

Marketing to me

Everyone talks about awareness, branding, funnels, campaigns. I'm not an expert in all the jargon.

But in property marketing, I use one simple rule: whatever we do, it must create benefit for people.



On social media, I see 2 extremes.

First, pure hard selling: every post is “Buy now”, “Last unit”, “PM for price”.

Second, random lifestyle content: food, holidays, sports – nice to watch, but no clear objective for the project.

I don't want to choose between them, I want both. Content that people enjoy and still quietly sells property.



My marketing definition

For me, marketing is not ‘push, push, push’ – it is helping people see real benefits in their life.

In property, that means connecting a project to daily lifestyle: makan places, weekend activities, community, convenience.

(I am referring to social media context)



**I don't want to be
the influencer.
The brand should
be.**

I want people to say, ‘Follow Matrix TikTok (example), their recommendations are good, their content is useful.

When someone brings family to a cafe and says, ‘This place was recommended by Matrix’, that is the KOL effect I want to build for the brand.”



Step 1: Own the lifestyle of one town.

Example, if my project is in Puchong, my content focuses on Puchong – food, family spots, parks, sports, daily routes.

I don't need the whole Malaysia, I want the Puchong community to be very familiar with our brand and project.



Step 2: All lifestyle videos must have a permanent brand banner.

This applies to any vertical video platform i.e. TikTok, Reels, Shorts, YouTube, or others.

Whenever the content is lifestyle outside the property (food, holidays, sports, local places), I keep a permanent, thin brand banner on the screen from the start until the end.



The banner shows my brand or project name so that while people enjoy the lifestyle content, the brand is always sitting quietly in their view.

If the video is shot inside my actual property or is purely about my brand/project, I don't need the banner because the project and brand are already the main focus.

This is my personal structure for vertical videos – use lifestyle to pull attention, and let the permanent banner do the quiet branding work.



Step 3: Lead with the brand, not ‘Hi, I’m Alice’.

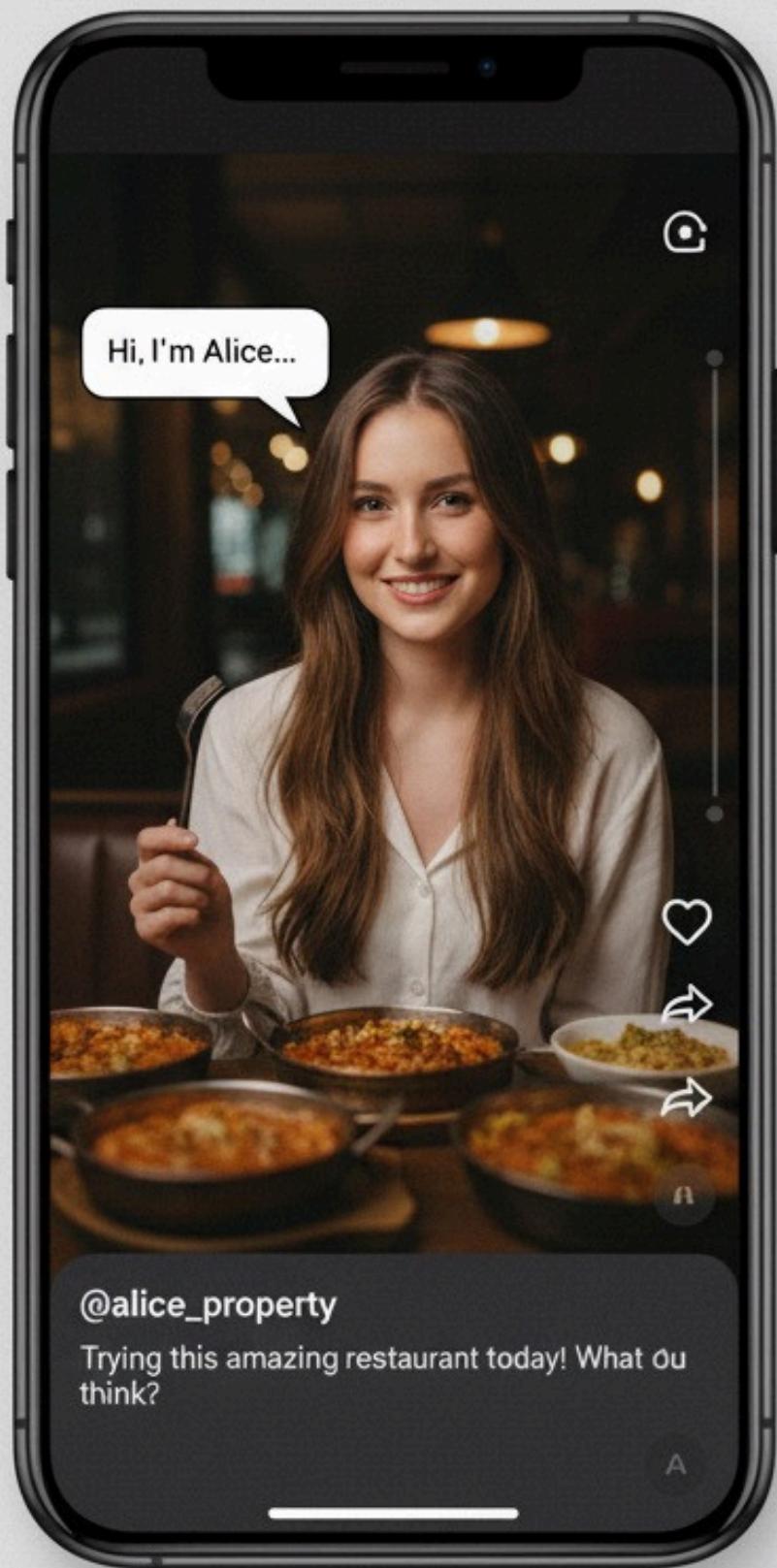
The first words carry weight, so I want people to remember the brand first, not the host’s name.

