

* Branding & Marketing

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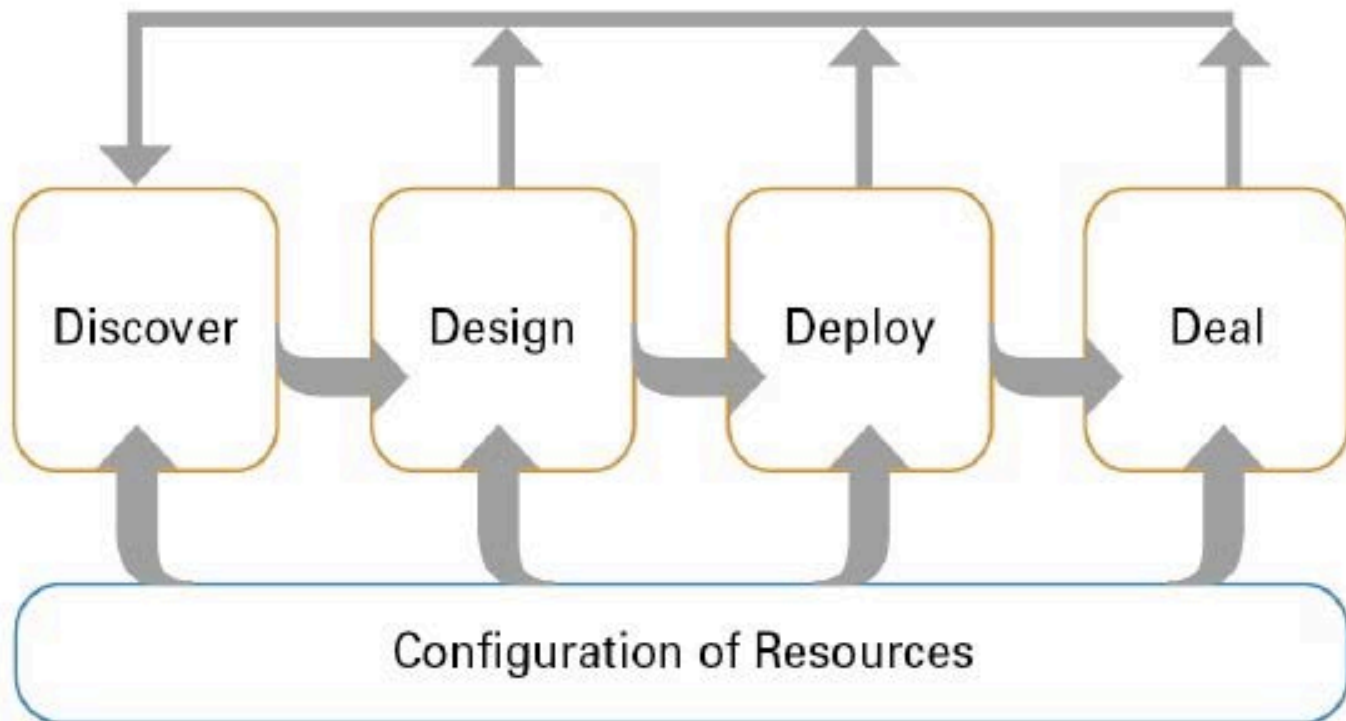
- * Brand Framework
- * Building a Brand - Story Telling
- * Target Awareness
- * Mapping Out Your Marketing Plan
- * Managing Your Online Presence
- * Strategies for Getting Found
- * Content and Consistency

* Overview

* What people want to know is your story. What happens when I Google you? What does your “bio” say?

* **Nobody cares about
your resume**

4 D framework: for personal branding



A Venn diagram consisting of two overlapping circles. The left circle is blue and contains the text 'how you see yourself'. The right circle is maroon and contains the text 'how others see you'. The overlapping area in the center is a darker blue and contains the text 'YOUR PERSONAL BRAND'.

how
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see
yourself

YOUR
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how
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see
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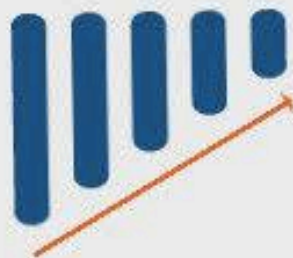
Your brand is
your true story by gigoing 

Be yourself; everyone else is already taken.- Oscar Wilde



Identify your strengths and talents

Maximize the impact of your strengths



Weaken your weaknesses

Minimize the impact of your weaknesses



Identify your core values

What really matters to you?



