

**IDENTITY
MARKETING
SERVICES
FOR THE
REAL ESTATE
INDUSTRY.**



WE'RE A CREATIVE STUDIO FOR REAL ESTATE AGENTS.

WE'RE A MARKETING AND DESIGN AGENCY WORKING EXCLUSIVELY WITH REAL ESTATE AGENTS TO HELP THEM BOOST THEIR PROFILE THROUGH SIMPLE YET EFFECTIVE MARKETING STRATEGIES. WE HAVE A RANGE OF PRODUCTS AND SERVICES AVAILABLE FOR SOMEONE JUST LIKE YOU.

IDENTITY MARKETING

Aim

Identity Marketing's aim is to provide corporate agencies clarity and consistency in their marketing.

By partnering with us, we can offer a full creative suite of services to ensure your brand has a competitive edge in a crowded marketplace.

How We Fit In

With a team of experienced marketing gurus, graphic designers, digital developers, videographers and copywriters behind us, Identity Marketing is the real estate industry's one-stop-shop for marketing and creative projects.

We bolt onto your business and work with your team, enhancing your marketing division and maximising your brand through effective branding, innovation and research.

How We Can Assist

- Corporate Branding and Materials
- Corporate Marketing
- Training & Events
- Social Media
- Copywriting
- Agent Photography
- Video
- Email Marketing
- Marketing Portal & Product Templates
- Listing Kits
- Websites
- Sales Marketing
- Property Management Marketing
- Project Marketing
- Printing
- Rebranding



CORPORATE BRANDING & MATERIALS

Whether you're starting a new agency or looking to refresh your tired, outdated brand, we have the plans and people in place to create something spectacular.

In a competitive industry, it's imperative that you get this right from the start.

What We Can Do

- Logos
- Branding
- Websites
- Corporate stationery
- Flyers
- Signboards
- Product templates
- Decals
- Flags and banners



CORPORATE MARKETING

Pushing your brand far and wide is important, especially in such a competitive industry. We understand this and can help by using our marketing know-how. Imagine your agency expanding, recruiting new agents and succeeding beyond your imagination simply by investing in your internal and marketplace marketing.

What We Can Do

- Corporate branding
- In-house communication
- Recruitment materials

Benefits

- You have more time to manage your agency and sell property
- Franchisees will have confidence in your ability to run a successful agency



