


THE \$200K REAL ESTATE PLAYBOOK: DIGITAL DOMINANCE

# From Posts To Profits: Making \$200k On Instagram

The Power Of Building A Personal Brand On Instagram

SHANNON  
GILLETTE

 Real Broker

 @shannon\_gillette



# AT A GLANCE

Shannon Gillette understands that Instagram isn't a place average people go to learn about real estate. It's more like a TV show, and by treating Instagram as a show about her personal life (sprinkled with education and listings), Shannon manages to generate consistent inbound leads who already know, like, and trust her – based purely on her posts.



**Phoenix,  
Arizona**

PRIMARY MARKET



**\$600k**

AVERAGE PRICE POINT



**18**

YEARS IN REAL ESTATE

## 2023 PRODUCTION STATS

**125**

TRANSACTIONS

**\$70,248,008**

SALES VOLUME

**\$ 1,424,000**

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### TOP LEAD SOURCES

- ✓ Instagram - 42%
- ✓ Youtube - 37%
- ✓ Referral - 10%

### PRODUCTION

**45% | 55%**  
Buyers | Sellers

### TEAM STRUCTURE

- ✓ **11 agents**
- ✓ **4 staff members**

# Shannon ON COACHING



“My coach greatly improved my quality of life by identifying gaps in my business that I hadn't even noticed. I never imagined I could spend more time with my family, improve my quality of life, sell more homes, and increase my income—all thanks to my coach. My revenue and closed sales have soared, but even more valuable as a busy mom of three, my coach has helped me balance my work and family responsibilities. Thanks to my coach's guidance and implementation strategies, **I am not only selling more homes and earning more money but also spending more quality time with my family.** I can't imagine where I would be right now had I never joined coaching.”



## BY THE NUMBERS

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**90%**

Of total closed transactions attributable to personal brand activities (last 3 years)

**8-10**

Short form video posts per day on Instagram (These are a mix of photos, videos, reshares not all videos on stories)

**1.4M+**

Views on best performing post





## THE STORY

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Out of over 55,000 agents in the Phoenix, AZ, East Valley, Shannon consistently ranks near the top. **She attributes much of her success in lead generation to her digital marketing, primarily social media and video.**

Today, Shannon and her team are on track to close well over 200 homes annually to clients who discovered her through her social media presence. With the average consumer spending multiple hours a day on social media, Shannon knows where the power to influence lies and how to harness it. It's the first place to begin building trust.

In 2015, Shannon Gillette made a commitment to create a listing video for every property she represented. However, she soon discovered that simply maintaining a business page filled with sales-related content wasn't enough to engage an audience. **Realizing the importance of authenticity, she began inviting the public into her personal life through her social profiles, where she incorporated real estate updates alongside glimpses into her daily activities.**

By showcasing her authentic self, she attracted clients who resonated with who she is as a person. Remarkably, her personal brand became so effective in generating leads that she no longer needed to engage in outbound prospecting. The influx of inquiries from YouTube and Instagram compelled her to expand her team by adding more agents.

"I just kept posting and made a promise to myself to be consistent every day," Shannon shares. The influx of inbound calls and direct messages from new clients served as concrete proof that her strategy was effective.

One of the main reasons why Shannon prioritized building her brand online was her realization that traditional marketing and sales methods in the real estate industry were becoming outdated. **By harnessing the power of digital marketing, social media, and video content, she successfully constructed a personal brand that resonated with clients and prospects alike, enabling her to thrive in a rapidly evolving industry.**



## THE STRATEGY

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### LEADING WITH A PERSONAL BRAND

Developing a personal brand that tells her story before meeting a client is a top priority for Shannon. This approach allows her to focus on the client's needs during interactions.

- To ensure consistency and engagement, Shannon maintains a strong online presence through her award-winning website, Instagram, and YouTube channels.
- She understands the importance of providing value-driven content to her audience.
- One crucial strategy that Shannon believes every agent should adopt is defining themselves beyond their role as a realtor.
  - Instead of bombarding followers with non-stop sales posts, she advises agents to showcase three or four personal aspects that make them unique.
- Whether it's their love for hiking, owning a pet, or indulging in crafting, these personal touches make their content more relatable and less sales-oriented.

### ENGAGING WITH AUTHENTIC CONTENT

For Shannon, building her personal brand means authentically sharing both her professional and personal life on social media.

- By consistently posting valuable insights and behind-the-scenes content, she establishes trust and credibility with potential clients.
  - She prioritizes utilizing video content to showcase her personality and create a deeper connection with her audience.
- This approach has humanized her brand and strengthened her relationships with clients, contributing to her success as one of the top realtors in her market.
- Shannon understands the importance of treating Instagram like a TV show rather than a nonstop commercial.
  - She believes that people go to Instagram for entertainment and don't want to be constantly sold to.



## THE STRATEGY

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- By providing engaging and high-quality videos and content related to real estate, while also offering glimpses into her personal life, Shannon captures the attention of potential clients and establishes herself as an expert in the field.
- Shannon believes that having a genuine and authentic personal brand will be a decisive factor in winning future business.
- Clients increasingly rely on online searches and expect realtors to have a strong brand, a well-designed website, an "about you" video, listing marketing videos, and an Instagram that showcases the realtor beyond their professional identity.
- While Shannon doesn't use a planning calendar, she pays attention to the content on her feed and grid to maintain balance.
  - If it feels too heavy on real estate, she posts pictures of her pets, family, or travels to provide a more well-rounded representation.

### USING STORIES AND POSTING CADENCE

- On Instagram, Shannon aims to post 10 times per day and uses the app's captions feature to enhance her content.
- Consistency in posting is crucial to Shannon, even if she doesn't get immediate views. She has contemplated quitting many times but persevered, posting every day and inviting people into her daily life.
- She believes that even if only a few people see a video, it still keeps her top of mind for those individuals. Shannon personally manages all her social media posts and does not employ a social media manager.

### BATCH PRODUCING CONTENT

- On top of her more organic content, Shannon also batches planned videos.
- She visits a studio twice a month to film various Instagram Reels, educational content, YouTube videos, and market updates.
  - This way, she always has an archive of content ready to be posted.

# Shannon's 3 Action Items **FOR SUCCESS**

**1**

Commit to posting consistently for at least 6 months.

**2**

Follow people you admire and enjoy on social media; use their content for inspiration.

**3**

Stick with your commitment and understand that there is no such thing as overnight success.



# 6 Things Shannon Will Do

## MOVING FORWARD

1

Improving the "Just Closed" post: Shifting towards storytelling by sharing the journey leading to closing day, highlighting the effort and dedication involved then results.

2

Increasing from a twice-monthly schedule to four times per month. This approach allows her to consistently generate more content.

3

Sharing more real-life stories: Highlighting the challenges and lighter moments of real estate through bloopers and candid insights.

4

Enhancing local presence: Collaborating with local small businesses to feature community-centric content that resonates with local audiences.

5

Keeping followers informed with timely and relevant updates about the real estate market. Monthly long-form market update and weekly Reel update.

6

Work with her Tom Ferry coach to help keep her accountable and to help her implement these ideas!

# Shannon's TOOLKIT



## How to Post - 5 Ideas To Get Started

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A list of Shannon's content and topics to help you get started posting.

## Tips for a Strong Digital Brand

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Shannon's top steps agents can take to ensure they have a strong digital brand.

## Top Instagram Posts

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A list of Shannon's top performing Instagram posts.

[TAP HERE TO GO TO TOOLKIT ITEMS](#)