Create your personal brand vision

How you want to live your life? Write your statement



Define your purpose

Why are you here?



Pursue your passions

Your passions fuel your actions



Build your brand with tools

Choose the best
tools to create
mindblowing brand



Make an impact

Make a contact,
collaborate,
develop projects
and do business



Be yourself

Rock the world!





* Storytelling

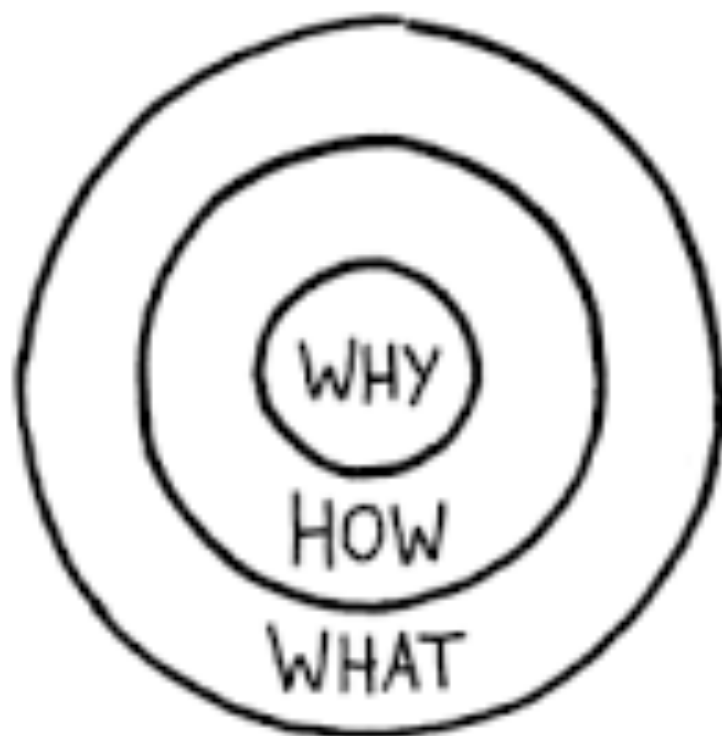
- * The reason why your company came to be
- * What motivates your team to wake up and come to work everyday
- * How your product came to be
- * What types of customers find value in working with your brand and why
- * A transparent view into the people behind the company
- * A relationship-building tool
- * More subtle than you realize
- * A concept that underscores your entire online presence
- * A look into who you are as a company
- * Direct

*** Brand storytelling is:**

- * Fast Signs - Debbie Bachmann #208-917-0135
- * ABC Stamp - 208-375-4470
- * Lender Partners - shared expense up to 50%
- * Title Partners - Branded Listing Books \$7
- * Fivver - Brand Development
- * Canva - Brand Development

* It takes a team

The Golden Circle



* With consistency, focus, and some marketing smarts, you can create a good living as a real estate professional. There are very few industries where you can broker the sale of million dollar items without years of experience.

* **The Good News Is, You
Can ROCK This!**

- * Handling a multimillion dollar sale is a huge responsibility. Lives and fortunes hang in the balance of your actions. It's your job to know what you're doing and provide counsel worthy of commission. The disconnect between expertise and value is what gives real estate a bad name.
- * Create a clear path to navigate the process
- * Dare to be different: figure out where you can add the most value.

*** Did that last slide
make you nervous?**

Customer Experience Funnel (Account Based)



Target, discover and spend wisely

- * Digital communications lack one of the critical brand building elements: Oxytocin.
- * Oxytocin is a chemical released in the brain when we personally interact with each other.
- * This is what helps spark emotions and memories -- the exact thing we're trying to create.

* The Digital Age

- * Commit a few hours a week to social media
- * Find people YOU want to follow; learn from them replying to their posts - even sharing things they have said.
- * Think of things you can tweet or post that are helpful to others and engaging.
- * Build your STAGE \ Platform - (1) Gain Traction (2) Momentum (3) Expansion

* Social Media Platform

- * You've gained traction - second phase of platforming - Momentum
- * Happens at different points for different people.
- * How you define your social media goals is up to you.
- * It's not about the number of followers, it is about engagement
- * Momentum is the time when you switch from looking for new relationships towards enhancing current ones.

