



FILIPINOHOMES INSTITUTE OF REAL ESTATE

DIGITAL BRANDING

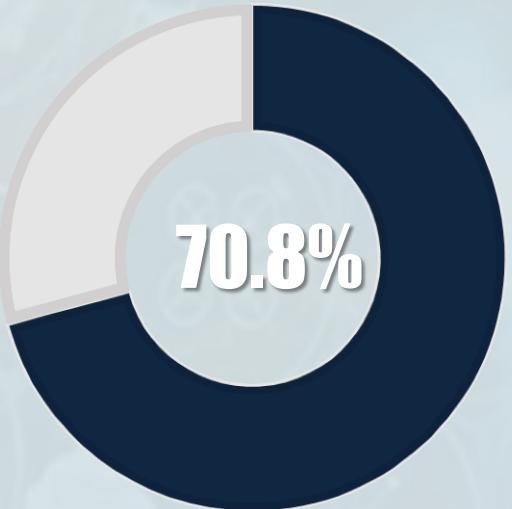
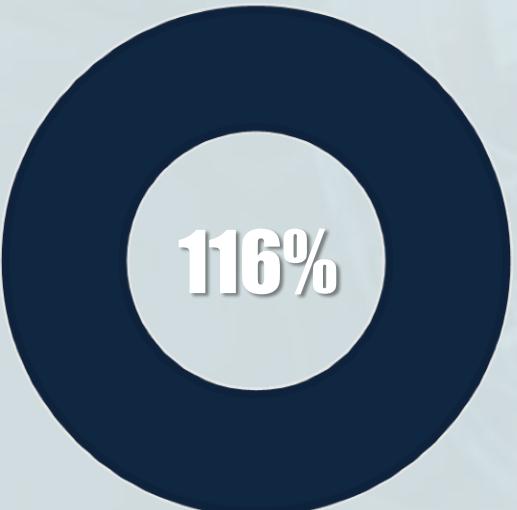
and why it matters in
THE NEW NORMAL

George Ryan Sarmago
Unit Manager, Team Star Shooters

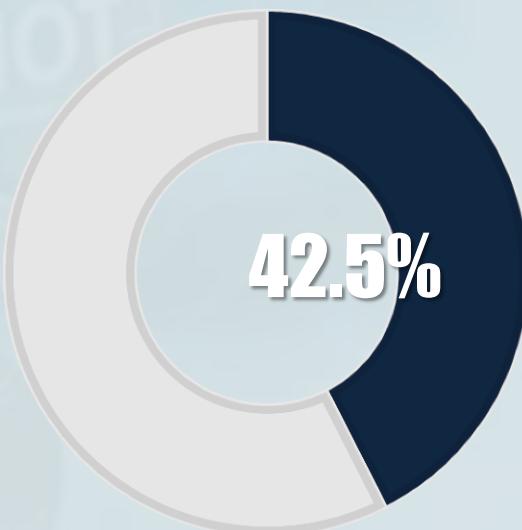


QUICK FACTS

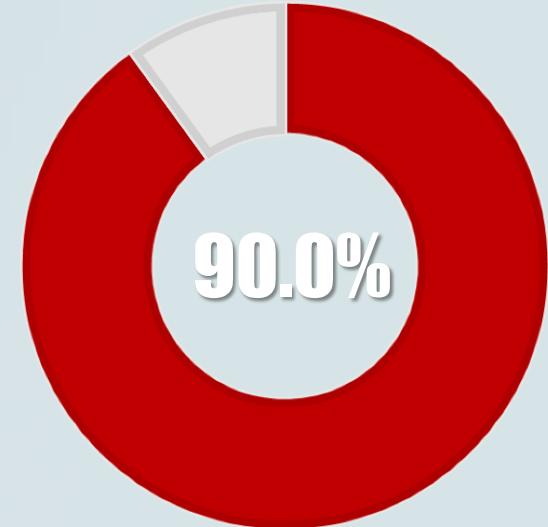
Our country have more mobile connections than our entire population.



Majority of Filipinos are active internet users.



