

APRIL 2022

ESTABLISH A BRAND THAT'S RECOGNIZABLE

A graphic of a house silhouette filled with various real estate and mortgage-related terms such as "REAL ESTATE PROFESSIONALS", "CUSTOMER EXPERIENCE", "TECHNOLOGY", "HOME SALES", and "FIRST TIME HOMEBUYERS".

WHAT'S TRENDING NOW

HOSTED BY:
RYAN ROCKWOOD & LEAH MARKS



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WHAT'S
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1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) THIS WEBINAR WILL LAST 45 MINUTES

Our goal is to complete our presentation within 45 minutes and open up the last 5-10 minutes for questions



3) THIS WEBINAR IS BEING RECORDED

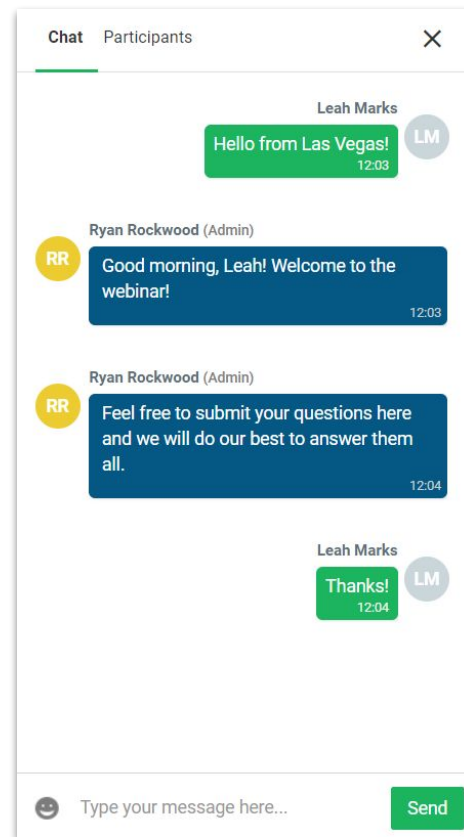
PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

HAVE QUESTIONS?

Locate the Chat Panel.

You CAN type a question.

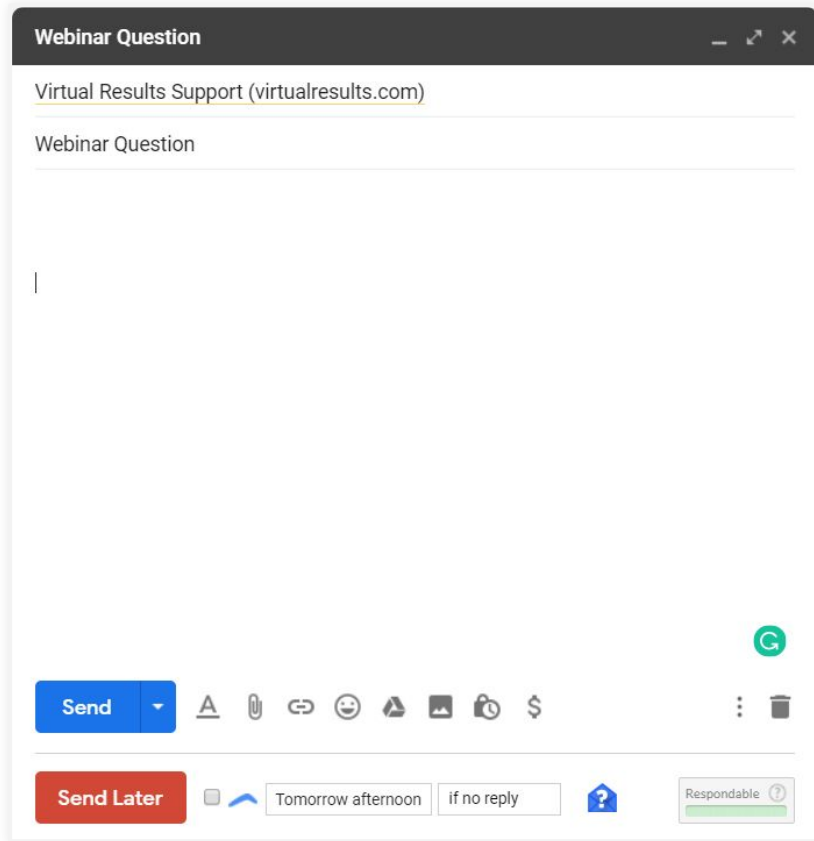
We will do our best to answer it.



NOTE: Some questions are answered in the webinar, during Q&A. If you would like your name to be anonymous, simply request it when asking your question.

HAVE QUESTIONS AFTER THE WEBINAR?

