

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, Dublin and Concord areas 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 Blackhawk, Danville. and Concord. 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>



Facebook Ad or Boosted Post - Which is Best?

If you've ever created and/or managed a Facebook page, you'd know where to find that

ubiquitous "Boost A Post" button because it appears on virtually all of your page's posts. It's quite simple to get started with boosting a post - all you have to do is just click on that button and follow the onscreen instructions. In just a few minutes you'll have your very first Facebook ad.

However, if you want more control over the creatives you can use for your ad, as well as have more campaign objectives to choose from, you should use Facebook Ads. It's more complicated, yes, but you get far more out of Facebook Ads than just a simple boosted post.

Here are three reasons why Facebook Ads are more effective than boosted posts:

1. You're not stuck with using a boring, old post

With boosted posts, you can only boost published posts. This means that you need to



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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write a post first, publish it, and only then can you boost it. With Facebook ads, you have so many options to choose from - you can even create dark posts which are posts that are created specifically for ads. Dark posts don't appear on your news feed, unlike boosted posts.

2. You have plenty of choices where you want your ad to appear

Facebook Ads allow you to post your ad not just in the news feed but also in the right column, on Instagram, on the Audience Network, and more. You have a lot of options that are just not available with boosted posts. If you boost your post, it will only appear on mobile and desktop news feeds.

3. You can't schedule your boosted post.

Though you can set an end date with your boosted post, you can't set a start date. Once you boost your post, it will start automatically. With Facebook Ads, you can set a start and end date. This means that if you plan on being away on holiday for the next week or so, then you can schedule your ads in advance.

With that being said, boosted posts do have advantages. It's a great way to test the waters, so to speak. You can get a taste of advertising on Facebook, but pretty soon you'd want to scale your ads. When you do, you'll need to get up to speed with Facebook Ads and the Ads Manager.