TRAINING & EVENTS

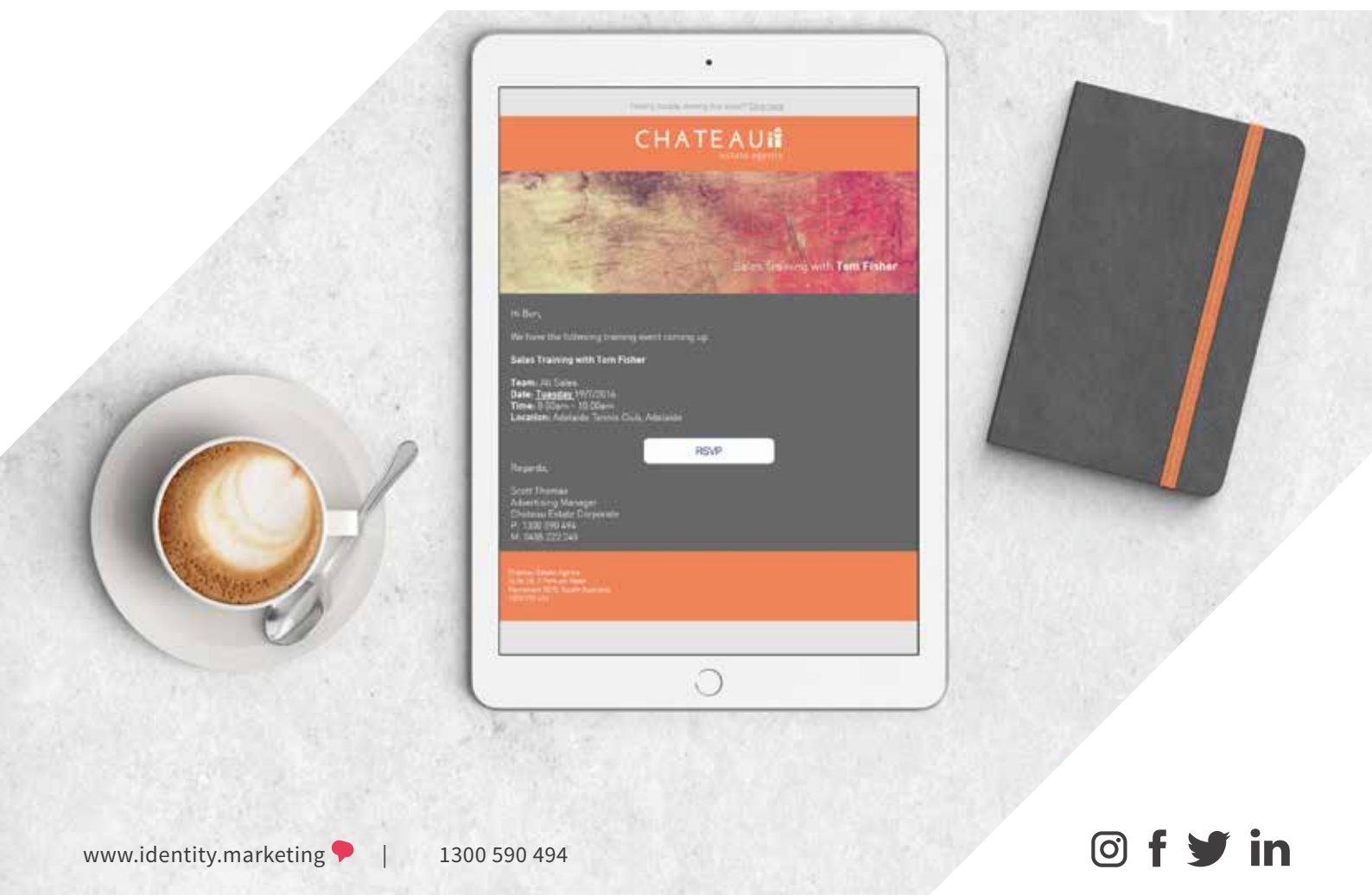
Organising events for your franchisees or offering training sessions will become easier as we manage invitations right through to reminder emails 30 minutes before the event takes place.

What We Can Do

- Design training collateral, both printed and digital
- Design speaker bio's
- Send invitations for events
- Manage RSVPs
- Manage reminders
- Provide you with lists of attendees
- Build event calendars

Benefits

- Frees your time to organise training and events without the stress
- Maximises potential for responses
- We can work directly with your events coordinator



SOCIAL MEDIA

In today's digital age, maintaining a consistent online presence is crucial. Our team organises the social media accounts of each office, every week, making it a breeze and one less thing your agency needs to worry about!

What We Can Do

- Curate content suitable for a variety of online platforms
- Schedule and manage posts
- Engage with relevant users and business pages
- Provide reports and weekly feedback for your information

Benefits

- Expands your audience
- Find new customers that traditional marketing may not have captured
- Receive instant feedback from your marketplace
- Can increase website traffic
- Cost-effective marketing
- Time effective



COPYWRITING

Can't find the right words? Our Copywriter will make them flow for just about anything you need!

What We Can Do

- Agent profiles
- Company profiles
- Video scripts
- Market updates
- Suburb reviews and profiles
- Blog posts
- Social media posts
- Copy editing

Benefits

- Regular, professional content
- Connect with your audience instantly
- Meet your targets and goals
- Communicate well and clearly



CORPORATE & AGENT PHOTOGRAPHY

Having a suite of unique and recognisable photographs to use across your marketing can certainly set you apart from those agencies using the same stock images. We can organise this from the concept stages, location scouting, model acquisition and editing.

