many can your resources realistically support?
- How many prelicensing? How many CE?
- How will you drive traffic to your Web site?
- How much are you willing to invest in marketing?
- What is your current cost per student? Your desired return on investment?
- How much are you hoping to grow your business this year?
- How much do you currently spend on your Web site?
- How many hits does your Web site get? What percentage of leads come from your Web site?
- What do your competitors Web sites look like?
- How/where do your competitors market themselves?
- What are your strengths/differentiators?
- How many online vendors are you planning to use?
- Do you have enough internal support to intelligently answer student questions about product?
- What are the technical support capabilities and limitations of your Web site?

Search Engine Optimization & Advertising
Search engines like Google, Yahoo, and MSN play a huge role in online marketing. Obviously the higher your school appears on the list when someone does an online search, the more traffic you will generate to your Web site. The more hits your Web site gets overtime, the higher you will place. However, rather than just waiting for the hits to come, there are things you can do within your Web site to help move you up in position.

Search engine optimization refers to various techniques you can use to make your Web site more search-engine friendly and land in a higher position in organic search results:

1. Submit your school's URL to major search engines like **Google** (http://www.google.com/addurl.html) and **Yahoo** (https://ecom.yahoo.com/dir/express/intro/).
2. Refine the meta tags on your school's Web site to increase optimization
3. Create an online advertising campaign

Meta tags are keywords and descriptions embedded in your URL and the HTML code on each page of your Web site. The search engines grab your Web page based upon these key words and phrases, and then display the results to users. The closer your tags match the words that are entered in the search field, the higher you will place in the results page. Meta tags can be modified anytime, so you can change them periodically to test different tags for the best result. This technique doesn't cost anything other than your Webmaster's time, and when done strategically, can give your school a much stronger online presence and greatly increase traffic to your Web site.

Search engine advertising is online advertising you pay for to help drive traffic to your site. Also known as "Pay-per-click" advertising, these are clickable text ads that appear

on the right or top of the screen results screen during an organic search. "Pay-per-click" campaigns are affordable for any budget, because you control how much you want to spend. You to set a monthly maximum budget and bid on how much you are willing to pay for each click on your ad. You are charged according to how many clicks your ad generates or until you've reached your budget limit and your ad stops running.

Search Engine resources
Tutorials are available on each of the different search engine sites to help you learn more about creating the right key words and ads for your school.

Banner Ads
The use of banner advertisements is another option to consider when looking to attract new students to your school. These are clickable ads that you pay to put up on someone else's Web site. Unlike search engine ads, banner ads are almost exclusively graphical in nature, so they look more like the ads you are used to seeing. Many associations or professional organizations accept banner ads on their Web sites. The REcampus web buttons enclosed in this marketing kit can also serve in this capacity.

Link exchange program
Another inexpensive option to attract new students is to participate in a link exchange program with vendors, service providers, or professional associations in which your school does business. A link exchange program is usually a free program where your exchange partner will put a link to your school Web site on their own site, in exchange for the return on your site. If you have a "resources" page on your Web site, this is a great opportunity to solicit link exchanges with the resource host sites you link too.

Email blasts and E-newsletters
An effective online marketing program should encompass regular communications to your membership, students, and prospects. There are several advantages to communicating electronically, particularly cost efficiencies and real-time, trackable results.

Think of how you can incorporate REcampus messages into e-communications you already send out:
- Education updates
- Approaching CE deadlines
- Professional development articles to help agents compete (is there a corresponding title in your bookstore)
- General information on prelicensing requirements, etc.

Things to keep in mind while creating your e-communication messages:
- Keep your message short and simple
- Message should always be timely and of interest to the recipient
- Stick with one font in one color
- Don't include too much detail in text, use links instead
- Hierarchy the information so the most important is on top

- Always include a direct link to a contact person for questions
- Pay close attention to the subject line
- Follow CANSPAM guidelines
- Keep graphic elements to a minimum
- Don't send messages too frequently, once a month is plenty sufficient

If you don't have one already, you should start collecting and sorting email addresses and contact information for current students and prospects who you've spoken to. To help find new recruits:

1) Post a "Join Our List" button on your website
2) Purchase lists from state regulatory board (although some may not allow emailing)
3) Have a sign up sheet or "Join our List" form at career fairs/tradeshows you attend

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E-marketing Resources
There are a variety of inexpensive web sites to help you create professional looking e-marketing communications and manage contact lists. You can find a list by typing "email marketing services" or "email blast companies" in the search field on your browser.

Marketing Resources

Distance Learning
- US Distance Learning Association: http://www.usdla.org/ — A great way to stay abreast of distance learning.

Regulatory Approvals & Information
- For direct links to your state board Web site, visit the state map on REcampus at: http://www.recampus.com
- For ARELLO approvals, visit: http://www.arello.org

Web Development
- Web Developers Association of America: http://www.wdaa.org — This site provides lists of pre-screened qualified professionals and companies available for Web design by state.
- http://www.lynda.com/ — This site provides reference materials and basic training on Web development.
- http://www.w3schools.com/browsers/browsers_stats.asp — This is a good
- source for browser and operating system statistics and comparisons.
- http://www.secretsites.com — Provides interesting information and tips on
- developing sites.

General Search Engine Information
- http://www.sc.edu/beaufort/library/bones.html — Explains search engines and how they work.
- http://searchenginewatch.com/ — A complete guide to search engine
- marketing.