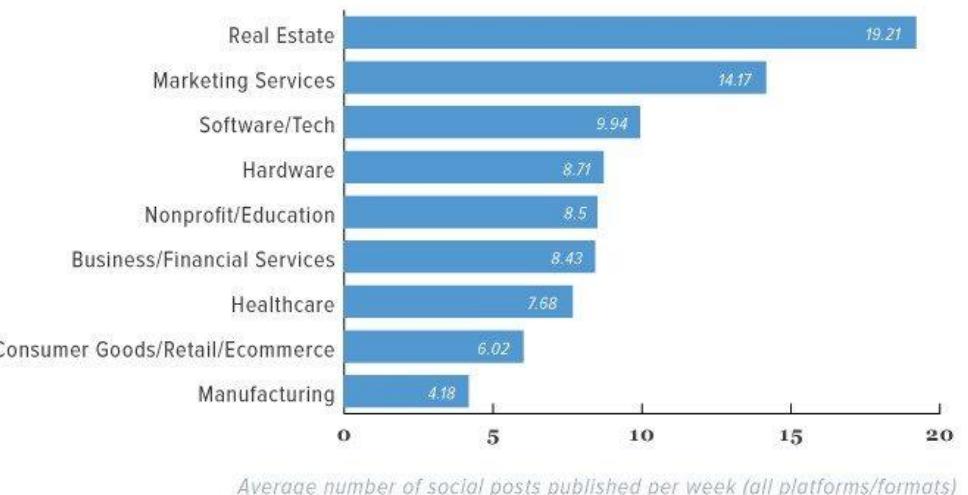
We spend almost half of our day on the internet.



Almost always, we buy a product or service when we searched online.

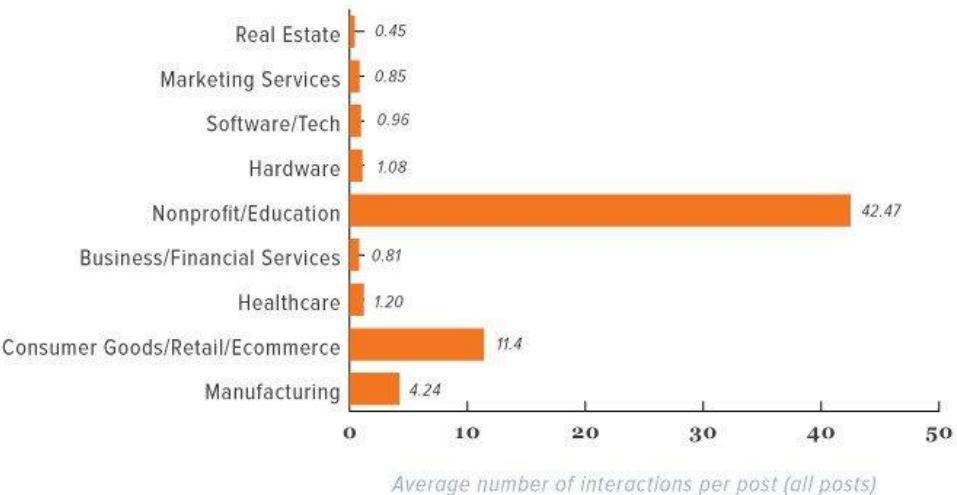


SOCIAL MEDIA POSTS PER WEEK BY INDUSTRY



source: <http://offers.hubspot.com/social-media-benchmarks-report>

INTERACTIONS PER POST BY INDUSTRY



source: <http://offers.hubspot.com/social-media-benchmarks-report>

Despite the highest frequency of posting, the real estate industry had the lowest engagement rate.



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BRANDING



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**A PERSONAL BRAND IS NOT JUST WHAT
THEY THINK ABOUT YOU
WHEN YOU LEAVE THE ROOM.**

**BUT IT'S ALSO WHAT YOUR CLIENTS THINK
YOU CAN DO FOR THEM.**





WHAT TO DO FIRST, TO SELL OR TO BRAND?



THE BRAND CRISIS



KILLING THE DRAMA-RANTING IN FACEBOOK



7 STRATEGIES TO BUILD A BRAND POST ECQ



HOW TO EXPAND YOUR BRAND FOR FREE



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TO SELL OR TO BRAND?



