

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need a change?

If you are a real estate agent in the Danville, San Ramon, Alamo, Diablo and Dublin area and you'd like to work with a broker that "gets" technology, come and talk with me!

I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in San Ramon and Danville. Let's explore the possibilities!

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>



Hi Tech Tool Automates Your FB Marketing!

A couple of weeks ago I told you about something I discovered at Inman Connect that was a hi tech way to do a low tech old school method for staying in touch. In case you missed it, here is the link <http://realtytechbytes.com/hi-tech-spin-low-tech-method>

This week I want to tell you about a hi-tech way to use a high tech tool to promote your listings!

There really should not be any doubt in your mind that ads on Facebook and Instagram work in our business. If there is you just haven't been paying attention! They are low cost, they can be targeted to reach just the right people and they produce results.

The issue for most agents is having the time to actually do it! And then there is the while lead capture thing that is a necessary part of any advertising campaign. It all takes time and a certain amount of expertise.

So, I was very happy to run across Homespotter at Inman. More specifically, the product that they were promoting is called Boost. You can learn about it here: <https://homespotter.com/boost/>



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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In a nut shell it takes your MLS listing and turns it into a Facebook/Instagram ad, publishes it, creates a landing page tied to the ad and then gives you reporting to show your sellers!

There is no contract as this works on a per listing basis.

Here is what they say on their website:

Boost will create a beautiful ad, optimize the copy, build the audience, and run the campaign for you, giving you full control if you want any changes. Cancel anytime.

When a new listing or open house hits the market, we'll automatically gather details about the property like its photos, address, agent photo and specific property information. We'll use this to start the process of creating the assets.

Having a designer available can be a luxury not everyone has. We compile a hi-res image in seconds by pulling in the listing image, agent photo, agent name and office. We also optimize the Facebook ad copy specific to your goals. Did we mention you can edit these individually if you want to?

Does it sometimes feel like only your Grandma likes your Facebook posts? She's cool and all, but that isn't going to lead to a lot of sales or new listings.

That's why we've developed an algorithm to build the perfect audience, individually tailored, for each and every one of your listings. Once your campaign is running, you'll need to have insight into its performance. We give you dashboard access that highlights engagement analytics for each listing or open house. We'll also email you updates on overall results and individual leads as they happen.

If you have listings you need this tool. Period.