

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 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>



How to drive traffic to your website!

Social media is a fantastic tool to help start conversations with prospects and customers. However, if those customers don't transition to your website then you may not be reaching your sales and marketing goals. A few tweaks to your

social media strategy may help you gain the traffic you desire. Here are 5 tweaks that may be helpful to you.

#1 Make Your Content Searchable

Sites like Twitter allow you to include tags in your posts, aka #hashtags. Pinterest allows you to identify categories and include tags. Use these features in your post so that your prospects can readily find your information. This simple tactic will help attract more people to your social media profile and subsequently more people to your website.

#2 Obvious Contact Information

You might be surprised how many real estate agents have social media pages and profiles but their website address is a real challenge to find. It's a simple thing; make sure your URL, email address, and even your phone number are on your site. Be completely transparent so prospects feel comfortable trusting you. Additionally, the more obvious your URL is, the more likely a prospect is to click on it and visit your website.



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/>

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#3 Incentivize

Give your social media followers a reason to visit your website. Host a special promotion for them. Give something away, or hold a contest or sweepstakes. For example, you might offer a printable coupon for Facebook followers only. In your promotion, include a link to the promotional page.

#4 Value Driven

Before you post anything on any social media site, make sure it provides value to your audience. If it doesn't have a clear benefit, don't post it. That means often keeping personal posts and business posts separate - unless your personality and personal life are relevant to your brand.

Test and track your posts to identify which posts generate the most traffic and interest. Also consider including a call to action and a link in some of your posts, and test and track those as well.

#5 Tease

Some social media posts should lead directly to your website or blog. Include a few sentences teaser on your social media page and a link to read more. You can do this on any of the social media sites, from 140 characters on Twitter to tantalizing paragraphs on LinkedIn, Google +, and Facebook.

There are dozens of other tactics for using social media to drive prospects to your website. At the end of the day it requires two key steps. The first is to make sure you're providing value to your prospects. The second is to test and track your result so you know what works.

Please share this newsletter with your friends!