* Phase II - Momentum

- * Adding to your platform
- * The Good and the Bad - Twitter, Facebook, LinkedIn, Google +

* Phase III - Expansion

- * How Google Alerts work
- * By creating a Google Alert, you can get email notifications any time Google finds new results on a topic that interests you.
- * For example, you could get updates about a product you like, find out when people post something about you on the web, or keep up with news stories.

* Managing Your Online Reputation

- * Visit Google Alerts.
- * In the "Create an alert about" box, enter the words you want to get email notifications for.
- * Click Show options to say how often you get alerts, what types of results you want to get, and more.
- * Click Create Alert.
- * Once your alert is set up, you'll start getting emails any time we find new search results for your keywords.
- * You can also create an alert by clicking the + next to any of the suggested topics on the Google Alerts page.

*** Create an alert**

- * Try to be as precise as possible. The more precise your search terms are, the more relevant your alerts will be.
- * Use quotes around a group of words if you are looking for them together. For example, "White house".
- * Use a minus sign (-) in front of words that you want to leave out. For example, paris -texas.
- * Use the site: operator to limit your search to specific sites. For example, congress site:nytimes.com.

* Tips for creating alerts

A rural landscape featuring a weathered wooden barn on the left, a dirt path leading through a field of tall grass, and several bare trees in the background. The sun is low on the horizon, creating a warm, golden glow. The sky is a clear, bright blue.

HOW TO DO CONTENT MARKETING

- * Liking your content isn't going to increase product sells.
- * Rather, you have to make sure your content builds trust in your brand, positions you as an authority figure, and assuages any fears your reader might have in working with you.

*** Building trust in your brand**

- * Building trust and rapport with your clients.
- * Attracting new prospects.
- * Providing solutions to client problems.
- * Building strategic partnerships.
- * Building your reputation with SEO.

*** What do I want to accomplish?**

- * Content can be anything you think could be useful to clients, partners or leads.
- * Buyer basics, Seller strategies, Neighborhood necessities - Express your companies DNA
- * Video
- * Infographics
- * E-books
- * Blog posts

*** What type of content should I publish?**

- * Your customers have questions. Provide them with answers based on your real estate expertise, and you'll gain their trust.
- * Start by making a list of every question you've been asked by customers.
- * Once you've got a sizable list, offer your professional opinion on each and every question in its own blog post.

* Answers to Customer Questions

* Real estate agents have a wealth of practical knowledge on everything from home decor to personal finances. By sharing this knowledge in educational step-by-step guides, you'll provide instant value and show customers you're someone they should work with. Be sure to include the phrase "How To" in your post titles!

* **How-To Tips**

- * The “real estate market” is a slippery subject, and consumers are looking for a real estate agent who understands the current state of the business. Write about changes, trends, and breaking news in the real estate market. Offer growth statistics and break them down into analysis your customers can understand.
- * Stay up to date and offer your opinion.

* Market Updates

* Everyone loves a good success story. By offering consumers real-life accounts of the homebuying and selling process, you demonstrate that you understand their perspective and the challenges they face. Client stories also give you the opportunity to show potential customers how you'll use your experience to overcome these challenges and deliver on your promises.

* Client Stories

* Public data and maps can only offer so much insight. When moving to a new and unfamiliar area, real estate consumers want the inside scoop on what it's really like to live there. Reviews of local restaurants, businesses, parks, and culture demonstrate that you're a local expert and active in your community.

* **Reviews**

* In addition to offering your own insight, you can give consumers a more intimate view of your community by interviewing other local experts and influencers. Check local publications to see who's making news. Talk to school principals, city officials, successful business owners, local celebrities. Ask them what they think is so special about their community.

* Interviews

- * Write an overview for each neighborhood or area you serve.
- * What parks, businesses, and attractions are there?
- * What are the schools like?
- * What types of architecture are prominent?

