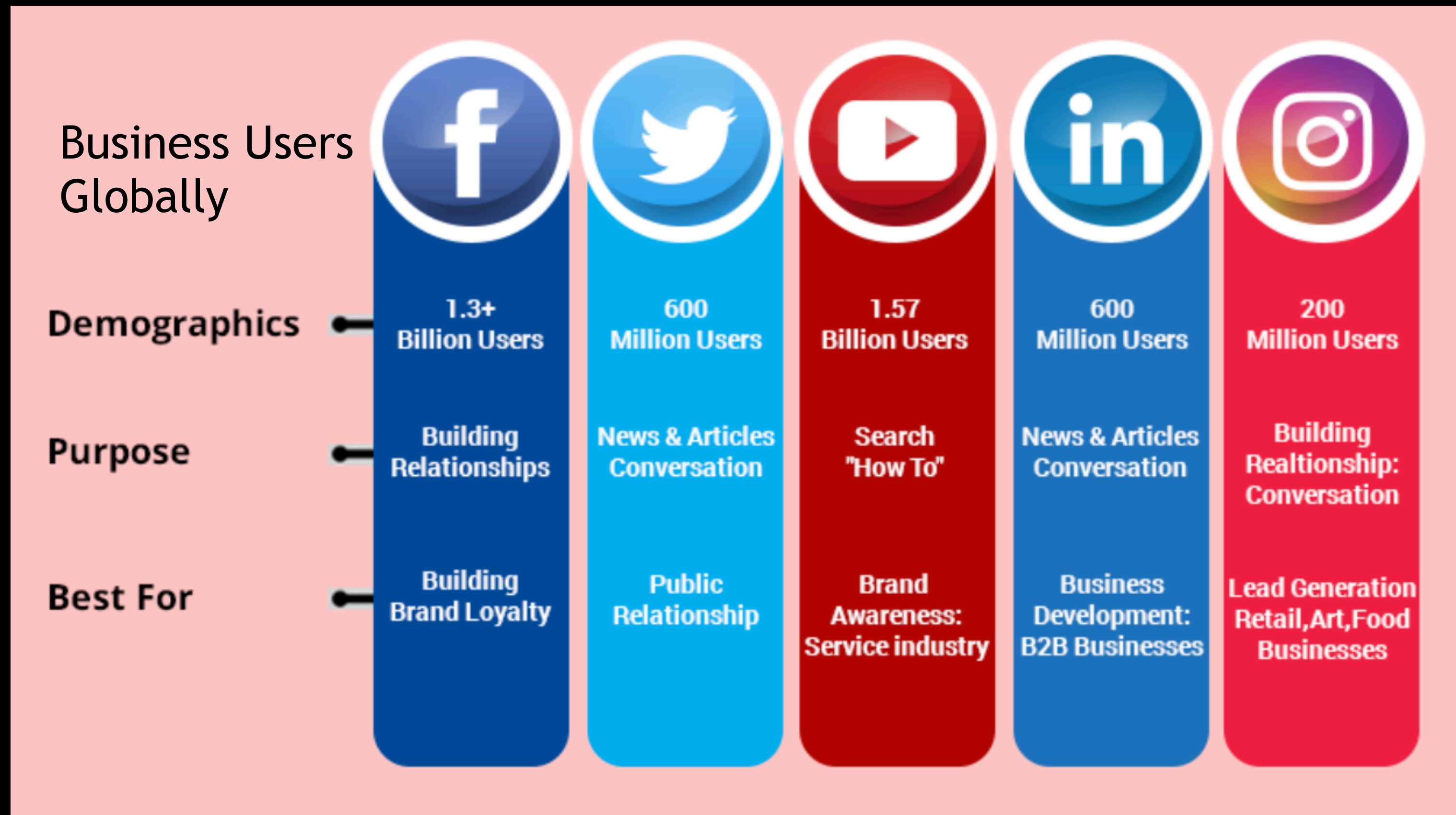


MARKETING AND SOCIAL MEDIA - THE BASICS



WHAT IS YOUR "BRAND"?



- **Do you need a formal or informal brand? (It depends)**
- **What do you want people to think that you do?**
- **What is the purpose? What do you want to achieve? Each need a different approach.**
 - **Angel Investment / Joint Venture Partners**
 - **Sourcing Clients**
 - **Buyers of your own stock**
 - **Buyers of a product/service that you are offering**
 - **Professional introductions**
 - **Increased network**
 - **Make business trips tax deductible...**

WHAT IS YOUR "BRAND"?



