

## SHANNON'S TOP TIPS FOR A STRONG DIGITAL BRAND

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1. **Invest in a good website.** I have heard from many clients that they decided to work with us because our website stood out from the competition.
2. **Film a professional "about you" video,** put this on your site, YouTube, social.
3. **Film professional listing videos at every home you list,** go on the video, write a script, show your face.
4. **Consider lifestyle first listing video marketing,** where you show what it is like to live in the area or neighborhood before going to the home.
5. **Have a plan** to consistently post Instagram Reels with a mix of content.
6. **Remember that you run a company.** Do you use a gmail or aol.com email address? This can make you automatically make your brand look unprofessional. Consider getting a domain name email address.
7. **Commit to filming video consistently,** schedule it. Consistency getting your face on camera will help build a brand consumers can know, like and trust.
8. **Commit to posting at least 10 stories per day** on Instagram. Show a "behind the scenes" of your life. Write down 3-4 things that make you "you," besides your job. Share those things. This will help humanize your brand that is relatable with your ideal clients.
9. **Show your face,** talk into your phone like you are facetimeing with a friend. Talk about what you are doing or share stories, post those on your IG stories. This helps people connect with you.
10. **Commit to being consistent on YouTube,** post listing videos, lifestyle videos, YT shorts, neighborhood tours, educational content and more. YouTube is a search engine and consumers will find you while searching for things like "pros and cons of living in your city."