3 Applications of Facebook Fans Page to Use for Your Real Estate Marketing Efforts

by Winny Aliangan

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If you are new to using Facebook fans pages or just want more ideas on how to improve the functionality and attractive, then we have some resources to share with you! I am a big advocate of this system of real estate marketing, it is one of the most powerful ways to attract more traffic and gain expert status in a short period of time.

Because things are constantly being adjusted and improved Facebook fans, more and more free applications are continually being created and offered to help spice up your page. In fact, it can sometimes be a bit overwhelming. Therefore, we will review a list of the top three resources that can start applying immediately to maximize your results:

1. IFrame applications: One that I recommend to you is "Hosted iFrame. "Instead of simply publishing all your wall, you can create multiple custom tabs for just about anything. If you want to upload videos real estate marketing, lead allows the capture, or IDX property searches, you can publish anything want using basic HTML code.

In addition, you can choose one of these cards for your landing page as well. The application is very easy to use and offers two separate boxes where you can enter text for the fans and the fans that no, it's a great way to get visitors to "like" the page.

Simply take a screenshot of your offer, tell people to "like" the page to access the information, then the application will automatically switch to this content once become a fan. This is a powerful marketing strategy for real estate to help attract more potential customers.

2. RealBird.com: Speaking of IDX searches, this is a platform that we recommend to all our members. This program is super friendly Facebook fans, and even provide the HTML code that can be used to place the tabs on your page. If you want your ads or offer a property search, this program can do everything for you.

Not so much a free version and pay for this, and you can access much of the functionality you need without having to upgrade. The system also available weekly seminars and other support to truly help users get an idea of how to use the platform.

3. RSS Graffiti: Finally, this application can be used to either reproduce the contents of your real estate marketing blog to your page. Again, this program is very easy to configure and can be customized by small, or often to the wall as you like. Updates are displayed on the news feed of every fan.

This is a crucial element to implement, and continually attract new and frequent visitors to your web site in which the money can really start building a relationship. This is one way you can turn the fans on genuine business opportunities.

Therefore, in order to optimize your page, you want to apply a similar action plan using the suggested tools real estate marketing and others who are comparable in functionality. Your ultimate goal should be to produce as many conversions as possible and not just direct traffic.

Jeff Logue is a full-time salesman who specializes in Internet lead generation that helps agents and brokers across the country to improve their online marketing efforts.

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