What We Can Do

- Organise photographer
- Arrange models
- Create moodboards
- Manage photoshoot
- Oversee editing process
- Photo storage/access

Benefits

- No ongoing royalties
- Unique photos
- Wide variety of shots
- Local recognition of areas
- Stand out as the local expert
- Each agent in your group has access to the same, high quality images, free



VIDEO

Whether it's an agent profile, a recruitment call or a market update, video is an incredible medium for reaching wider audiences. Our team can take care of preparing scripts, filming, editing and distributing the final product.

What We Can Do

- Television commercials
- Market updates
- Auctions
- Investor updates
- Agent profile videos
- Office profile videos
- Testimonials

Benefits

- Cost effective
- Video audience is constantly growing
- Ability to be used across multiple platforms
- Sets you as an industry leader



EMAIL MARKETING

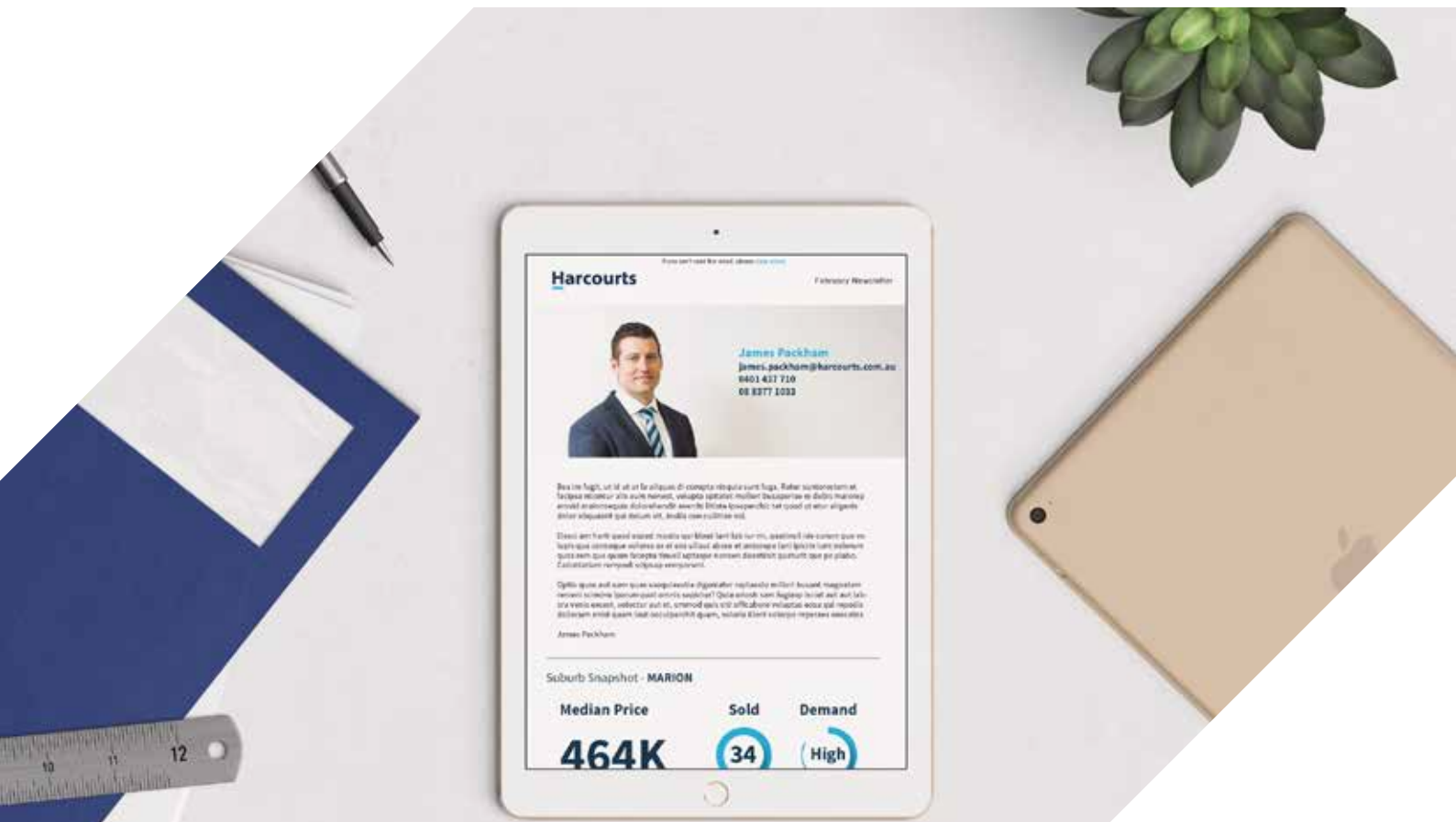
Email provides you the most direct line of communication to your customers which is why the real estate agencies we work with have no intention of giving it up any time soon. It's also amazingly cost-effective. With a return on investment of over four thousand percent according to the Direct Marketing Association, email practically pays for itself.