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SALES VERSUS BRAND: WHAT DO WE NEED?



Maslow's hierarchy of needs

branding

selling



SHORT TERM

20% branding **(NON ROI)**

80% selling



BRANDING

BRANDING

BRANDING

BRANDING

BRANDING

LONG TERM

20% selling

80% branding



BRAND CRISIS



WHEN DO YOU HAVE A BRAND CRISIS?

Whenever there are “unexpected events that threaten a brand’s perceived ability to deliver expected benefits, thereby weakening brand equity.”

SOCIAL MEDIA TROLLS

ONLINE MISINFORMATION

DECEPTIVE ADVERTISING



...because
bad crisis
can happen
even to
GOOD PEOPLE.



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MANAGING A BRAND CRISIS THE FILIPINO HOMES WAY

ATTEND
TRAININGS



BE
COMPLIANT



CLIENT'S
NEEDS FIRST



DEMAND ONLY
YOUR BEST



YOUR PERSONAL BRAND IS YOUR BANK ACCOUNT

KNOWLEDGEABLE

Updated on the latest news to provide your clients, a more effective service.

1



WIDE NETWORK

Assuring your client that you only offer the best project.

2



ATTENTIVE

Being attentive might turn a NO into a YES.

3



4

RELATIONSHIP

There are no “No’s” when it comes to building a relationship.



6

FAST

You respond to your clients within the same day and you can make it happen in less than an hour.





KILLING YOUR OWN BRAND: RANTING IN SOCIAL MEDIA



TO RANT?

INVISIBILITY – When one vent through social media, our phone screen sort of acts like protection.

DELAYED COMMUNICATION – We don't have to immediately respond when someone reacts.

SENSE OF ENTITLEMENT – We feel entitled to post anything we want because it's our account! If people aren't fond of what we post, they can hit the unfollow button, correct?

OR NOT TO RANT?

IT'S POINTLESS –It doesn't change anything.

IT WILL COME BACK TO HAUNT YOU –Our online lives impact reality.

THE EFFECT – Your negative post might affect the day of the person reading your posts, even if it's not about them.

NEGATIVE PERCEPTIONS – Like it or not, people will perceive you through your actions online.

Your social media posts should contain highlights of your success stories to connect with clients.

Rule of thumb: if it's add value to your clients, post it

Your social media is your best business platform

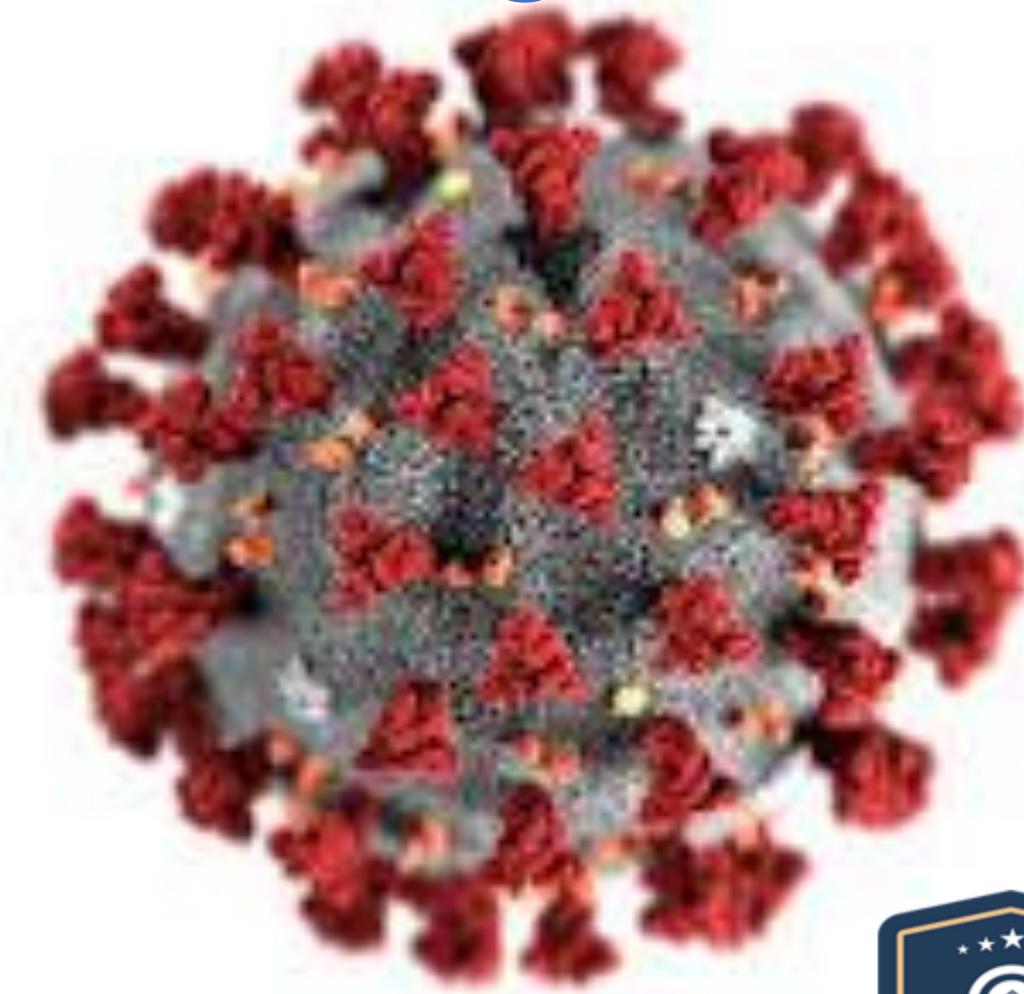
You represent the company, handle with care.



