

# 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>



## Before you start using social media marketing, read these tips!

When it comes to marketing, social media marketing is one of the most powerful tools real estate agents have access to. It allows you to connect with your audience. You can engage and build a community around your business. Business owners can also use it to learn more about their audience so they can better meet their needs.

It's enough to make you want to jump right in, right? However, before you create a profile page and start marketing on your favorite social media site, there are a few steps to take and considerations to make.

### Identify Your Purpose and Goals

Why are you using social media and what do you hope to accomplish? There are many different reasons to use social media. You may use it to sell products, to build your opt-in list, or to drive traffic to your landing page. Do you want to generate new leads or build relationships with your existing prospects and clients? Consider both long-term and short-term goals.



## 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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For example, if you want to build your opt-in list with social media marketing, how much do you want to achieve by the end of this month and what are your three-year goals? Setting the right goals for you and your business will help you create a social media marketing strategy that's effective and productive.

## Identify Tactics to Support Your Goals

There are different tactics to consider based on your business goals. For example, if you want to drive people to your opt-in page then you may want to hold a contest or sweepstakes that motivates people to sign up. You may want to create a content marketing strategy specifically for social media that identifies you as an authority and promotes your opt-in offer. Once you've identified the correct tactics, create an action plan and timeline.

## Identify Your Brand Message

What message do you want to convey on your social media page(s) and how do you want to communicate it? Keep in mind that your message and brand should support your other branding efforts. However, your approach can be different on social media.

Finally, assess your resources and leverage technology. Identify the tools and technologies that can help you achieve your social media marketing goals. For example, there are services that automatically publish a link to your blog post on all of your social media accounts. There are also plug-ins that can be added to your website or blog that help visitors connect with you on social media. Use technology to help you achieve your social media marketing goals.

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