


THE ULTIMATE REAL ESTATE PLAYBOOK: DIGITAL DOMINANCE

# The \$200K GCI Instagram Playbook

Become the Agent Influencer of Your Area

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**

GCI

### 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.

## 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."

## SHANNON'S TOP POSTS & INSTAGRAM FEED



### [Tap to visit at shannon\\_gillette on Instagram](#)

#1: Reached 259,406 accounts, 1,909 Likes, 312 shares and 391 saves.  
This was a post of several videos showing her working as a realtor to trending audio.

#2: Reached 220,294 accounts, 4,513 likes, 181 comments, 251 shares, 351 saves.  
This was a post of a behind the scenes shot of a huge career accomplishment, speaking on stage to 4,000 people. She shared how she didn't go to college, but started in real estate out of high school. Many people relate to the content.

## HOW TO POST - 5 IDEAS TO GROW

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### **1. Harness the Power of IG Stories:**

Real-life storytelling is key. Post on your Instagram stories to engage your audience. 5 per day.

### **2. Re-thinking Listing Posts:**

Create Instagram posts that actually help sell your listings, rather than just announcing "Just Listed." Enhanced visual storytelling.

### **3. Batch Filming Reels:**

Efficiently batch film reels to keep your content consistent and high-quality.

### **4. Share Your Life:**

Let your followers see behind the scenes by sharing aspects of your daily life and personal interests.

### **5. Show Your Face:**

Faces accelerate trust. Post more personal photos to build a connection with your audience by letting them see who you are.