- **Angels**
Social Proof, Testimonials, Numbers, professionalism, Values, fact based, opportunity (call to action)

Results rightmove

£147,000

2 bed apartment
Newhey Road, Milnrow, Rochdale, Greater Manchester, OL16

Added: 15/10/2019

Situated within the HEART OF NEWHEY, close to excellent transport connections, including the M62

dannyinmanproperty Rochdale

maxliving

NATIONWIDE
SANTONCE LLOYDS
BARCLAYS VIRGIN MONEY
RBS TSB
POST OFFICE METRO BANK
NATWEST HALIFAX
HSBC SANDSQUETS BANK
PARAGON SKIPTON B.S.
SUNBROOK BANK

OCTOBER 16, 2019

Add a comment... Post

BUY OUR INVESTMENTS

10%

INVEST WITH US AS ANGEL INVESTORS.

dannyinmanproperty Warrington, England

martymah1 @eash01
50w 1 like Replv

birmz_ How long do you have to keep your original stake invested or can you pull out anytime?
50w Replv

Liked by salikrashidproperty and 418 others
MAY 16, 2019

Add a comment... Post

BBC NEWS

Bank of England forecasts low interest rates for longer

By Szu Ping Chan
Business reporter

19 September 2019 | Business

dannyinmanproperty David Lloyd Clubs

#nousingmarket
32w Replv

sophieelise94 Who said you were handsome?
32w 3 likes Replv
View replies (1)

kencharnock1 I am sure everyone wishes there was a better way to get benefit from there cash in the bank Danny. Its about taking the action to do it.
32w 1 like Replv

Liked by g_macca7 and 217 others
SEPTEMBER 19, 2019

Add a comment... Post

Sourcing Clients / Buyers- Numbers, value, deal examples, keep it simple - focus on basics



4 bed HMO

Price - £72k
 Refurb - £14k
 Fees - £8.6k
 Total - £95k
 Rent - £8,320pa
 Yield - 8.7%
 Capital used - £40.6k
 ROI - 15.2%

nathsm1th • Following
 City of Bradford

3w Reply

quent.invest Well done Nath 🙌

3w Reply

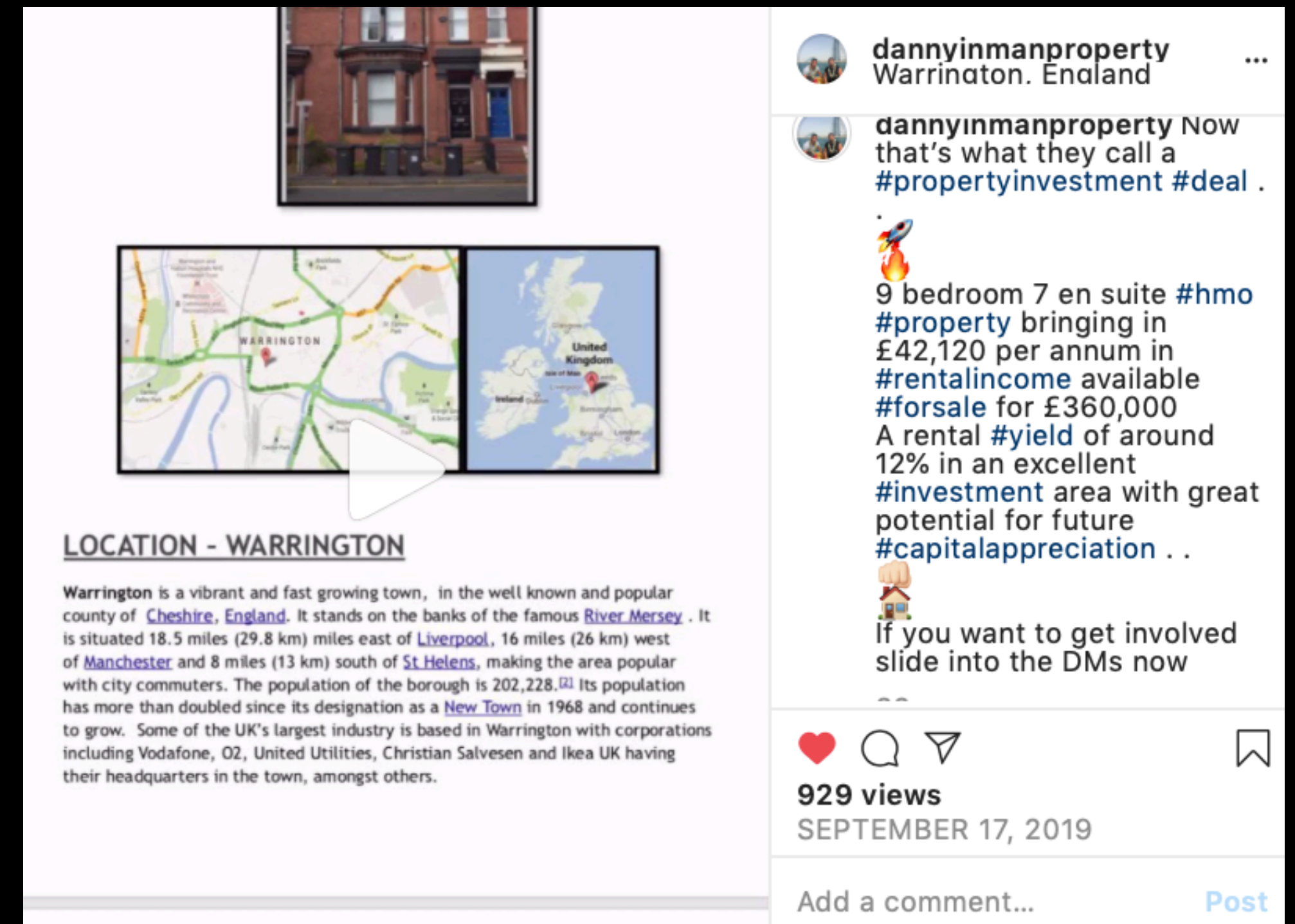
quent.invest I know someone who is looking for multiple property in Bradford to use with social housing, send me a message if you want more info.

