



Unlocking Growth:

5 Marketing Assets You Need Now

Bright Leopard
MARKETING



Hi, I'm Gemma - a Digital Marketing Expert and Creator of **Bright Leopard Marketing.**

I provide companies with the knowledge and tools they need to successfully grow their business online. So, if you like what is in this free PDF, make sure you head on over to the website or **follow me** on Social Media for more useful tips and advice.



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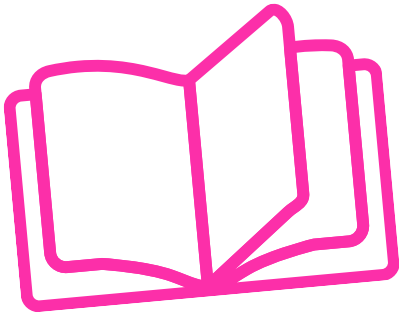
The 5 Marketing Assets You Need Now

Feeling overwhelmed by the ever-changing marketing landscape? Struggling to stand out from the competition and showcase your expertise in today's digital world?

Stop wasting time and resources on ineffective marketing tactics.

This FREE guide today explains the 5 marketing assets you shouldn't overlook if you want to attract more leads and increase sales.

Create a Company Profile



A Company Profile can help set you apart from the competition. It doesn't have to be long - a few pages to highlight the following point will help potential buyers understand why they should use your service.

Your Company's Headline/Tagline

Craft a captivating headline that grabs attention and sums up your agency's USP (Unique Selling Proposition).

Your Story

Showcase your agency's history, mission, and values. What sets you apart from the competition? Try to convey why you do what you do.

Team Expertise

Highlight your team's qualifications, experience, and any relevant certifications or awards. Include professional headshots and short bios highlighting their specialities.

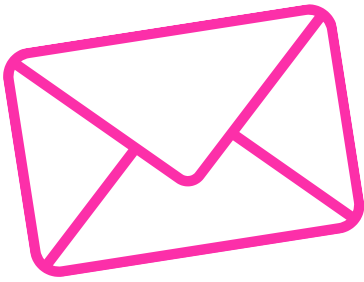
Social Proof

Build trust by featuring testimonials from satisfied clients. Showcase positive reviews from Google My Business, social media, and industry publications.

Visual Appeal

Use high-quality photos and videos that showcase your team, office space, and past success stories.

Welcome Emails & Funnels



Let's talk emails. If email marketing is part of your business growth strategy, don't overlook the basics!

If you get this right, you can automate your sales process and convert more enquiries into leads.

Segmentation

Create different welcome email templates for various lead sources (website inquiries, social media signups, etc.).

Personalisation

Address leads by name and reference their initial inquiry or reason for contact.

Introduce Yourself

Briefly introduce your business and its core services, tailored to the lead's needs. Then, showcase your results and reviews.

Content Value Offer

Provide valuable content that establishes you as a leader in your field. If you're a product-based business, consider how-to content or information to showcase your product's USPs.

Clear Call to Action (CTA)

Make it easy for leads to take the next step by including a clear and concise CTA such as "Schedule a Free Consultation" or "Download Your Free Guide."

Website About Us Page



Don't overlook your About Us page on your website. Potential buyers WANT to know about you and your business. They don't want to buy through a faceless company. So...

Tell Them Your WHY

Make sure people understand why you do what you do and what your USPs are.

Your Team in Focus

Dedicate a section to your team, crafting engaging bios that showcase their personalities and achievements. Highlight their areas of expertise and past successes.

Client Testimonials

Feature glowing testimonials from satisfied clients, focusing on specific examples of how your business helped them achieve their goals or solve their problems.

Social Proof Power

Integrate positive reviews from platforms like Google Business, Trustpilot, and social media.

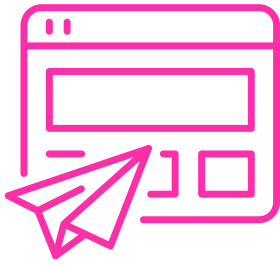
Track Record

Share case studies or success stories. This is also a great time to share user-generated content.

Awards and Recognition

Display any awards, certifications, or recognitions your business has received.

Targeted Landing Pages for Conversions



Let's talk about landing pages - especially for paid ads and SEO content. If you want to turn traffic into leads, you need to have a dedicated and structured page to capture data.

Go Niche

Create dedicated landing pages for each campaign so you can niche down to customer pain points and showcase how your product or service will help.

Content Alignment

Tailor messaging and visuals on each landing page to resonate with the specific audience.

Compelling Headlines

Craft clear and concise headlines that address the target audience's pain points or desires - make sure you **GRAB** attention and make it irresistible for them to buy from you.

Benefit-Driven Content

Highlight the benefits your agency offers to the specific audience.”.

Conversion Optimisation

Optimise landing pages for conversions with clear CTAs. You want them to submit their information (even if they're not quite ready to buy.

Branding

Ensure stand-alone pages align with your company's branding.

Getting Social



Before you open an account on every social media platform, take a moment to establish your ideal buyers and determine where they hang out online.

Identify Your Audience

Research where your ideal clients spend their time online and focus your social media efforts on those platforms (Facebook, Instagram, LinkedIn, etc.).

Content Strategy

Develop a content strategy that caters to the specific platform's format and audience preferences.

Engage and Inform

Create high-quality, engaging content. Share company updates, highlights, valuable tips, and behind-the-scenes glimpses of your business so people can get to know you.

Targeted Ads

Utilise social media advertising tools to reach a wider audience within your ideal demographic. Tailor ad campaigns to specific locations, interests, and buyer personas.

Bonus Tip: Brand Consistency is Key

Maintain a consistent brand identity across all your marketing assets. Use the same logo, fonts, colour scheme, and messaging everywhere to create a recognisable and professional image for your real estate agency.

By implementing these 5 marketing assets and focusing on building trust, showcasing expertise, and providing valuable content, you'll be well on your way to attracting dream clients.

Remember, consistency and strategic marketing are key to leaving an impression!

Need Help?

If you need a marketing expert who can help you connect with your ideal buyers through a tailored strategy, book a 15-minute 1:1 call.



Disclaimer

Right, here is the science bit. This free guide is... well, a guide.

With 14 years of experience working in Digital Marketing, I have used my knowledge to create a free eBook that is designed to help teach you my methods and tips to achieve better results for your business. As with everything in life, there are no guarantees. I am simply setting out the best practices and providing you with helpful information for you to implement, should you wish to do so. I can't guarantee that, after reading my guide that you will achieve your desired outcomes – this will be down to your individual effort in implementing the changes in your business and social media activities suggested in my guide, your own situation and other external factors outside your (or my) control. For this reason, I won't be held liable for any action or inaction you may decide to take having read my guide, or indeed any failure or losses you might experience as a result.

Having used this guide to help multiple clients, I am sure you'll find it useful.

All information included is correct at the time of publishing and some aspects of it may inevitably become outdated.

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