Building A Brand
(in Real Estate)
- Brand – more than meets the eye
- All You Need to Build a Brand
- Brands Go 360°
- Splurge vs Steal
- Top 5 Brand “Don’ts”
- Learn from the Pros
Your brand is: the entire experience your prospects and customers have with your company. It’s what you stand for, a promise you make, and the personality you convey.
All You Need To Build A Brand

- **Business Description**
  - **What we do.**
  - The core business we are in. Should define offerings and indicate who the competitors are.

- **Positioning Statement/Value Proposition**
  - **How we do what we do.**
  - The target customer, the customer benefits and the brand's key differentiating attributes that are used to deliver the promised benefits.

- **Character/Personality**
  - **Who we are.**
  - Key attributes, personality, descriptors as if brand were a person.

- **Brand Promise**
  - What audiences get as a result of a relationship with the brand.

- **Brand Identity**
  - Voice, communication style, tone, sound, look and feel, visuals

- **Messaging Matrix**
  - Specific messages for each audience and media

**CLIENT BENEFITS**
The benefits the client(s) get from engaging with the brand. The way the brand addresses client awake issues.

**REASONS TO BELIEVE**
Proof points/enablers that support the claimed client benefits.
A brand is strengthened or weakened by every brand touch. Brand touches come through:

- Imagery
- Messages and Communication
- Marketing materials
- Your office (or virtual office)
- Employee interaction with customers
Splurge vs Steal

Steal!
Advertising
Digital PR
- www.blogger.com
Event Sponsorship

Splurge!
Design
- www.blackturtlemedia.com
- www.aquent.com
- www.elance.com
Market Research and CRM
Brand Amnesia
When a brand forgets what it is supposed to stand for.

Brand Ego
When a brand overestimates its own importance, or capability

Brand Megalomania
When a brand expands into too many categories

Brand Deception
Marketing is not the process of covering up product reality.

Brand Fatigue
Creativity stagnates and so do sales.

Brand Paranoia
Lawsuits, constant reinvention, longing to copy competitors.

Brand Irrelevance
The market evolves, but the brand doesn’t.

*Matt Haig: Brand Failures – 2005
Always consider yourself a brand, whether on Twitter, Facebook, via email, on the phone or in person.
Send what matters

It’s no secret consumers will look at information that matters to them and discard anything that doesn’t.
JetBlue prides itself on communicating with consumers, no matter where they are. They respond via phone, email and even on social networking sites. The brand’s value proposition is simple: excellent customer service.
Although very similar to the above, being accessible across all forms of communication is important in order to reach varying audience demographics. No brand has done this better than Disney. From infants to seniors, Disney has long been a beloved brand that can ‘grow up’ with consumers.
As Zappos continues to grow, its brand has never faltered in offering personalized communication and in going the extra step to communicate value. You can partner with your local business community to do the same thing.
6 Brand Rules From The Pros

Search easy

Google is so ubiquitous it is a verb. This was made possible largely because the brand is easy to use and always helpful. Taking a page from the Google book, your Web sites should also be easy to navigate, with search engines and pertinent, updated content for the consumer.
Track Me Down

- www.twitter.com/sullicam
- www.facebook.com/camillasullivan
- www.bhg Realtor Blog.com