Search Engine Advertising
- Google AdWords: https://adwords.google.com/
- Yahoo Search Marketing: http://searchmarketing.yahoo.com/as/
- MSN Advertising: http://advertising.microsoft.com/home/home

E-mail Marketing
- ConstantContact.com: http://www.constantcontact.com/home.jsp — Helps you create email blasts, e-newsletters, online surveys, build and manage contact lists, measure and archive e-communications.
- http://www.topica.com/ — A basic e-mail discussion and publishing site.
- http://www.gravitymail.com/ — Provides e-mail marketing solutions.
- http://www.clickz.com/ — Handles online marketing in several mediums,
- from e-mail blasts to search engines.

E-Commerce Basics
- http://ecommerce.internet.com/builder — Provides a solid checklist for building a Web site.
- http://www.marketingsherpa.com – Provides newsletters, articles, best practices, case studies on e-marketing and more.
- http://www.emarketer.com/ — E-business research and information.

Online Surveys
- http://www.zoomerang.com
- http://www.surveymonkey.com

General Marketing
- The American Marketing Association: http://www.marketingpower.com/welcome.php
- The Direct Marketing Association: http://www.the-dma.org
- Guerrilla Marketing Association: http://www.gmarketing.com/ — A weekly online magazine for small businesses, entrepreneurs, sales people and marketers.

Web Buttons Explainer

Web buttons are a great way to help market your REcampus page through prominent, direct links from any Web site, including your own.

Some suggestions to maximize the effectiveness of web buttons are:
- Posting them on the home page of your website provides the most visible and immediate reminder for students each time they visit your site.
- Posting them on other pages of your Web site as makes sense, perhaps wherever you mention education, classes, distance education, bookstore, or state licensing/CE requirements, can also increase visibility and drive more traffic to your REcampus site.
- Using them in pay-per-click advertising campaigns or posting them to other industry, association, community Web sites brings your REcampus site one click away from reaching potential new students outside of your school.

Directions for posting and activating your web buttons:

1) Save the buttons on your computer. Select the attachment from your e-mail, and open it. Navigate to the folder on your computer in which you wish to place the buttons, and click the "Save" button. Then FTP these files to your site's image folder.

2) To activate the buttons on your website you simply place your school's REcampus link around the source code for the button. An example of what this code looks like is below.

```
<a href="http://www.dearborn.com/recampus/home.asp?pin_id=123"><IMG
SRC="http://www.yoursite.com/images/REcampus_banner_GC_a.jpg"
border=0></A>
```

Please note: Before you use this code above, you will need to replace the 123 with your PIN number, and customize the bold URL with the actual path of the button on your site's image folder.

Our eLearning Support Center is available to assist you 24/7 at (800) 583-0635 or reschoolsupport@dearborn.com

Sample E-communications

An effective online marketing program should include electronic communications with your students or prospective students to provide them with news and information on new courses available, approaching deadlines, changing regulations, etc. Establishing a regular communication schedule, whether that be once a month, or once a quarter, is essential to maintaining the perception of your school as a key resource and partner in the careers of your students and prospective students.

Below are some examples of email blast messages, web site announcements, and e-newsletter content you can use or model to help promote your REcampus site.

Web site announcement – The following is an example of an announcement you can put on your school's Web site home page or education page to drive traffic to your REcampus site. This announcement should be posted alongside your REcampus web button for maximum impact.

> **We give you the flexibility to complete required prelicensing and continuing education with online courses you can take anytime, anywhere, at your convenience. Click here (insert the link to your REcampus page) to see specific online course information.**

E-mail messages – The following is an example of an email messages you can use to promote REcampus.

Example #1 – introduce new courses:

> **Subject: Online prelicensing and CE courses now available**
>
> **Dear Student,**
>
> **Joe's School of Real Estate now offers a new option for our prelicensing and CE students. Our new online classes use all the same top-quality content of our live classes but can be taken from the comfort of your home or office. Click here (insert the link to your REcampus page) to find out more about what online courses are available. Or call us at 1-800-123-4567 for more information.**

Example #2 – reminder of approaching state deadline:

> **Subject: Complete your CE online**
>
> **Dear Student,**

We'd like to remind you that this month is the deadline for completing your required CE hours.

Don't feel like you can find the time to attend a class?   Our new online CE classes use all the same top-quality content of our live classes but can be taken from the comfort of your home or office. Click here (insert the link to your REcampus page) to sign up for your online CE class today.

E- newsletter messages - The following are some ideas of how you can incorporate REcampus messaging into your e-newsletter. If you don't have any new REcampus related news to share in a particular issue, you should still consider posting your REcampus web button in the e-newsletters to increase potential visitors and build awareness.

Example #1 – introduce new courses:

24/7 Online Prelicensing and CE Courses Now Available
Joe's School of Real Estate now offers an exciting new option for prelicensing and CE students. Sign up today for one of our new online classes. These classes use all the same top-quality content of our live classes but can be taken from the comfort of your home or office, at your convenience. Click here (insert the link to your REcampus page) to find out more about what online courses are available. Or call us at 1-800-123-4567 for more information.

Example #2 – reminder of approaching state deadline:

Are You Ready For This Month's CE Deadline?
Our new online CE classes use all the same top-quality content of our live classes but can be taken from the comfort of your home or office. So you don't have to worry about finding time to make it to class. Get your CE credits on your own time. Click here (insert the link to your REcampus page) to find out more.