Example: Hi, Matrix (example) is bringing you to a popular Puchong eatery today...’ – one day the host may resign, but the brand remains.

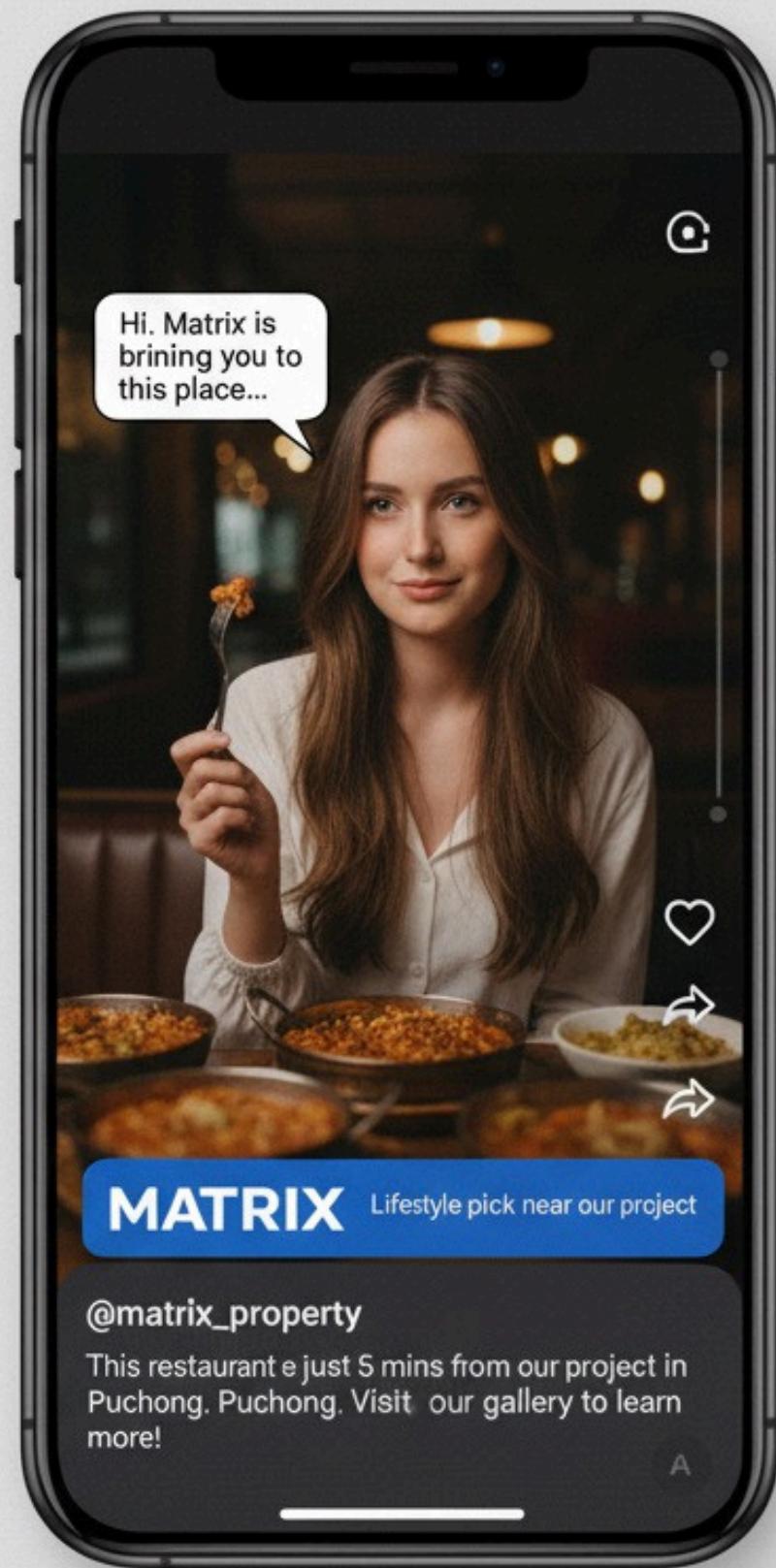
This also makes the content feel clearly sponsored by the brand, not just a personal side project.”



Personal-first intro



Brand-first intro



Step 4: Use the caption to drive people to the gallery.

In the caption, I link the place to the project: ‘This cafe is only 5 minutes from Levia Residence in Puchong.

Then I invite them: ‘Visit our sales gallery nearby to collect a free food voucher and check out the project.

This way, I give value, create a reason to visit the gallery, and capture their data during redemption.



**Not everyone who
comes for
vouchers will buy.
I'm okay with that.**

Yes, some people only want free food, I fully understand this risk and I accept it.

But because the recommendations are in Puchong, most visitors will be people who live, work, or move around that area – the exact community I want to penetrate.

I see it as a marketing cost to build local familiarity and collect a pool of contacts I can nurture over time.



**My belief:
marketing must
benefit people
first, sales will
follow.**

If my content can help people discover good food, enjoy their town more, and at the same time find a home that fits that lifestyle – that's the kind of marketing I want to do.



Thank You from Bryan Lee

I've been criticised lately, even told I'm 'not fit' for certain titles – if you really hate this kind of thinking, please just unfollow or block me so you don't have to see my content again. I don't claim to be a textbook marketing expert, but I understand people and how they behave in our property market.