What We Can Do

- Templates
- Market updates
- Produce copy and messages
- Sales and data collation
- Infographics
- Profile emails
- Internal emails for your agency or franchise

Benefits

- Nurture leads
- Low cost marketing
- Automated
- Maximise your potential reach
- Measurable



MARKETING PORTAL

Developing a one-stop-shop for your agents to purchase approved marketing pieces means you can ensure consistent and effective marketing is going out in every marketplace your agency reaches. We will design the products and have them approved with your corporate team.

We host these in a branded web portal which we manage and build onto as new pieces are created.

What We Can Do

- Arrange product templates
- Web hosting
- Branded to your colours and brand
- Manage orders that are made

Benefits

- Manage the marketing work flow
- Consistent marketing is going out in the marketplace
- Encourages products with correct branding to be used
- You have confidence that your marketing is of a high standard



LISTING KITS

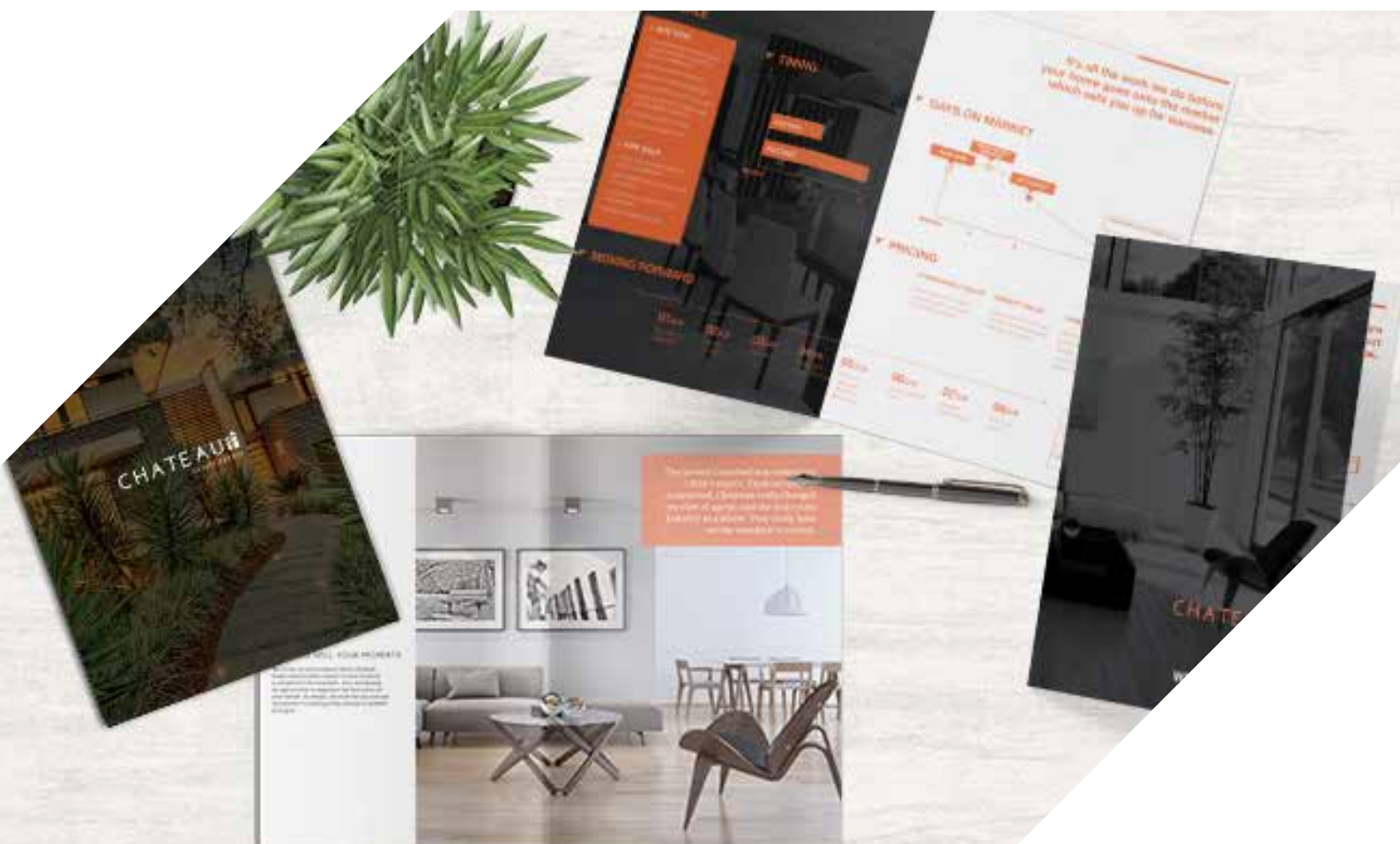
Pre-listing and Sales Listing kits are brilliant tools to leave a lasting impression with potential vendors. We can design the product and help you arrange printing!

