



BRANDING

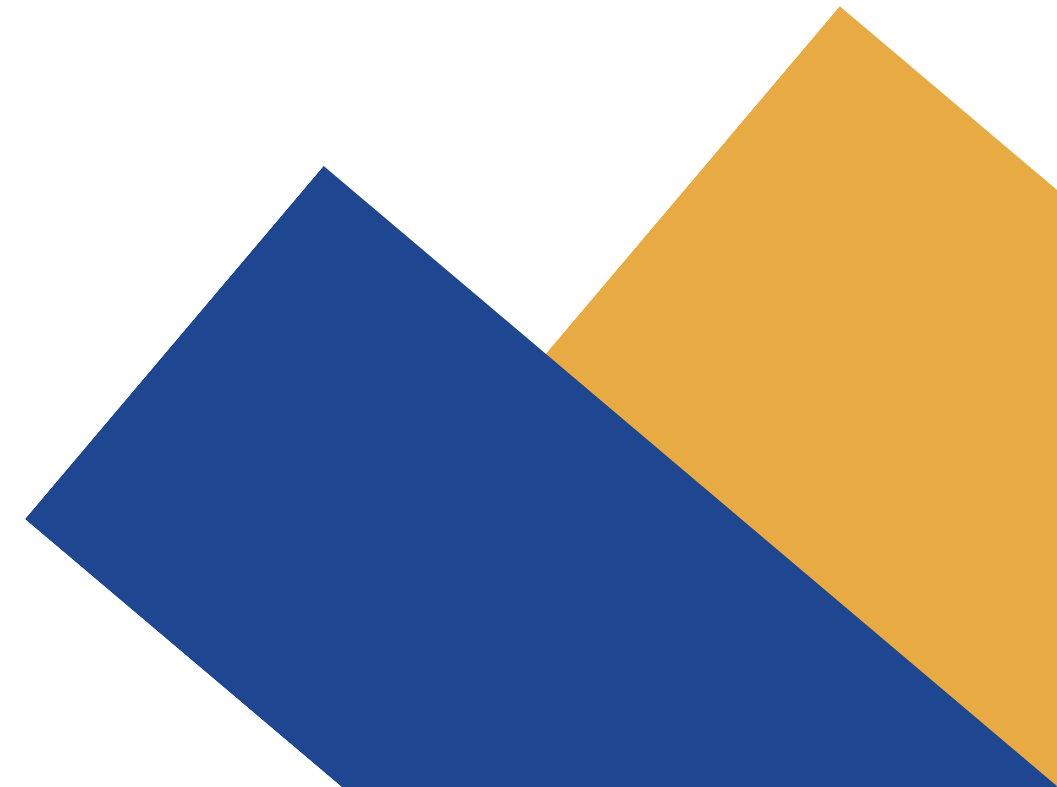
STRATEGY FOR SUCCESS

WHAT IS BRANDING?

Branding is not just a logo or slogan or a color scheme.

Branding is your entire customer experience...everything from your logo, your website, your social media presence, the way you answer the phone, to your customers' experience before, during, and after a transaction.

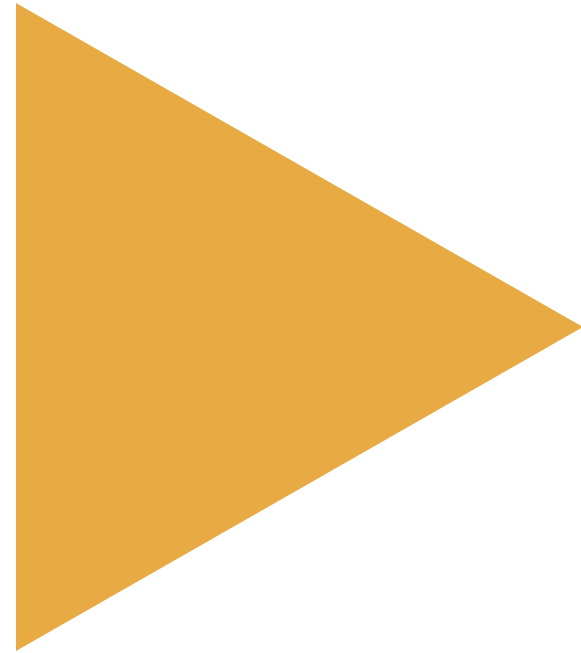
Your brand is the way your customer perceives you.