3w 1 like Reply

— View replies (1)

49 likes
 APRIL 11

Add a comment... Post



dannyinmanproperty
 Warrington, England

dannyinmanproperty Now that's what they call a #propertyinvestment #deal .

🔥
 9 bedroom 7 en suite #hmo #property bringing in £42,120 per annum in #rentalincome available #forsale for £360,000 A rental #yield of around 12% in an excellent #investment area with great potential for future #capitalappreciation . .

👉
 If you want to get involved slide into the DMs now

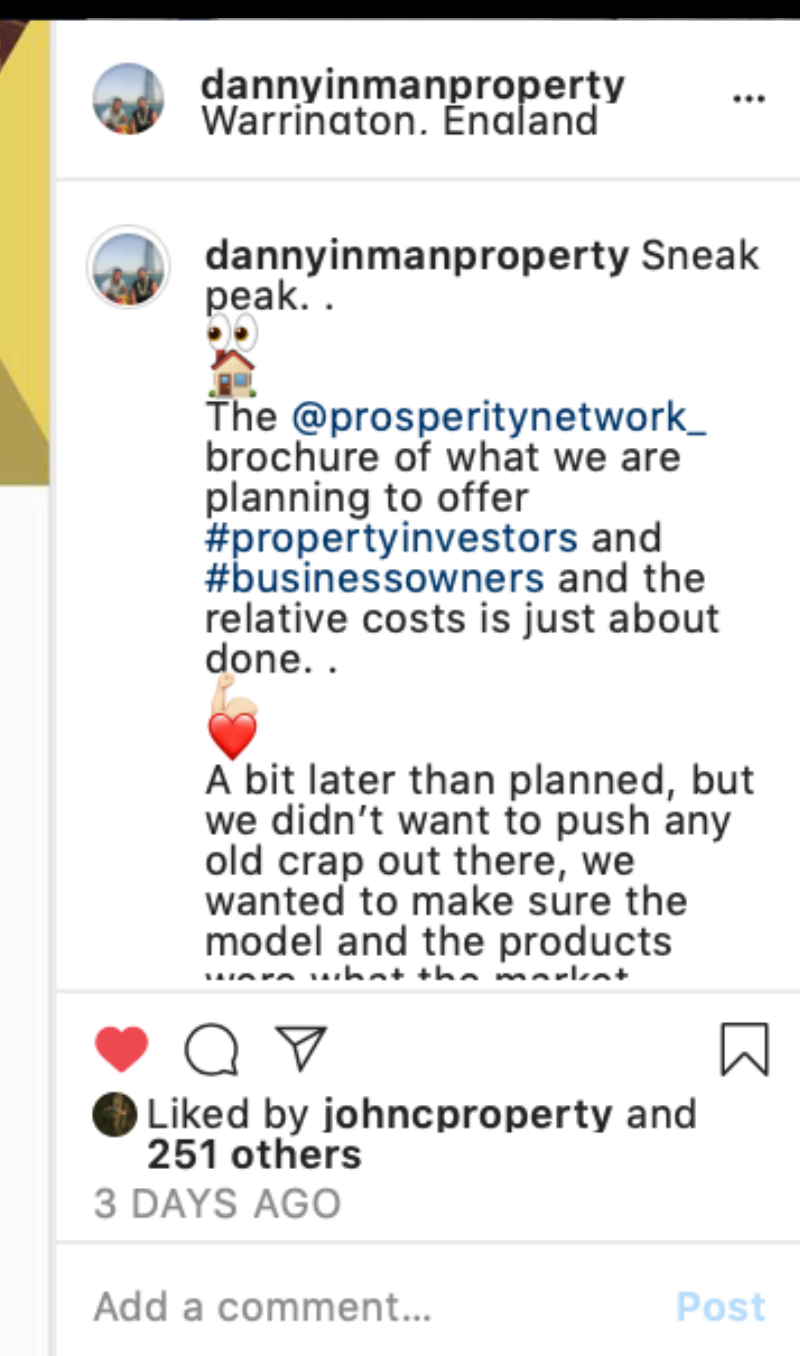
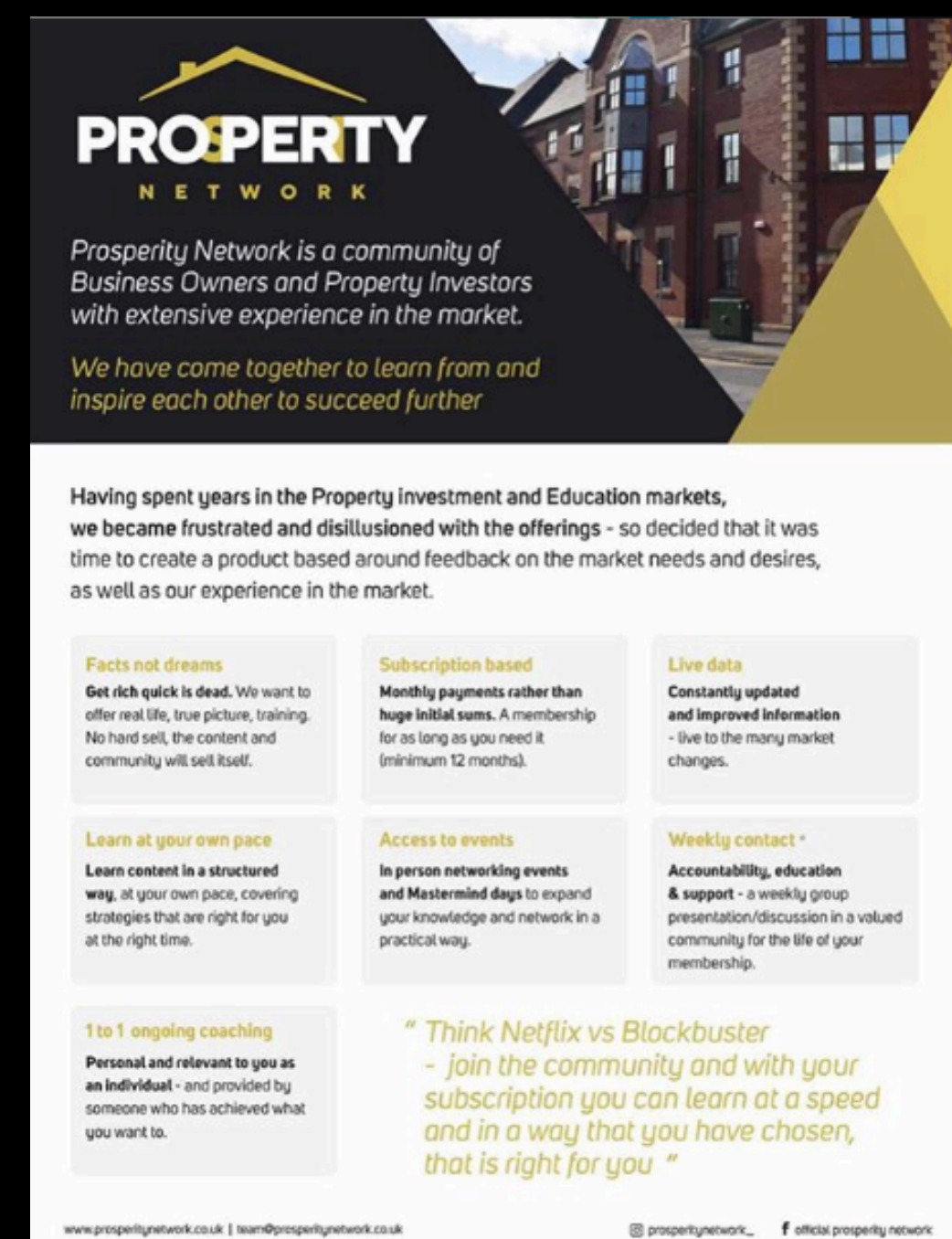
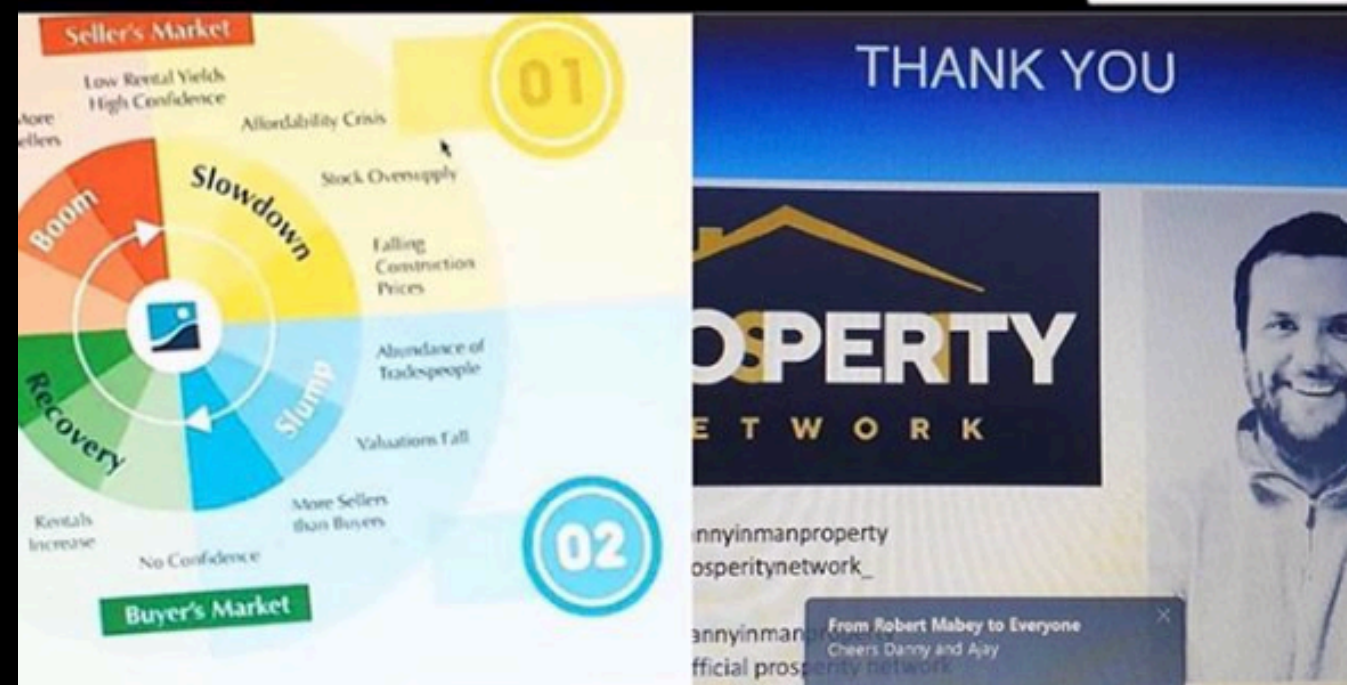
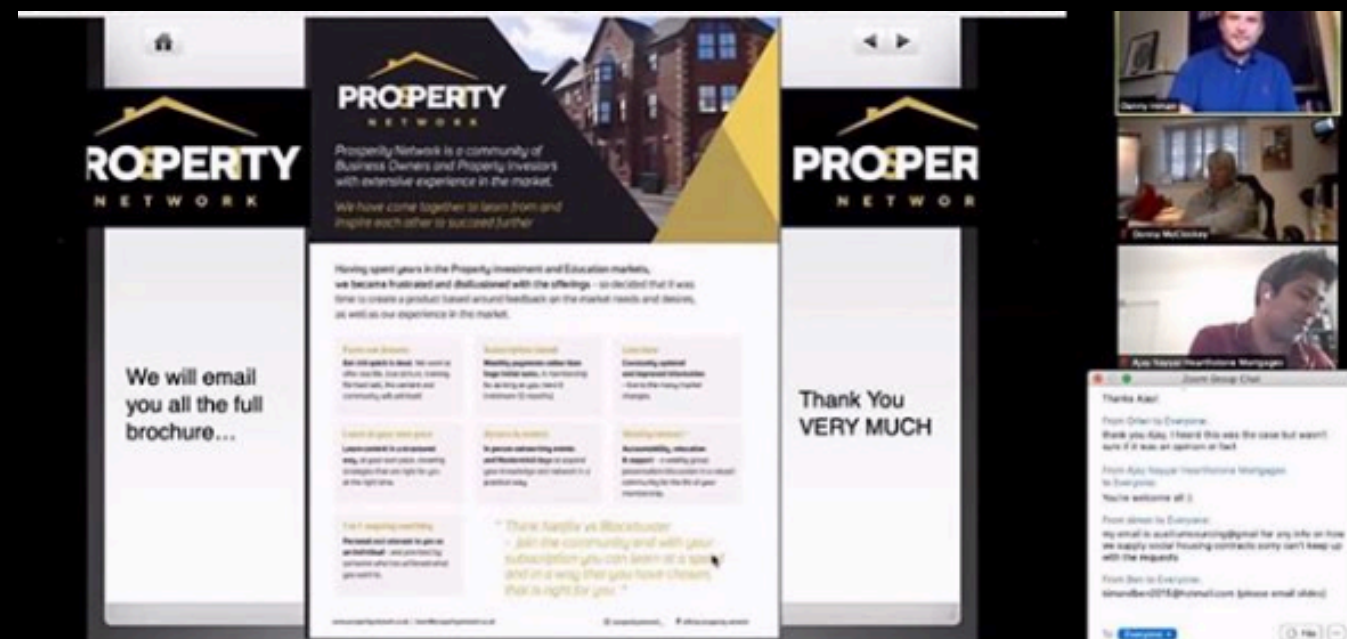
929 views
 SEPTEMBER 17, 2019