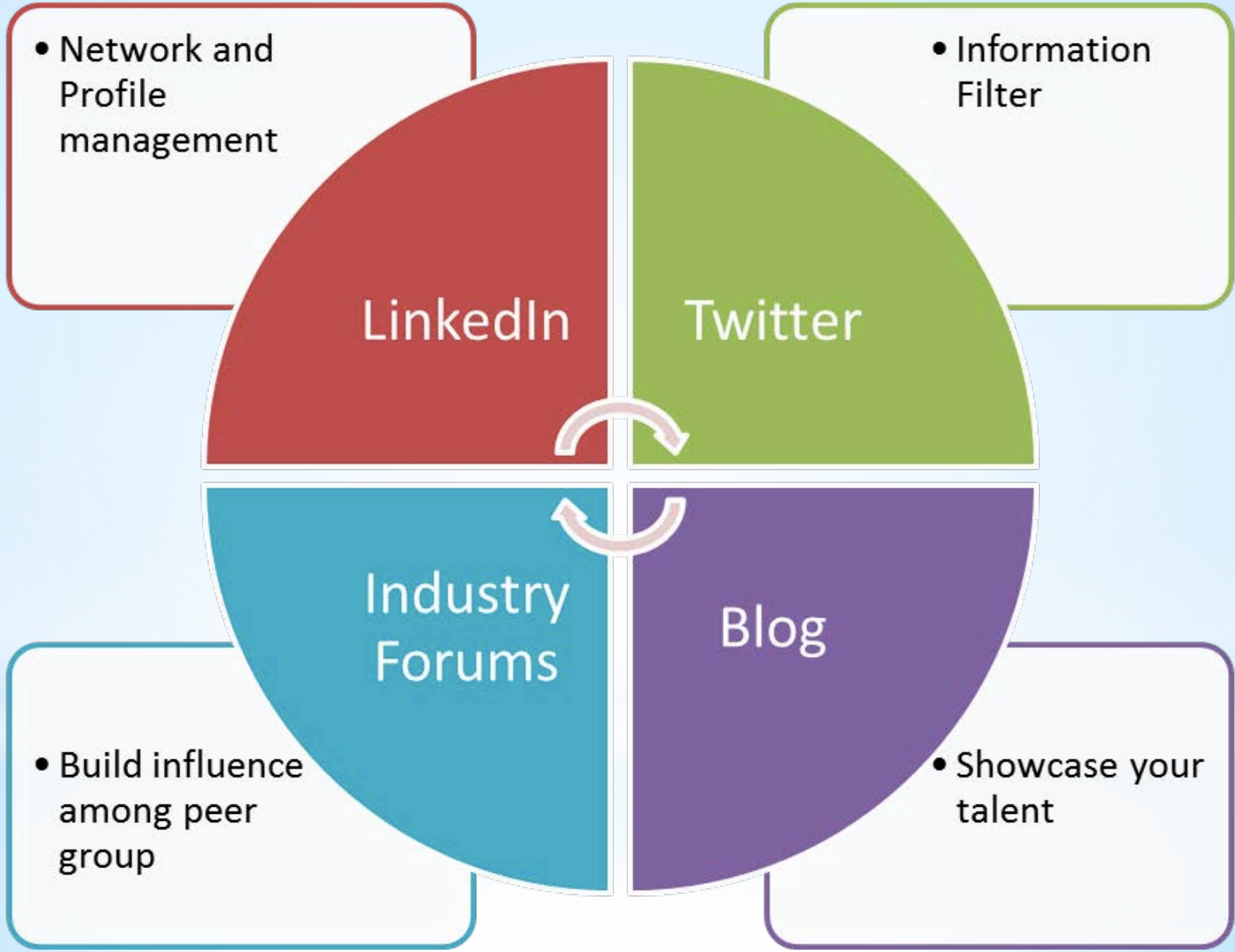
* Neighborhood Overviews

* Buyers often have a hard time envisioning themselves in a neighborhood or home. Video is a great tool for offering potential buyers an intimate and vivid experience of day-to-day life in one of your listings. Grab your camera and start shooting. Try to capture everyday moments and places that reveal the character of your community and listings: a Sunday drive down Main Street, perhaps, or afternoon light shining through the bedroom windows at one of your homes.

* **Video Tours**

* Offering something to your potential buyers, for free, that they can hold in their hands and refer to when looking for a house works wonders. Provide downloadable guides with in-depth advice for buying/selling homes, explaining the process from start to finish. Put these guides behind lead capture forms so folks have to provide you with contact information to download.

* Buyer/Seller Guides





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