Email our Support Team!
support@virtualresults.com



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If we teach it on this webinar series, it's been



- Tried
- Tested
- Proven



SERIES BY



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HOW THIS SERIES WORKS

Understand the Formula For Success

EXPOSURE TO
NEW STRATEGY



UNDERSTANDING OF BIG
PICTURE AND SMALL STEPS



EXECUTION
(TUESDAY/WEDNESDAY/THURSDAY)



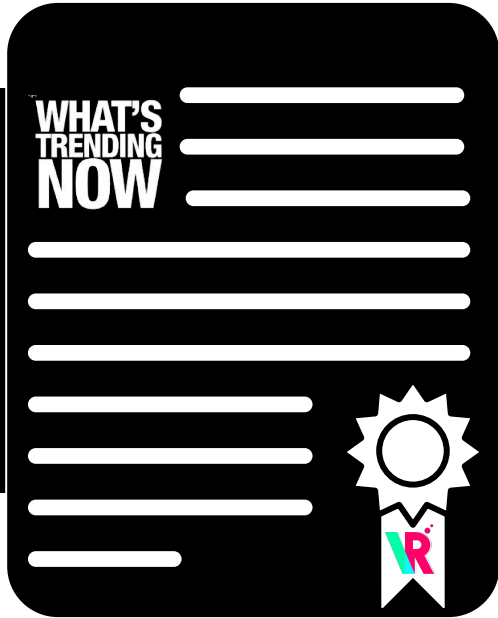
ADJUSTMENT & REVISION
FROM THE BASELINE



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WHAT'S
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To walk you through strategic steps to make your brand memorable and how to increase and measure your brand's notability.

— IMPORTANT INFORMATION —

BRANDS ARE PERSONAL



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— IMPORTANT INFORMATION —

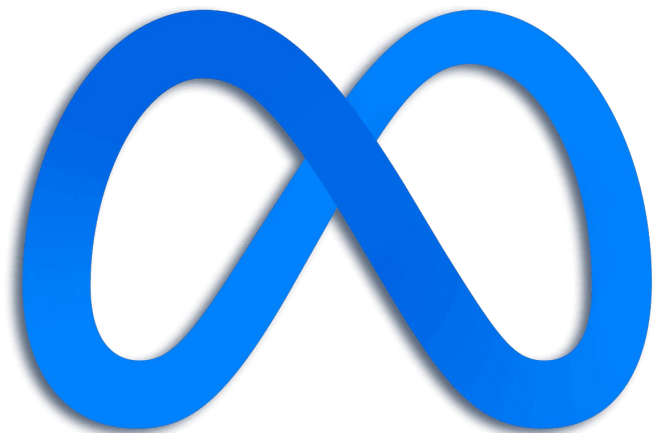
**BRANDS ARE A SET OF
BEHAVIORS THAT BUILD
AND RELAY AN IDENTITY**



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Meta

ESTABLISHING A BRAND THAT'S RECOGNIZABLE STARTS WITH THREE STEPS

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1

BUILD A BRAND

“Marketing is the vehicle you use to get people to buy something. Branding is the vehicle you use to get people to believe in your marketing.”

Marc Davison, Founder of 1000Watt Consulting

You have to get past the rhetoric and say something meaningful and true.



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**WHAT'S
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MT THE MARKS HOME TEAM

Brand Focus: The Importance of Home



Better Properties North Proctor

Brand Focus: Being Better



MAY 2021



BRANDING: BEYOND THE BASICS

WHAT'S TRENDING NOW

Hosted by: Ryan Rockwood & Leah Marks

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2

MAKE A PLAN

What is Brand Awareness?

Anything you do to help your company spread its message, grow its audience, and build recall and understanding of your services within your target market.



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**WHAT'S
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**BUILDING BRAND AWARENESS IS
PART OF EVERYTHING YOU DO**

**EVERY RIGHT MOVE YOU MAKE...
AND EVERY WRONG ONE.**



SOME EASY THINGS TO DO TO GET STARTED:

- 1. Comment and Blog on other websites**
- 2. Use Facebook Advertising**
- 3. Talk about What You Do & Why You Do It**
- 4. Create Free Content**



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**WHAT'S
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DATA WILL TELL YOU WHAT YOU NEED TO KNOW

1. **Direct Traffic**
2. **Social Engagement**
3. **Google Alerts**
4. **Running Surveys**



