



Nicole Briggs

# Social Marketing 101

FOR REALTORS

# WELCOME



Thank you for joining me on the Masterclass today, Social Marketing 101 For Realtors. Brand Marketing is the single most important part of ANY business. The challenge is, when we signed up for Real Estate we have a love for helping people. Who knew we needed to know so much about "Marketing" and "Advertising"?

This Worksheet is designed to keep your thoughts inline, not overcomplicate the process. If there is anything I have learned over the last 6 years since I began my team, there is a lot more that goes into building a business than I ever thought.

So, here is a guide, fill it out, make a few copies incase you want to Re-Brand, Re-invent yourself and remember to be authentic. It's easy to be something or someone you are not for a short period of time however in the end, your viewers and customers will know your content or image isn't "Authentic".

The sky is the limit for you, if you choose for it to be!

Best,

Nicole (aka Nikki B )

## Nicole Briggs

MENTOR REALTOR TEAM LEAD BUSINESS OWNER



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# What Is Your Brand Message

The look and Feel of your Social posts should say it all.

”

You Get What You Give...

”

You Can't Give From An Empty Cup...

What sayings do you use ALL the time? If we were to just meet what are some of your one-liners I would pick up on???

Do these photos meet my  
5 Word Criteria?



# 4

# Your NEXT Steps



**01** CREATE YOUR BRAND - FONTS, PHOTOS, COLORS, QUOTES, MOOD, LOGO AND SYMOBOLS

**02** DEVELOP 5 KEY BRAND WORDS - THESE ARE THE BACKBONE OF YOUR BUSINESS. EVERY PIECE OF CONTENT SHOULD PERCEIVE THESE

**03** CREATE OR REPURPOSE - BUILD YOUR SOCIAL POSTS ONCE A WEEK. CONSISTENCY, INTENTION AND STRATEGY ARE KEY.

**04** INTERACT WITH YOUR COMMUNITY. SHOW UP FOR THEM. THE PROOF IS IN THE ACTION, NOT TELLING THEM... SHOW THEM.

# 5 KEY BRAND WORDS

BRAINSTORM BELOW-THE MEANING BEHIND THE WORD

1.

2.

3.

4.

5.



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# POSTS

Mon

Date:

Tue

Topic

Wed

to do

Thu

Fri

Sat

Sun

# BRAND IDEAS

Headshot

Real Estate  
Style

Community -  
Market Expert

Logo

Favicon

Colors



**Main Font Here**

Secondary Font here





# Thank You

Don't forget to opt-in to the Masterclass Rewind << for more convo on today's Masterclass! An email will be sent to you on Friday with the Announcement!  
**(\*\*\*)You must opt-in to get the zoom link)**

**Nicole (Aka Nikki B )**

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# Follow Along For More Tips

Let's Connect!

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