



## Presentation Placeholder



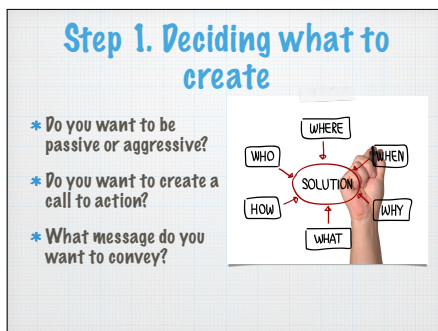
Question: What is the definition of branding?

Statement: It can also be considered, "the space you occupy in your potential client's mind when they think about real estate"



Statement: What a great place to communicate to people about who you are and what you do. It says a lot about you.

Bullet Point 2: When you change your cover photo it is similar to posting a status update. This change ranks highly in your "Friends" news feed, making it a good reason to change periodically.



Bullet 1. This technique can be used aggressively or in a more passive way if you feel more comfortable. It can be a simple statement like "I love being a REALTOR". You don't have to say, "I'm the best agent ever"

Bullet 2. Does your graphic have a button or call to action that tells

## Passive Option

- \* Make a simple statement
- \* "I love Selling Real Estate"
- \* "Proud to Serve My Clients Since 1998"
- \* "I Believe In Home Ownership"
- \* City skyline photos, state flag, your picture, your company logo, REALTOR logo.

**YOUR  
DIGITAL  
BRAND**

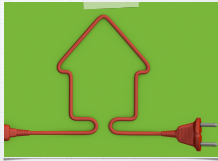
## Passive Options

Question: Who would be more comfortable going this route?

Statement: You can always experiment too.

## Aggressive Options

- \* Create a Call to Action
- \* "Looking for the perfect home? I can help"
- \* "List with me, experience the difference"
- \* "Click here for my July incentive package"
- \* "If you're home won't sell, I'll buy it!"



## Aggressive options

Question: Who would be willing to go the aggressive route?

## The How-To's

- \* Add a LEARN MORE or CLICK HERE button to the cover photo
- \* This creates a call to action for the viewer
- \* By default, anytime the user clicks on the cover photo it will take them to "the description"

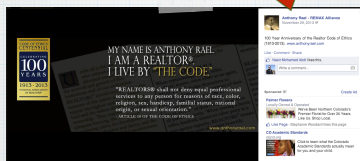
**LEARN MORE**

Bullet 1. You can find these graphics easily with Google and go to the images. Look for PNG type files, they don't have a white box around them

Bullet 2. You could also find one that says "Call Me" but be sure to leave your ph. #

## Cover Photo Description

When the cover photo is clicked on the user is taken to the description



This is what the viewer sees when they click your "Learn More" button or anywhere else on the cover photo.

### Cover Photo Description cont.

- \* Edit description to reflect your message
- \* Include web links to
  - \* your website
  - \* your home search tool
  - \* your FB Business Page



Here is a snapshot of the description which needs to be created by you after you've loaded your new cover photo. In this example he describes what the cover photo is about and then he leaves a link to his website.

Statement: For example if you're cover photo said "Discover my

### Examples



Basic passive examples

### Examples



Here are some more aggressive examples that include the call to action.

Question: Is the top example something you'd be willing to try?

### Conclusion

- \* Your Cover Photo is highly visible
- \* Creates an opportunity for "Top of Mind" marketing
- \* Low cost strategy
- \* Update often
- \* Be sincere and honest

Statement: Remember, people go to Facebook to see what their friends are up to. They don't mind seeing the occasional post about your business, especially if it is funny or relatable. It's okay to be aggressive once and a while as long as it's sincere and it helps people, not just helps you.

Branding is like  
planting a tree, the  
best time to do it  
was 10 years ago.  
The next best time  
to do it is RIGHT  
NOW!



Remember, your goal is to be top of mind. You want to “Occupy that space in your friends mind that you are a real estate professional”  
Don’t think of this as pure lead generation although you never know, some of the more aggressive options could get you a phone call.

## Resources

- \* Check out [PageModo.com](http://PageModo.com) for an online customer cover photo maker
- \* And [TimelineCoverPhotoMaker.com](http://TimelineCoverPhotoMaker.com)