

CONTENT GUIDE

This guide provides the information Post & Beam Creative, its partners, and affiliates, need to ensure that communications, whichever form they take, present a unified voice consistent with brand attributes.

There are two sections within this guide:

- Vision, Mission, Brand Positioning
- Content Toolkit

VISION

Elevate real estate professionals to respected and revered industry leaders through authentic branding and creative marketing solutions.

MISSION

To provide tailored marketing and branding solutions that ***empower*** real estate professionals to differentiate themselves in the market, drive business growth, and build authentic, lasting relationships with their dream clients. We achieve this through innovative design, strategic marketing, and a commitment to understanding and reflecting each client's unique strengths and values in their business and strategic planning.

DREAM CUSTOMER

Post & Beam Creative works with real estate professionals who want to elevate their status as leaders and experts in the market, differentiate themselves, and build authentic, lasting connections with their clients through creative marketing and branding strategies.

BRAND POSITIONING

For the real estate professional who seeks more than the ordinary,

Post & Beam Creative is your trusted resource for creating authentic, personal branding and creative marketing solutions.

Unlike other real estate marketing firms who offer generic, one-size-fits-all services,

We specialize in delivering tailored branding and marketing solutions that capture your unique essence and align with your strengths, ensuring your brand is seen and heard in every client experience.

UNIQUE VALUE PROPOSITION

We specialize in delivering tailored branding and marketing solutions that capture your unique essence and align with your core values, ensuring your brand is a genuine reflection of your individuality.

Key differentiators of Post & Beam Creative:

1. **Tailored Solutions:** Post & Beam Creative offers personalized branding and creative marketing solutions, ensuring that each client's needs and unique essence are at the forefront.
2. **Alignment with Core Values:** We focus on aligning branding and marketing efforts with the client's core values, creating a brand that authentically represents them.
3. **Genuine Reflection of Individuality:** Post & Beam Creative ensures we will deliver not just a template but a true reflection of the client's individuality, setting them apart from competitors.

PROOF POINTS

1. Client Success Stories (case studies)
2. Customization Examples: before-and-after brand photos
3. Industry Expertise:
 - a. Contributor at Inman News
 - b. National speaker at Inman, WomanUP!, Katie Lance Consulting and other national stages
4. Client Testimonials
5. Owned Content:
 - a. Brand Identity work
 - b. Know Like Trust for Real Estate podcast
 - c. Blog articles
 - d. Free resources
6. Data-Driven Success:
 - a. Real Estate agents who work with us grow their business 25%-40%
 - b. Our average email open rate of 54% surmounts industry standard of 22-25%
7. Industry Recognition:
 - a. Inman Marketing All-Star – 2024
 - b. Inman Innovators 2024 Finalist

CONTENT TOOLKIT

This section serves as a comprehensive guide to crafting impactful marketing materials. It provides insights into effective copywriting and the strategic use of brand attributes and voice across various media. Aimed at ensuring consistency and engagement, this guide is your roadmap to creating content that resonates with your audience and drives action.

Understanding Your Purpose and Audience

Before creating any piece of content, consider:

1. **Purpose:** Define the goal. Is it to inform, persuade, or entertain?
2. **Audience:** Identify your target audience. Understand their needs, preferences, and pain points.
3. **Language:** Use words and phrases that your audience is familiar with and that align with your brand voice..
4. **Outcome:** Decide on the action you want your audience to take after engaging with your content.

Our Voice

What We Sound Like

- Conversational, but professional – We write like we talk, keeping it polished but never stiff.
- Smart, but never condescending – We assume our audience is intelligent but appreciates clear explanations.
- Confident, but not arrogant – We know our stuff, and we share it with authority, not ego.
- Strategic, but approachable – We blend high-level thinking with real-world practicality.

