



Business Technology Management Inc.

BUILDING A BRAND ON FACEBOOK

Brand & Identity on Facebook

Facebook as a medium for communication is both visual and interactive. We read and interpret images, video, and text in our Newsfeeds... making the experience visual and part of the new universal language people use to communicate online. We tap, click, comment, and share on Facebook, making the experience interactive as well.

This visual and interactive experience, coupled with the sheer volume of users, makes Facebook a very effective tool for building your brand online. Studies demonstrate people's viewing of videos show a significant increase in their retention, recall, and purchase intent with firms using branded videos to reach customers on Facebook.

So how can you build your brand using Facebook?

1. Craft your brand message or identity.
2. Place images consistent with that message on the Facebook Page's Cover Photo and Profile Picture.
3. Post content in your Page's timeline consistent with your brand message or identity.



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Craft Your Brand Message

Branding is one of the more confusing topics in business today. The common understanding is we produce logos, designs, and images that represent our brand. Or that we will brand ourselves for a specific niche.

While these are aspects of a branding, they lack the fundamental substance of what a brand is. So what is a brand? The first way it was used was for branding cattle with irons so you could distinguish the cattle's owner. This stems from the definition of brand to "impress indelibly" (or to make a remarkable impression).

A brand message clearly states or defines how you make a remarkable impression with your customers and prospects. The first step for developing your brand message is to start asking questions about what your business should be known for.

Here are questions you can ask to craft a statement about what you're known for (your brand message):

1. What kind of consumer do you want to attract?
2. What is the profile for that customer?
3. What do they care about?
4. What are other agents and brokers in your market telling the consumer?
5. How do you want to stand out to our customer from other agents or brokers?
6. Is what you want to be known for a compelling enough reason for the customer to work with you over the competition?
7. What are you already known for and should it continue as part of your brand and identity?



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We offer examples of answers to the below questions to show you how this looks when done in practice:

Question 1. What kind of consumer do you want to attract?

Response: Austin's luxury home buyers and sellers.

Question 2. What is the profile for that customer?

Response: High income earner, business owner or executive, technically savvy and smart about the market.

Question 3. What do they care about?

Response: Lifestyle, convenience, prestige.

Question 4. What are other agents and brokers in your market telling the consumer?

Response: You can trust me to sell your home for more money because I'm the best and provide great service.

Question 5. How do want to stand out to this customer from other agents or brokers?

Response: Luxury and modern home lifestyle, advanced technology and marketing, 5 Star Experience.

Question 6. Is what you want to be known for a compelling reason for the customer to work with you?

Response: Yes, but if trying a new one, you'll need to test and improve.

Question 7. What are you already known for and should it continue as part of your brand or identity?

Response: Technology centric, Modern homes, Hip & urban lifestyle.



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When crafting the brand message, zero-in on what makes you unique AND something your customer cares about. Here's an example of a branding message:

Austin luxury and modern home sales using advanced mobile and marketing technologies to deliver a 5 Star Experience.

Now we can use this brand message as the starting point for all brand-related messages and images, as well as a tool to evaluate those same messages for consistency.

Place Images Consistent with Your Brand Message on Your Facebook Cover & Profile Pictures

Facebook provides businesses and people with a voice and presence on Facebook using Pages. A Business Page is different from a Personal Profile; and gives you the ability to find new customers while staying connected to people. On your Facebook Page, there are two elements to prominently display images consistent with your brand message. The first is on the Profile Photo and the other is the Cover Photo. In the image below, you can see the locations of these two image elements.



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For the Profile Photo, you may choose to use a company logo, headshot of the owner or company representative. For the Cover Photo, you may use your logo, or select images consistent with your brand message by showing what your business does or what your product is.

In real estate, the product we sell is property, and you may choose to show photos of properties that accurately reflect the types of real estate you prefer to sell.

Recall the previous section where we crafted our brand message (Austin luxury and modern home sales using advanced mobile and marketing technologies to deliver a 5 Star Experience). We'll want to evaluate the images we choose for the Profile and Cover Photos to see if it supports or conflicts with our brand message.

We can make this evaluation by simply asking, "Does this Cover Photo look like it's from a firm or person who does Austin luxury and modern home sales using advanced mobile and marketing technologies to deliver a 5 Star Experience?"

If your answer is "yes," then your image is most likely consistent. If your answer is "no," then try using other images or filters on your images.

A good tool to use to produce cover photos (for free if you provide your own photos) is Canva.com, which is template driven, online image creator. There's even a specific template for creating Facebook Cover Photo.



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Posting Brand Consistent Content on Your Page

According to a recent Google study on home buying trends, two in three people who use Google to search for homes researched prospective agents extensively online prior to working with them. The significance of this statistic about our consumer's behavior is knowing future customers will spend time trying to find anything they can about us online. This includes information from websites, online reviews, and social media.

We can anticipate they will research our business pages on Facebook. And while they may not take time to read each post, they will have an impression about our firm based on the images they see and the types of information they read when scanning our page.

This is why posting articles, images, and videos consistent with your brand message is important. What viewers see will either be a first impression, or it will be an impression they encounter during their research phase that supports or conflicts with the impression they already have.

Note the quantity of posts is not critical. Images are what give us the best assessment of what we see on a page and what it's about. As far as quantity of posts, the only requirement is that don't have gaps too long between our posts (more than a couple weeks).

Let's take a look at some sample posts and see how they connect to the brand message we previously established for our example (Austin luxury and modern home sales using advanced mobile and marketing technologies to deliver a 5 Star Experience).



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In the following post, a listing is featured. When people click on the link, it takes them to a page on a website that features the property. Note the home is a modern home in a trendy part of town. This image and post is consistent with the "modern home" element in our brand message.

A screenshot of a Facebook post from Goodlife Realty. The post is published by Abby MacCord on August 26 at 3:33pm. The text of the post reads: "This fantastic condo is about to hit the market!! Garage parking, GREAT light, no shared walls...ALL close to downtown!!". Below the text is a large image of a modern, multi-story residential building with colorful siding in shades of green, blue, and purple. The building has large windows and a modern architectural style. At the top of the image, the Goodlife Realty logo and name are visible, along with the phone number 512.892.9473. Below the image, the text "For Sale | 2016 Tripshaw Lane Austin, TX 78741" is displayed, followed by the website "GOODLIFETEAM.COM". A small Goodlife Realty logo is also visible in the bottom right corner of the image area.



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In the post below, an article is shared from The Wall Street Journal (WSJ.COM), about architects designing unique homes. Note the image on this post is consistent with the “luxury and modern homes” elements of our brand message.



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Goodlife Realty

Published by Jordan Terry (?) · July 6 · 🌐

These architects used the challenges of weirdly shaped lots to inspire some amazing homes!



Homes Built for Oddly Shaped Lots

How architects design bespoke homes for lots that are tiny, oddly shaped or steeply sloped

WSJ.COM | BY CANDACE JACKSON



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In the post below, an article from Facebook's newsroom (NEWSROOM.FB.COM) is shared about security on Facebook. This is consistent with "advanced mobile and marketing technology" element of our brand message.



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In the post below, a video features an agent interviewing a local gym owner. This is consistent with the “Austin” element of the brand message... meaning we are a firm emphasizing the local area.



In each case, we simply evaluate the content being created or shared and making sure it's consistent with our brand message. From time to time, you may share something not consistent, if you deem it valuable to your audience and network.



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