10 Reasons WHY your Brand is Important

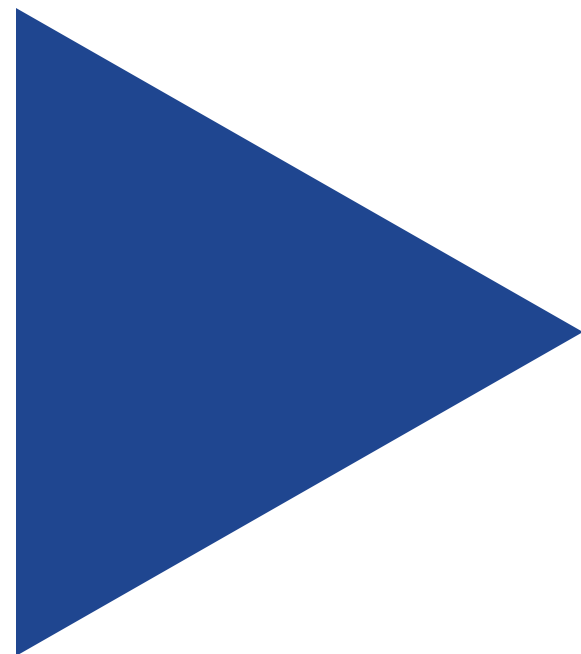
Branding promotes recognition. People tend to do business with people/companies they are familiar with. If your branding is consistent and easy to recognize, it can help people feel more at ease working with you.

Your brand helps set you apart from the competition. It is critical to stand apart from the crowd. How do you stand out from the thousands of agents throughout the state?



Your brand tells people about your business DNA.

Your full brand experience, from the visual elements like the logo to the way that you communicate, tell your customer about the kind of real estate professional that you are. Are all of these points of entry telling the right story?



Your brand provides motivation and direction. It tells you how to act, how to win, and how to meet the organization's goals. It's very easy to wander around from idea to idea with nothing to guide you...it doesn't take long to be a long way from your original goals or plans. A clear brand strategy provides the clarity that you need to be successful by helping you stay focused on your mission and vision.

A strong brand generates referrals. People love to tell others about the brands they like.


People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they love. You can't tell someone about a brand you can't remember.

A strong brand strategy, like backlinks, is critical to generating referrals or viral traffic.



REFERRALS





A strong brand helps customers know what to expect. A brand that is consistent and clear puts the customer at ease because they know exactly what to expect each and every time they experience the brand.

Your brand represents you and your promise to your customer. It is important to remember that your brand represents you...you are the brand, your team is the brand, your marketing materials are the brand. What do they say about you, and what do they say about what you're going to deliver (promise) to the customer?

Your brand can help you be strategic and will guide your marketing efforts saving time and money.



