

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need Help?

Having a complete and strong LinkedIn profile is a necessity in order to get the most out of LinkedIn. If you haven't yet tuned up your LinkedIn profile I'd love to help 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>



LinkedIn: Still a Great Source for Social Networking

LinkedIn is a specialty social networking site. It's much more specialized than the

others due to the audience it attracts. LinkedIn is specifically for professionals. If you're looking for a job then it's a must. However, real estate agent looking to attract prospects and connect with past clients can also utilize LinkedIn in a productive and prosperous way.

What Is LinkedIn?

LinkedIn is the world's largest professional network with 128 million US members and over 443 million users in 200 countries. It's a social networking site that offers professionals a number of benefits and features. It began in concept in the living room of the owner and was launched in 2003. Thirteen years later it is a thriving social networking site that can be used in a number of business building ways.

The Many Features and Benefits of LinkedIn

Company Pages - The first element of LinkedIn is that it allows business owners to create Company Pages. Unlike profile pages on other social networking sites, Company Pages comes with analytics as well as an ability to share meaningful content and promote your business.



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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LinkedIn groups - This feature may be one of the most beneficial because it allows you to join groups that are specific to your audience and your industry. Within a group you can connect with other professionals and prospects to build an audience. Groups support conversations, article posting, polling, and display group icons on your Company Page to further enhance your connections.

Advertising - Like many social networking sites, LinkedIn offers advertising options for members. You can reach a targeted audience with ads that you can test and track for best results.

Marketing solutions - LinkedIn offers a professional membership that goes above and beyond the standard membership. You can then utilize features like their Sponsored Content program that also lets you create specific messages for your audience through targeted content marketing.

Integration - Finally, LinkedIn is a site that understands you want to make the most of your social networking efforts. You can integrate many social media sites with your LinkedIn page. Integration saves time and maximizes your results.

Creating Content for LinkedIn

It's important to remember that while you can integrate your social marketing efforts, LinkedIn has a unique audience. It often makes sense to create unique content for LinkedIn followers. They tend to be professionals and their needs may be different than your general audience.

People tend to trust the information they find on LinkedIn more than other sites. This simple fact can help you build tremendous authority and credibility in your niche. If you're not using LinkedIn to grow your business or you've let your profile lag, consider giving this top rated social media site the attention it deserves.

Please share this newsletter with your friends!