



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



More Than Meets the Eye

Logo

Name

Design

Color
Scheme

Slogan

It's all of these plus a lot more

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.

CLIENT BENEFITS

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

REASONS TO BELIEVE

Proof points/enablers that support the claimed client 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



Brands Go 360°

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



7 Deadly Sins of Branding*

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.



6 Brand Rules From The Pros

Think like a brand

Always consider yourself a brand, whether on Twitter, Facebook, via email, on the phone or in person.



6 Brand Rules From The Pros

Send what matters

It's no secret consumers will look at information that matters to them and discard anything that doesn't.



6 Brand Rules From The Pros

Make it easy to communicate

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.



6 Brand Rules From The Pros

Be accessible

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.



6 Brand Rules From The Pros

Partnering with your community

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 be also be easy to navigate, with search engines and pertinent, updated content for the consumer.



Track Me Down

www.bhgrealestateblog.com

twitter

www.twitter.com/sullicam

facebook

www.facebook.com/camillasullivan