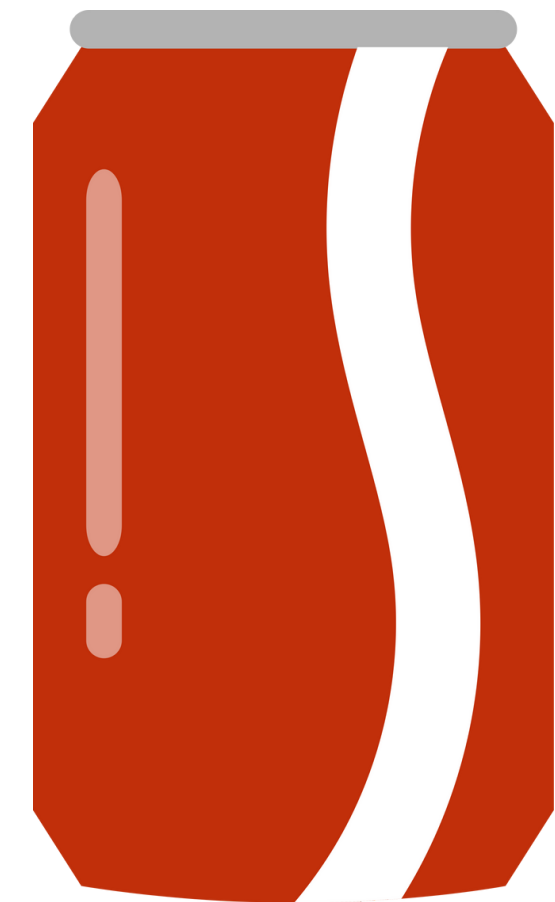


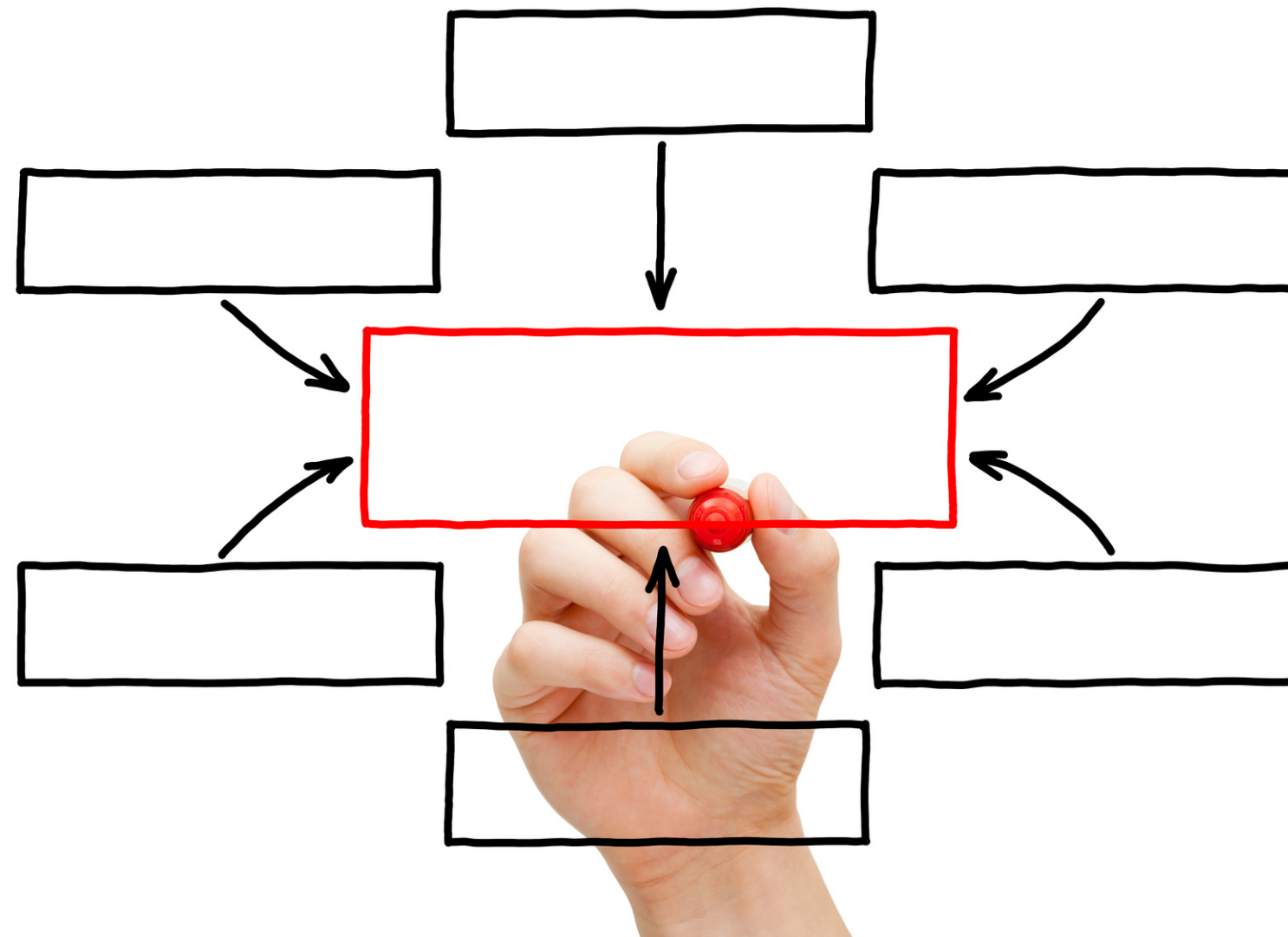
Your brand helps you connect with your customers emotionally.

A good brand connects with people at an emotional level. Purchasing is an emotional experience and having a strong brand helps people feel good at an emotional level when they engage with the company.

A strong brand provides your business value.

A strong brand will provide value to your organization well beyond your physical assets. Think about the brands that you purchase from (Coca-Cola, Wrangler, Apple, Ford, Chick-Fil-A, QuikTrip)... are these companies really worth their equipment, their products, their warehouses, or factories? No, these companies are worth much more than their physical assets...their brand has created a value that far exceeds their physical value.





- ***CONSISTENT IMAGE***
- ***GENUINE***
- ***KNOWLEGEABLE***
- ***RELEVANT***
- ***RESOURCEFUL***
- ***REGULAR INTERVALS***

The Brand needs to be all 6 and presented at all points of interaction with a client, BEFORE, DURING, & AFTER a completed transaction.



BEFORE:

Advertising (Social Media platforms, Blogs, organizations, sponsorships)

Guerilla marketing tactics: community service, education classes, board membership, panels, etc.

DURING:

Communication channels (Call, Text, Email)

Guidance through Milestones (Inform of Next Step)

Resources (Guides, Websites, Estimates, Reports)

AFTER:

Thank you gift - CUSTOM.

Follow Up at Move-in and 30 Days After Move-In

Referral/Survey/Review/Helpful Reports



Envision your career Co-Branded and Brokered by Pacific Bay Estates!!

IT'S HOMEWORK TIME!!