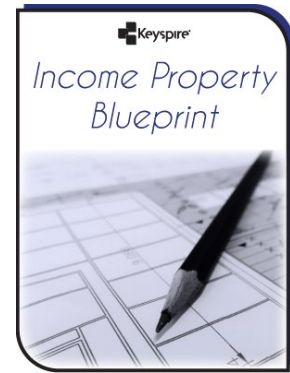


Module 1 – Lesson 7

The Magnet Method - Advertise Your Brand



Week 7



When it comes to building a presence to become a magnet for potential clients and partners, online is a great place to start! However, with an almost endless parade of options, where do you even start? You can advertise your brand on so many different platforms: a personal website, social media, paid ads, email campaigns, etc.

You want people to know who you are but how are you going to do that? Build your online presence by effectively advertising your brand and letting people know what you do.



Here are some tips to get you started:

- Your message is just as important as your ad. We've said it before and we'll say it again, what is your value add?
- Consumers aren't only on one social platform on a daily basis, so your brand shouldn't be either.
- Focus on mobile. Most people access online information via phone, so make sure your ads and posts are mobile-friendly.

1. Think of other brands!

To start, think of a brand that you like or that stands out to you. _____

Why do you like about this brand's advertising presence? _____

What do you dislike? _____

2. Start building a social media presence

For some of you, this may seem like a natural step, but if you aren't computer savvy you might be feeling a little panicked by this suggestion. Don't be. Social media does not have to be complicated or overly time consuming. One of the key benefits of social media is that it is free and it has the ability to spread your brand far and wide.

Here's an example of Keyspire's Facebook page:

Knowledge Empowers You™

Keyspire
@keyspire · Real Estate

[Learn More](#)

[keyspire.com](#)

Home Reviews Events Groups More ▾

Liked Message

About [See All](#)

- Real Estate Investing Education
- Learn how to build wealth through real estate investing with HGTV's Scott McGillivray and Michael Sarracini.
- 19,231 people like this including 27 of your friends
- 19,895 people follow this
- <http://www.keyspire.com/>
- +1 888-556-2244
- [Send Message](#)
- contact@keyspire.com

Create Post

Photo/Video Check in Tag Friends

PINNED POST

Keyspire
August 27 at 3:40 PM · 🌐

What makes a property investment worthy? Whether you're looking for your first investment property or are a seasoned investor looking to expand your portfolio, finding a property that checks all the boxes that makes it a profitable investment is the key to success in real estate.

Have you heard the terms CAP Rate, Cash Flow and ROI? Do you know how to calculate these figures? These are essential calculations and as an investor you need to be confident with running your numbe... [See More](#)

☐ **Choose your social media platforms**

Choose 1 or 2 social media platforms you want to be present on:

☐ **Create a social media account for your business**

- ☐ Include your logo and tagline if you have one
- ☐ Use your business colors
- ☐ Include contact information
- ☐ Add information about your business

☐ **Post something!**

Your posts don't have to be complicated, they could be a short insight or message, a post about an investment opportunity or unit you have available for rent, a tenant tip, or a link to a valuable resource or news article that supports your business.

☐ **Share your social media link with your network**



Show off all you've created! Share your business's social media links with your community. This is a great way to get your brand out there and build your network.

3. Create a website

In today's world having a basic website is almost a standard business requirement and with so many free or inexpensive website building resources available you can easily make a basic website in a couple of hours.

Here are a few free website builders to get started:

- [Wix](#) – Best All-Around Website Builder.
- [Weebly](#) – Ideal for Small Businesses.
- [SITE123](#) – Great Design Assistance.
- [WordPress](#) – Perfect for Blogging.

☐ **Select your domain name**

☐ **Use your logo and brand colors**

☐ **If you've created a brand slogan or tagline you can use it here too**

☐ **Include your Value Add Statement**

When writing the text for your website you can use your Value Add Statement and your core business values as the guiding principles

☐ **Use everything you've already established!**

And if you have created business cards and social media accounts you already have established all of the basic information, such as contact information, photos, font styles, and some basic resources you can use as the foundation for your website.

□ **Show off your website!**



Show of all you've created with your community.