

## Realty Tech Talk Series

# Improving Social Media Conversions With Snip.ly

*This article has been provided by [Rajeev Sajja](#)*

Many of us find and share content on social media quite regularly. When we share content that is not our own, we are getting limited value in return as your social media connections click the link and read content on the author's website. What if there was a way for



you to place your brand and a call to action on any website that you are sharing? Well, that is exactly what [Snip.ly](#) does for you! It's a URL shortener with a twist that allows for your call-to-action be placed on any site to drive traffic back to your own site. It also provides valuable analytics that shows visits, time on page and much more that provides insights on your shared content.

For example, I found this article on Philly.com about 5 housing trends in winter 2015 interesting and wanted to share that with my social network. Instead of just posting the Philly.com link, I created a [snip.ly](#) link and would post this one - <http://snip.ly/A6aS> which carries the appropriate call to action and my picture. There is a chrome / Firefox browser extension that makes it a snap to share a snip!

Snip.ly has some pro features for a cost that allow you to do more but the free option has enough options for you to get started. So the next time you are sharing content, snip it and then share!