Postamo is a new social media publisher for agents and brokerages

Have suggestions for products that you'd like to see reviewed by our real estate technology expert? Email Craig Rowe. Postamo is a social media tool for real estate agents and brokers to create, publish and manage Facebook and Twitter posts. Platforms: Browser Ideal for: All agents, teams and brokerages. Top selling points Library of provided content Clean, simple publishing experience Branded listing pages for agents Top concerns While I agree that larger systems like Hootsuite and Sprout Social may be too robust for agents' needs, Postamo may at this stage be too little. It is newly launched, however, and has room for growth. What you should know Postamo excels at making social media content easy to create and publish. Its branded individual listing pages, linked from Facebook posts or tweets, are a smart use of landing page tactics essential to social media success. Like many other products of this ilk, as well as many customer relationship ...

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