Add a comment... Post

LOCATION - WARRINGTON

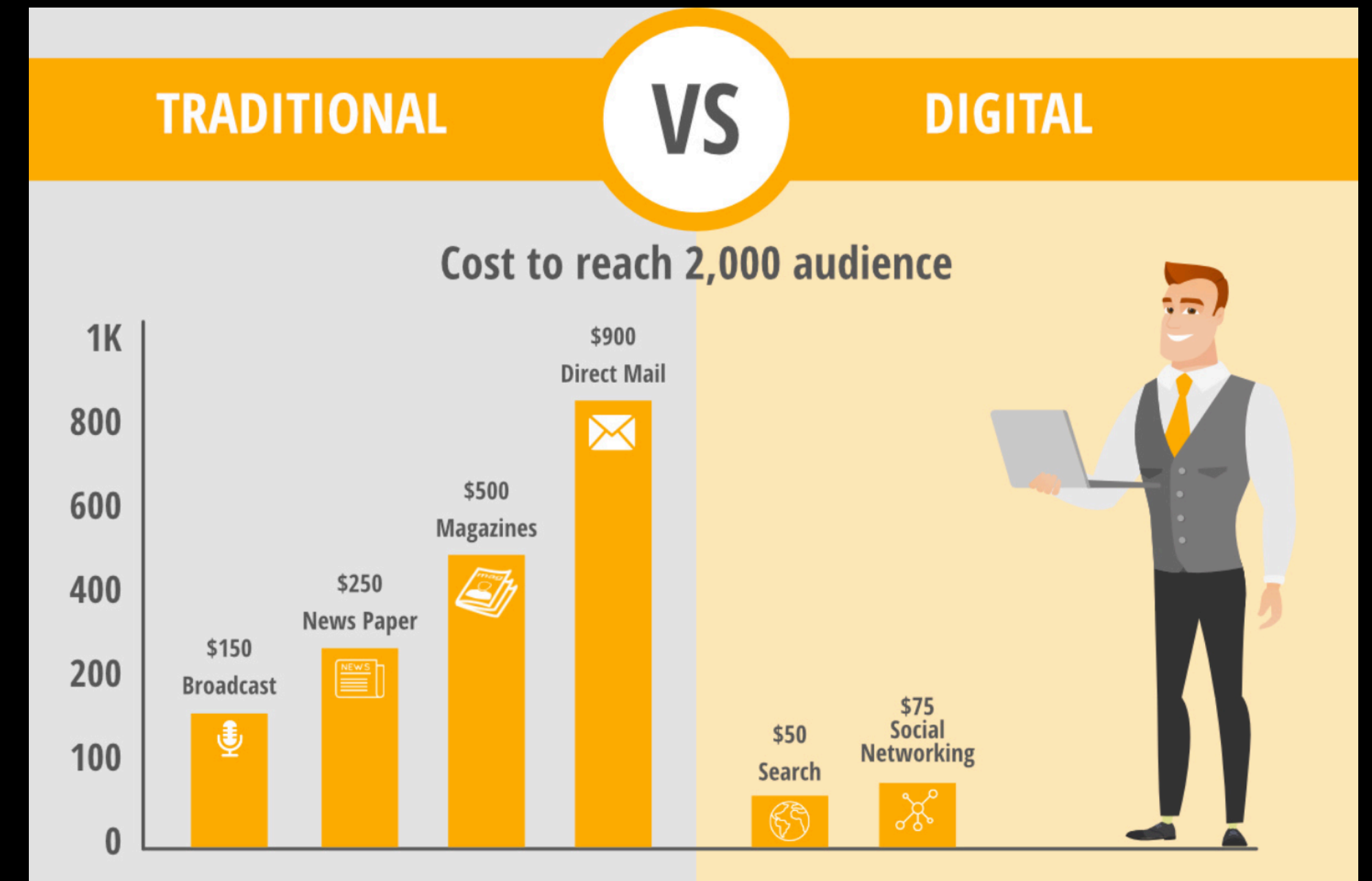
Warrington is a vibrant and fast growing town, in the well known and popular county of [Cheshire, England](#). It stands on the banks of the famous [River Mersey](#). It is situated 18.5 miles (29.8 km) miles east of [Liverpool](#), 16 miles (26 km) west of [Manchester](#) and 8 miles (13 km) south of [St Helens](#), making the area popular with city commuters. The population of the borough is 202,228. Its population has more than doubled since its designation as a [New Town](#) in 1968 and continues to grow. Some of the UK's largest industry is based in Warrington with corporations including Vodafone, O2, United Utilities, Christian Salvesen and Ikea UK having their headquarters in the town, amongst others.

