

Brand Awareness Campaign

CAMPAIGN OVERVIEW

In an effort to solidify our position as the leading real estate service provider within Tampa Bay & Central Florida, our brand campaign will focus on increasing brand awareness particularly among consumers and residents of Tampa Bay and Central Florida.

Throughout our campaign, “Real Estate, Real People, Real Results – FOREVER,” we aim to communicate our local presence, commitment to the community, and comprehensive services backed by the reliable Berkshire Hathaway HomeServices FOREVER Brand and Warren Buffett.

CAMPAIGN GOALS

- Increase brand awareness among consumers and residents of Tampa Bay and Central Florida
- Highlight our team of 900+ trusted advisors capable of delivering residential, commercial, and property management services
- Showcase our local roots and extensive office network within the community
- Reinforce the support and stability afforded by the FOREVER Brand

HOW TO PARTICIPATE

Interact with Us

Yes, you read that right. The more engagement our [social media] pages receive from you, the more of your followers and ours will see the content, which leads to brand awareness! It really is full circle.

Be sure to comment, like, tag, and share whenever possible.

Share with Us

Part of our campaign will lean on YOU and your customers. One initiative will be a monthly “Real People” Closing Reel which will feature happy customers who closed on a property (sell or buy side) the month before. There is NO limit to how much you share with us, the more the better!

[Share your videos and images with us here.](#)

Create Your Own

We have equipped MADI with many new designs for you to take advantage of, from quippy sayings to City Guide snippets, there are templates you can use as is or customize to fit your style. Lean on our efforts to boost up YOUR presence!

[Get the brand templates here!](#)

[Get the City Guide templates here!](#)

- › When creating a REEL and sharing on Instagram, be sure to “invite us as a collaborator” (@bhhsflpg) so we can double up our audiences for a larger impact. [See the tech tip on how to do that here.](#)



KEY CONTENT ELEMENTS

Social Media

Our social media campaign incorporates reels to boost visibility and engagement to make sure our real estate brokerage is their first choice. Along with reels will be static posts and vibrant visuals highlighting the unique local flavor and personalized real estate solutions.

Landing Page

The [landing page](#) is the ultimate location for our audience to land because it immerses the potential customer in our world of Cabernet and all our FOREVER Agents. On the page are call to actions leading the consumer to exclusive downloads, blog posts and our directory of agents – that’s you!

Blog Posts

To boost our SEO and online presence, we have curated blog posts focused on our brokerage’s story and topics such as first-time home buying, interior design trends and making real estate “cool” again.