Our Tone

While our voice remains consistent, our tone shifts based on the context.

| Context | Tone |
|---------------------------------------|---|
| Social Media and Email Marketing | Friendly, engaging, insightful. We spark conversations and provide value without fluff. |
| Speaking and Webinars | Inspiring, authoritative yet down-to-earth. We balance big picture thinking with actionable insights. |
| Website, Collateral and Landing Pages | Persuasive, benefit-driven, and clear. Every sentence should serve a purpose. |

Brand Attributes

Your brand's voice is articulated through consistent use of certain attributes. Integrate these characteristics and emotions into your content to maintain a coherent brand identity.

| Attribute | Description | Like This | Not Like This |
|--------------|--|---|--|
| Approachable | Warm, relatable, and helpful | "We're here to make the process as smooth as possible. Let's walk through it together." | "Please refer to the attached document for instructions. Let us know if you have any questions." |
| Positive | We want to leave people feeling better than when they came to us. | "I'm excited about the possibilities we're creating together." | "This might work, but I'm not too sure about it." |
| Thoughtful | Every client is unique and so is our approach. We are decisive but not reactive speak with a point of view but are not measured. | "Given your unique situation, I believe this strategy will serve you best." | "This is what we do for everyone, so it should work for you too." |

| | | | |
|----------------|---|--|---|
| Informal | Professional yet conversational: from one friend to another. Less is more and speak in a straightforward, direct way. | "Let's cut to the chase. Here's what you need to know." | "In conclusion, the aforementioned details encapsulate the primary considerations." |
| Empowering | We give clients the tools and confidence to their brand | "You have the expertise, let's craft a strategy that makes you shine." | "Just follow these steps and you'll figure it out." |
| Clarity-Driven | We prioritize clear, easy-to-understand messaging. | "Here's what's most important to focus on right now." | "There are a lot of moving parts, but we'll figure it out as we go." |

Words We Love (and Avoid)

We choose words carefully to reinforce our brand identity.

Use:

- ✓ Stand out instead of dominate
- ✓ Strategic marketing instead of hustle & grind
- ✓ Unforgettable brand instead of next-level branding
- ✓ Proven approach instead of game-changing tactics

Avoid:

- ✗ Jargon or corporate-speak (leverage synergies, omnichannel optimization)
- ✗ Overpromising (This one trick will change everything!)
- ✗ Clichés (Hustle hard and success will follow!)
- ✗ Aggressive or combative words (overpower, crush, kill, eliminate, destroy, dominate)

Brand Messaging

Word Bank

- "Post & Beam makes your brand seen, heard, and impossible to forget."
- "Helping real estate professionals cut through the noise and stand out."
- "A strong brand attracts people who feel like friends."
- "Whether you're creating a dating profile or competing for a listing, you need to stand out."
- "Know like trust is building a brand that attracts people before they've met you."
- "Your brand becomes memorable when you become known for something."
- "Your personal brand is your attraction factor."

How We Talk About What We Do

- Instead of "branding and design services," we say "marketing that makes you unforgettable."
- Instead of "marketing tactics," we say "strategic marketing that attracts your dream clients."
- Instead of "lead generation," we say "relationship-driven growth."

Content Best Practices

Formatting & Style

- Keep it clear. Every sentence should have a purpose. If it doesn't, cut it.
- Use contractions. We talk like humans, so "you'll" instead of "you will."
- Limit exclamation points. We're enthusiastic, but we don't shout.
- Emphasize with bold or italics, not all caps.
- Short paragraphs, strong headlines. Readers skim. Make it easy.

Keyword Strategy

- Real estate marketing strategy
- Real estate agent marketing strategy
- Real estate agent branding
- Personal branding for real estate agents
- Real estate branding design
- Branding for real estate
- Real estate email marketing
- Email marketing for real estate agents
- Email marketing for real estate

Examples

Social Media Post:

🔑 Real estate friends, Your success is about positioning yourself as the obvious choice. What's one thing you're known for in your market? Lean into it.

✨ We help agents define and communicate their unique strengths, so the right clients find them—without the exhausting hustle.

#RealEstateBranding #RealEstateMarketing #PostAndBeamCreative

Website Copy:

Tired of looking and sounding like everyone else? We can help.

We craft unique real estate branding and marketing strategies that reflect your true strengths, helping you stand out, connect with clients, and leave a lasting impression.

Final Thoughts

Post & Beam Creative's brand voice is confident yet warm, strategic yet approachable. Every piece of content we create—from emails to social posts—should reinforce our expertise while making real estate professionals feel understood, empowered, and ready to take action.

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