Buyers of product - Value (free), Product Strength, Product detail, benefits to buyers, testimonials.



APPROACHES

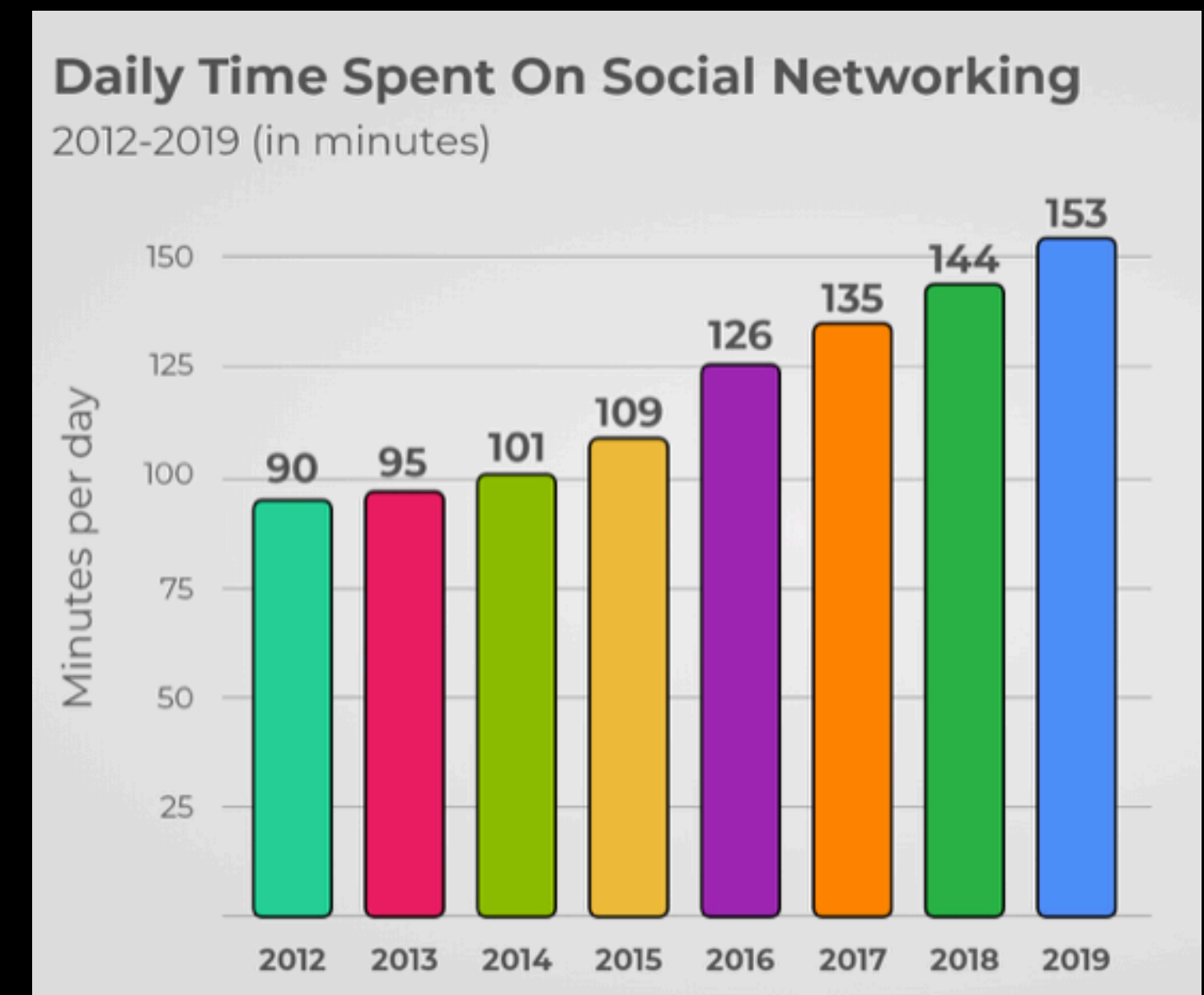
- **What is personal brand and why is it important? How important (relative to end goals)?**
- **Old school vs new school**
- **Friends vs New Audience**
- **Personal Brand vs Company Brand**
- **Growing a brand/audience or focusing on existing**
- **Calls to action (encourage engagement)**
- **Value adding**