7 STRATEGIES TO BUILD A BRAND POST ECQ



2 NEW NORMS WILL ARISE



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WHERE DOES YOUR SALE COME FROM?

FAMILY 1

RANDOM 4

FRIENDS 2

REPEAT 5

REFERAL 3

ONLINE 6



1. BE WHO YOU ARE

**THE BEST STRATEGY FOR BUILDING A PERSONAL BRAND
IS TO BE 100% “YOU”, WITHOUT WATERING DOWN YOUR
PERSONALITY IN ANY WAY.**

People who are “fake” will never last.



2. BE YOUR OWN MEDIA COMPANY

**YOU CAN PRODUCE AS MUCH CONTENT AS YOU WANT
ACROSS SOCIAL PLATFORMS ANYTIME, ANYWHERE**

- This free media platforms has paved the way for a new type of marketing.
- Many people struggle in building their personal brand is that they don't have time.
- But if you just document your thoughts or your journey, you don't have to spend a ton of time on your content.



3. BOOST FOR WIDER REACH

CREATE AND PROMOTE ADS TO DISTRIBUTE CONTENT

Spend to earn.



4. BE A SPECIALIST

KNOW WHAT YOU'RE TALKING ABOUT

The first step to building brand is to be self aware about what you must add to the table. You must understand what you do and the things you want to talk about.

If you're not an expert yet, you can talk about your process of becoming an expert.

Document the journey.



5. DOCUMENT OVER CREATE

**IT'S A TRAP.
WE GO INTO PARALYSIS BY ANALYSIS THINKING
ON WHAT CONTENT TO CREATE.**

One of the biggest mistakes that people make when building their personal brand is trying to “oversell” themselves. They front. They try to act bigger than they are.



6. SHOW THE OTHER SIDE OF YOU

REAL ESTATE IS NOT JUST AN OLD MAN'S GAME.

While it's a serious business, showing different aspects of your personality will get people more invested in your journey.

It shows your clients who you are.