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3

BACK IT UP

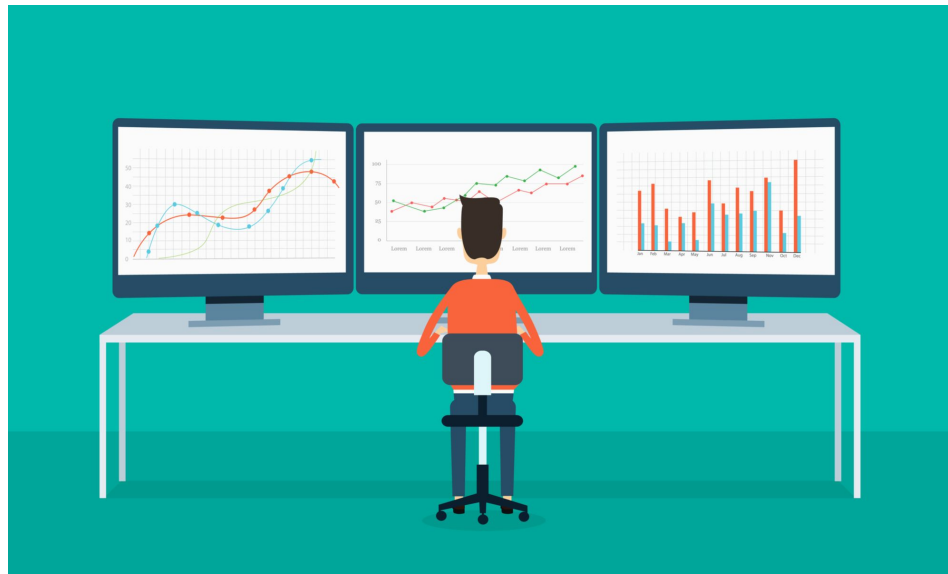
EASIEST WAY TO FAIL AT BRAND RECOGNITION INITIATIVES IS INCONSISTENT MESSAGING AND NO FOLLOW-THROUGH

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LOOK AT YOUR DATA AND ADJUST



DEMONSTRATE ACTIVATION



POWERFUL TOOLS & TIPS

- **ENGAGE IN STORYTELLING**
- **FIND BEAUTY, INSPIRATION, AND DEPTH**
- **BE INTERESTING, CAPTURE THEIR ATTENTION**
- **BE PASSIONATE (BELIEVE IN YOURSELF AND IN WHAT YOU DO)**
- **REMEMBER THAT NO ONE THING SPEAKS TO EVERYONE, SO YOU HAVE TO MAKE SURE YOU ARE COMMUNICATING WITH THE RIGHT PEOPLE, WHO VALUE WHAT YOU VALUE**



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ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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EXPOSURE TO
NEW STRATEGY

UNDERSTANDING OF BIG
PICTURE AND SMALL STEPS

EXECUTION
(TUESDAY/WEDNESDAY/THURSDAY)

ADJUSTMENT & REVISION
FROM THE BASELINE



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DID YOU KNOW WE DO THIS MONTHLY?

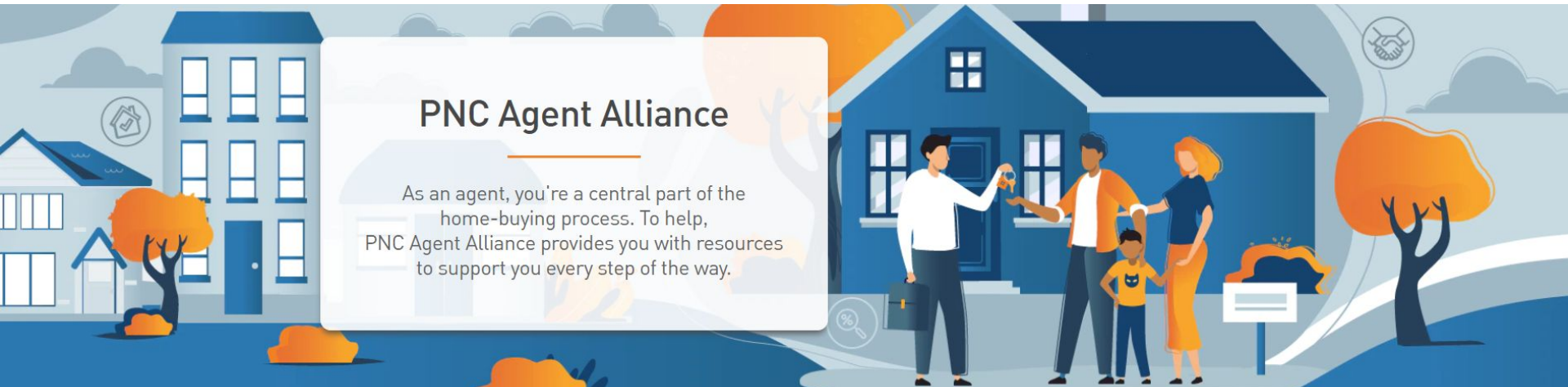
Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?

Support@virtualresults.com





PNC Agent Alliance

As an agent, you're a central part of the home-buying process. To help, PNC Agent Alliance provides you with resources to support you every step of the way.

Notes & Replay from Today's Presentation

Visit the PNC Agent Alliance Website

<https://www.pnc.com/agent-alliance>