What We Can Do

- Pre-listing Kit
- Sales Listing Kit
- Property Management Pre-listing Kit
- Property Management Listing Kit
- Submission documents

Benefits

- Consistent branding and content across all offices and agents
- Easily recognisable
- Opportunities for all property divisions to use the tool
- Nurture vendors before and during the sale process by providing them with confidence of your knowledge
- Showcase your agency's success



SALES MARKETING

Your sales team has a plethora of marketing material available to them with our team constantly developing new ways to reach and nurture leads. Our goal is to help you become the best agent you can be, and these tools are a powerful way to do this.

What We Can Do

- Marketplace Reviews
- Pre-listing Kits
- Sales Listing Kits
- DL Campaigns
- Postcode Books
- Postcode Brochures
- Market Updates
- Property Magazines
- Emails
- Videos
- Social Media

Benefits

- Nurture leads
- Gain maximum exposure across multiple platforms
- Set agents as local experts
- Remain top of mind and tip of tongue across the marketplace



PROPERTY MANAGEMENT

As well as assisting with the corporate and sales teams, we have a range of products that can be of benefit to Property Managers such as the Property Management Listing Kit, flyers and advertisements.

What We Can Do

- Investment emails for landlords
- Investment updates (printed reports)
- Pre-listing Kits
- Listing Kits
- Marketplace Reviews
- Social Media

Benefits

- Maximum marketing for the property management division
- Property managers will stand out alongside sales agents
- Customisable to your processes and methods of leasing



DEVELOPMENT & PROJECTS

Launching a new development and project can be an incredibly exciting time for any real estate agency or developer. This is why it is crucial that it is done well from the outset.

From the logo to the for sale flyers and social media, we can help target your audience and create excitement for what's to come!

What We Can Do

- Logos
- Branding
- Stationery
- Web development
- Social media
- Accompanying print materials
- Signs
- Promotional materials
- Fence wrapping

Benefits

- Created by a team of design specialists
- We can do it all—there's no need to outsource
- You manage deadlines
- Our team are constantly researching current trends to maximise appeal



SO WHAT ARE YOU WAITING FOR? LET'S GET STARTED.

Identity Marketing

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