

# AGENT BRANDING

## ESTABLISHING YOUR BRAND

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### CREATE A BUSINESS PAGE FOR FACEBOOK AND INSTAGRAM

Be sure you have business pages set-up for FB and IG. and connect them to each other. Use your personal page to invite friends and family to like and follow your page. Connect your pages to Social BAY to sign-up for personalized content. Create a consistent posting calendar.

### LINK EVERYTHING TO YOUR WEBSITE

Your link in bio for Facebook and Instagram should direct users to your personal website.

### CREATE A BRANDED HASHTAG

Create a branded hashtag (e.g. #SmithRealEstate or #SoldBySmith). Use this branded hashtag for promotional posts to show off your just sold properties and/or just listed properties.

### ESTABLISHING YOUR LOOK

Figure out your aesthetic. Do you want a Rustic Look? Clean cut? Light and Bright? Once this is established, use this for all of your postings.

### SHARE YOUR PERSONALITY

Create posts around who you are. Are you a pet-loving agent or a family-oriented person? Do you love to volunteer? Are you a nature lover? Use your traits, hobbies, and passions to tell the story of you, how you work, and how you want to be seen in the community.

### REPRESENT YOUR TARGET MARKET

Who are you serving? Are you a luxury agent or do you sell cozy residential homes? Posts should target that demographic. Are your clients mainly looking for horse properties or do they look for good school districts? Posts need to reflect this. Be a mirror for the market you serve.