STRATEGY



- **Varies by platform and by audience.**
FB Personal and Page, Instagram, Youtube, Blog, LinkedIn, Mail Campaign (we use mailchimp)
- **Volume of posting? Is there such a thing as too much?**
- **Times for posting?**
- **Cycle of posts**
 - Content
 - lifestyle
 - motivation
 - property
 - sale/offering
- **How do we judge engagement? (Engagement over Ego)**
1 message is better than 10 likes



DECIDE ON YOUR STRATEGY



- **Identify your purpose / what you want to achieve? (Your “avatar”)**
- **Determine what you want your brand to be? (personal vs company) Why?**
- **What do you want your message to be? What would you like people to think?**
- **How often will you post? Where? (Set reminders, Plan ahead i.e. Planoly)**
- **What is your cycle of posting?**
- **If you struggle for content look for inspiration. Document. Not every post has to be life changing.**
- **Start with our Social Media Strategy Document**

DEAL WITH YOUR OBJECTIONS



- **Social Media is for Celebrities**
- **Social Media is a distraction or you don't have time.**
- **"I don't want people to know what I am doing"**
- **"I don't know how to / don't like using social media."**
- **"I don't have anything to post/ I struggle thinking of content."**
- **"I don't want people to think I am showing off."**
- **"I always forget to post."**



GET STARTED

MARKETING MASTERMIND



Facebook	Twitter	Google+	Instagram	LinkedIn	Pinterest	Blog
<p>Tips</p> <ul style="list-style-type: none"> ▶ Leverage image websites ▶ Post regularly ▶ Target your Post at specific audiences ▶ Link back to blog / website ▶ Use # tags ▶ Highlight Key Posts ▶ Use custom Tabs ▶ Post Events of your business ▶ Use post scheduler ▶ Make Offers ▶ Promote high quality posts 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Leverage image websites ▶ Title to be emotive and less than 140 characters ▶ Use URL Shorteners ▶ Repost / tweet at different times ▶ Link back to blog / website 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Title to be emotive and less than 140 characters ▶ Link back to blog / website ▶ Use images in posts ▶ Post regularly ▶ Target post at specific audiences ▶ Use # tags ▶ Highlight key posts ▶ Post Events at your business ▶ Bold by * before & after text 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Leverage image websites ▶ Use smart high quality images ▶ Post regularly ▶ Target your Post at specific audiences ▶ Use # tags 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Keep it professional ▶ News related stories only ▶ Use smart high quality images ▶ Post regularly ▶ Target your Post at specific audiences ▶ Link back to blog / website 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Title to be emotive and less than 140 characters ▶ Leverage image websites ▶ Post regularly ▶ Target at specific audiences ▶ Use # tags ▶ Highlight Key Posts ▶ Post business events ▶ Link back to blog / website 	<p>Tips</p> <ul style="list-style-type: none"> ▶ Title to be emotive and less than 140 characters ▶ Leverage image websites ▶ Post regularly (once a week) ▶ Target specific audiences ▶ Categorise ▶ Post Events at your business ▶ Make Offers ▶ Use URL shorteners to track clicks ▶ Post shortened URL in social posts
Audience Everyone	Audience Everyone	Audience Based on Topic	Audience 18yo - 35yo	Audience Professionals	Audience Everyone	Audience Based on target market
Use Google Chrome Extension	Use Google Chrome Extension	Use Google Chrome Extension	No	Use Google Chrome Extension	Use Google Chrome Extension	No
<p>Best Posting Time</p> <p>Weekdays 6am - 8am, 2pm - 5pm</p>	<p>Best Posting Time</p> <p>Weekends 1pm - 3pm</p>	<p>Best Posting Time</p> <p>Everyday 9am - 11am</p>	<p>Best Posting Time</p> <p>Tues - Thurs 6pm - 8pm</p>	<p>Best Posting Time</p> <p>Tues - Thurs 7am - 9am, 5pm - 8pm</p>	<p>Best Posting Time</p> <p>Sat 2pm - 4pm, 8pm - 11pm</p>	<p>Best Posting Time</p> <p>Mon, Fri & Sat 11am</p>
<p>Worst Posting Time</p> <p>All weekend 10pm - 4am</p>	<p>Worst Posting Time</p> <p>Everyday 8pm - 8am</p>	<p>Worst Posting Time</p> <p>Everyday 6pm - 7am</p>	<p>Worst Posting Time</p> <p>Everyday 10pm - 4am</p>	<p>Worst Posting Time</p> <p>Mon + Fri 9am - 5pm</p>	<p>Worst Posting Time</p> <p>Everyday 5pm - 7pm / 1am - 7am</p>	<p>Worst Posting Time</p> <p>Everyday 11pm - 8am</p>