

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>



Advertising and Social Media Marketing

Social media sites have been offering advertising programs for a while now. Sites like

Facebook and LinkedIn provide

real estate agents with the means to promote and reach targeted audiences on their sites. The programs are becoming quite popular because of the results they are able to deliver. Additionally, it's a new way to reach your audience and may help you extend your advertising strategy beyond traditional methods.

Why Social Media Advertising Works

In addition to the fact that millions of people access their LinkedIn, Facebook and Instagram accounts on a daily basis, they're also accessing the sites on their mobile phone. That means that as an advertiser on one or more of these sites, you're getting in front of your audience on a fairly consistent basis.

Unlike other advertising mediums, it's new enough that it grabs their attention. Some types of advertising can begin to lose their potency when users become accustomed to them. Their eyes barely glance at the ad before they move on. Social media advertising is newer and therefore it's more effective.



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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Targeted Ads

Social media also has the unique ability to market directly to highly targeted prospects. For example, Facebook makes the following statement, "While most online advertising provides about 38% targeting accuracy, Facebook, on average, delivers 89%. On Facebook, you'll only pay to reach the right people who'll love your business."

This is because Facebook and other social marketing sites allow you to segment your audience. You can create ads based on your prospect's location, age and gender, interests, and connections. For example, you can advertise specifically to people who have joined a Facebook event. In some cases you can also find people who are similar to your best customers and create ads specifically for them.

Social media advertising is also generally less expensive than many other advertising opportunities and tactics. You reach more people and get more response from those people. Social media advertising also provides analytics, whereas some advertising methods do not provide this and make advertising efforts a guessing game.

Without analytics, you just don't know if your ad worked or not. With any type of advertising for an real estate agent's business, analytics are essential and a clear-cut way to identify which ads are working and how well. You stay in control over your budget and your results.

If you have an advertising budget and strategy, consider adding social media marketing to that plan. You may be surprised at the results. It could change the way you approach advertising.

Please share this newsletter with your friends!