7. BE SMART ON DISTRIBUTING YOUR CONTENT

**YOU CAN MAXIMIZE ONE CONTENT
AND PUT IT INTO DIFFERENT PLATFORMS**

VIDEO- YOUTUBE

SCRIPT- WEBSITE, LINKEDIN, QUORA

QUOTE- FACEBOOK, IG

TEASER- FACEBOOK, IG

ALWAYS INCLUDE CTA

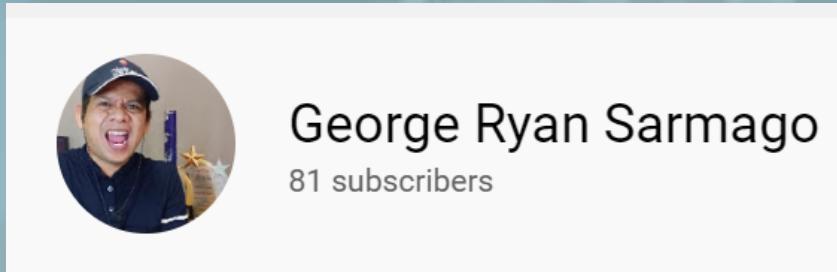




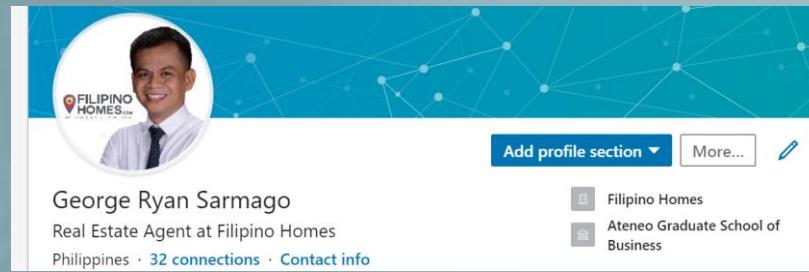
HOW TO EXPAND YOUR BRAND



Use your real name across all platforms



George Ryan Sarmago
81 subscribers



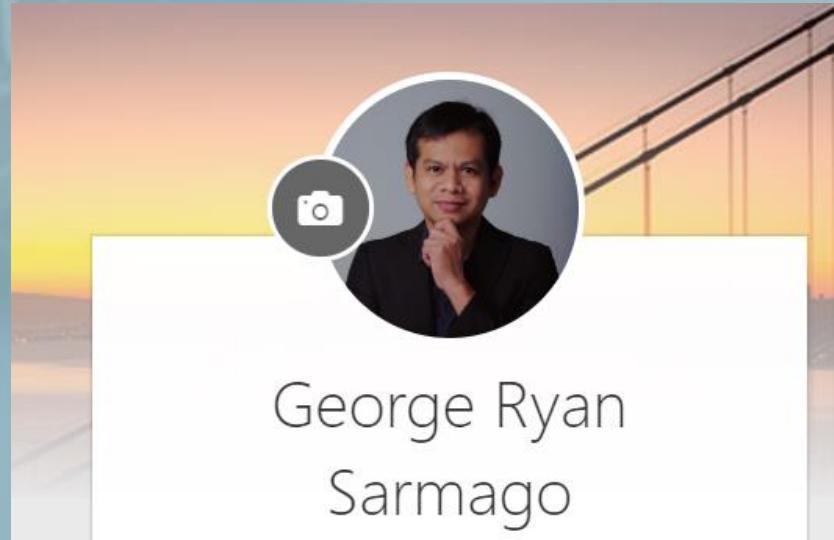
George Ryan Sarmago
Real Estate Agent at Filipino Homes
Philippines · 32 connections · Contact info



LEUTERIO REALTY & BROKERAGE
A multi-awarded real estate agency in the Philippines
George Ryan Sarmago
Timeline · About · Friends 2,061



georgesarmago.realestate
61 posts 161 followers 330 following
George Ryan Sarmago
Real Estate Agent



George Ryan Sarmago



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GEORGE RYAN SARMAGO



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54.169.223.14



Avida Towers Riala Cebu ...
fr-fr.facebook.com



Priland Holds 1st Priland Gem: ...
priland.com.ph



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Comment on your friend's posts. Not just like.



Comment, not ambush.



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Put out a lot of content.



CREATE INFORMATIVE CONTENT

LET ME GUIDE YOU ON YOUR INVESTMENT



George Ryan Sarmago

81 subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO



3 secrets behind 'PM SENT'
that you need to know befor...



8 TIPS for BUYERS to avoid
getting scammed by a REAL...



How real estate agents can
survive and thrive against...



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PASSION AND PURPOSE



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PASSION

VS

PURPOSE



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BUY | SELL | RENT | FORECLOSURE



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**ITS OUR PASSION,
WE MAKE IT HAPPEN.**





THANK YOU.



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