

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need Help?

If you'd like to run ads for your listings or for your services, but don't want to do the work, let me know. I can help. If you'd rather learn how to create and run ads, I'll be happy to teach you.

How to Get Help

Simply visit <http://www.RealtyTechBytes.com/Hire-jerry> to learn how to hire me. Go ahead, do it!

The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would find useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

<http://www.RealtyTechBytes.com>



Free Tool will supercharge your Facebook Ads (If you use it!)

Are you using Facebook ads yet? If not, may I strongly suggest that you look into doing so? Facebook, with a billion members, represents the absolute best way to deliver your message to the people who are thinking of buying or selling a home in YOUR area!

If you haven't started doing so yet, PLEASE get in touch and invest in some of my time so that I can teach you how to put your prospecting on steroids!

Facebook gives you some very deep analytics that you can use to see when your ad was looked at, if anyone clicked on the ad, when they clicked on it, what they were using when they clicked, their age and their gender. The only problem is that the information is buried and is hard to get to and even harder to understand. You need to look at these reports so that you can fine tune your ads so as to make the most of the money you spend on the ads.

Given that it is difficult to interpret these reports I was looking for a FREE tool that would present the information in graphical format...one that I could look at on a glance. I recently found the perfect tool. Its called Oribi Facebook Ads Analytics. You can get to it at <http://app.oribi.io/>

Once you go there you'll see a big blue button saying "Sign in with Facebook" Go ahead and click it. (I analyzed their Terms of use and Privacy Policy and I believe that they will not share your info with others). Then Follow the simple process



Here are some useful Links

(For when I can't be there)

TopProducer Help

<http://www.topproducer.com/campus/top-producer/top-producer-help>

zipForms Help

<https://www.youtube.com/user/zipLogix/featured>

DocuSign Help

<https://support.docuSign.com/>

Did someone give you this newsletter? Would you like to receive your own copy by email?

<http://RealtyTechBytes.com/SignUp>

to connect your Facebook ads account.

Once you have done that you can run the analytics engine. Of course you will have had to run a Facebook ad previous to doing this. If you haven't please re-read the first two paragraphs of this article!

After you run the analytics (It's done with your web browser, nothing has to be installed on your computer. This means you can get info on your ads from any internet connected computer) you get a visually stunning series of graphics and statistics that show you exactly what is going on. If you have run several Facebook ads you will see a comparison of them and it's very easy to see what is working and what is not.

I was able to see that a small change in the picture that I used accounted for a huge difference in the number of clicks that I received. I also learned what day of the week produced the best results and what time of day was better! Another great stat was the gender and age groups that responded most to my ads.

Granted, this info is available in the Facebook ads manager, but you have to dig for it and although Facebook does make some graphics available with it's data, the ones that they provide fall far short of what this tool can give you. Oribi allows you to download a CSV file of the analytics as well as a png file. Think Infographic and you'll have a good idea of how the whole thing looks.

Stop what you are doing and go take a look. If you are not running Facebook ads, you are missing out on one of the best ways available to get new buyer and seller clients.

Please share this newsletter with your friends!