



Creating a Website and Blog Focused on Buyer Needs

Digital Marketing for the Real Estate Industry
Module 5

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Creating Your Own Online Brand



A Real Estate Professional's Brand Choice

- Personal
 - Focus on personal/professional competencies and territory of specialization
- Company
 - Focus on corporate strengths & products/services
 - Territory or product specific
 - The company can still build around the personal story of its founders



Elements of Good Real Estate Site Branding

- Simple logo—whether the site name, the RESP’s name as brand, or a real brand logo
 - Look designed for your market, and reflects your service values
- Descriptor— A statement that differentiates your service or product from other RESP’s services or products.
- Simple color scheme, clean typography and uncluttered look.
- Website content
 - Information, RESP profile, the blog posts, the featured listings, the resource pages that you build into your website. Shows expertise & RESP’s strong voice



Examples: Experience Elegance



OUR STORY | FOR SALE | FOR LEASE | BRAND NEW DEVELOPMENTS | NEWS

Garden Towers

Garden Towers elevates a ground-level garden experience to high above the city. It begins with a seamless intro to Palm Promenade, Glorietta's landscaped concourse, an astonishing green lobby core welcoming residents throughout the towers, lush areas for convergence at intervals until the highest residential floor.

PROSCENIUM AT ROCKWELL

Composed of five residential towers with only four units per floor, the Proscenium will have a 700-seater theater, a museum and library, an art gallery, specialty shops subscribing to the artisanal and the artistic, edgy cafes and unique restos right within its gated space. Imagine cascading waterfalls in drop-off areas, reflecting pools, private lawns, a game room and a state-of-the-art gym and you get the complete picture.





Company Story, Brand Story



OUR STORY | FOR SALE | FOR LEASE | BRAND NEW DEVELOPMENT

Terra Nostra Realty Intl Inc. "Terra Nostra" is a real estate brokerage firm based in the Philippines for Our Home or Our Land. Just as Latin is the constant language, Terra Nostra is all about home hearts. It is all about the home after your own heart and the constancy of our intentions to find it lot of changes in life, but one thing will always be constant: our focus on improving your experience space, your home, your land, your office.

Our Aim

Terra Nostra aims to be the real estate agency of choice through its unrelenting commitment to serve clients and provide personalized service with the highest ethical standards.



Founders Edouard Miallhe and Gina B. Magsanoc

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Real Estate Projects as Brands



Ayala Greenfield Estates
Luxurious living amidst the grandness of nature.

Land & Houses

It is with expert masterplanning that Ayala Land Premier delivers the perfect synthesis of excellent location and enviable surroundings.

[VIEW PROJECTS](#)



Park Terraces
Makati's skyline will soon get brighter

Residential Buildings

With the portfolio of prime residential condominiums, Ayala Land Premier redefines your concept of home with its emphasis on luxury living.

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Anvaya Cove
Family Time. Endless Summers.

Leisure

Ayala Land Premier understands and upholds the quality of life valued by its discriminating clients

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- ▶ PROJECT BRIEF
- ▶ LOCATION AND VICINITY
- ▶ VIRTUAL TOURS & VIDEOS
- ▶ HOUSE AND LOT PLANS AND FINISHES
- ▶ AMENITIES AND FACILITIES
- ▶ CONSTRUCTION UPDATES
- ▶ PHOTO GALLERY
- ▶ PRESS RELEASE
- ▶ SCHEDULE YOUR VISIT



Luxurious living amidst the grandness of nature.

Ayala Greenfield Estates is a magical neighborhood that provides residents with a true sanctuary to come home to everyday.

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A Marketing & Branding Approach

Hyperlocal

- Design look, curate in-depth content & listings for a specific
 - Target market
 - Need profile
 - Geographic area (from global to local)



Hyperlocal Companies

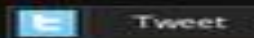




Hyperlocal, Hyperpersonalised

Deal Grocer

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Rate**

**Valid This Long Weekend 'til Nov 10:
5-Star Acacia Holiday for 2**

On holiday mode already? Perfect. Just in time for the coming long



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Home

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Fort Blog

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For Inquiries:

Call/Text: 0916 5761772

Landline: (02) 823 2815

...helping tenants and home owners in Fort Bonifacio Global City (Manila)

Here at Fort Bonifacio Rent, it's not much about us, but it's all about YOU! To help at our best, choose which of the following sentences better describes you:



[I will be based in Manila and I need a condo apartment for long term rent \(Months, Years\)](#)



[I am a homeowner, and I need help in renting out my apartment in Fort Bonifacio](#)



[I need a Serviced Residence, where the rent](#)



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If you had a great experience with us, LIKE and let everyone know

facebook

Like 335

For Inquiries:

Call/Text: 0916 5761772

Landline: (02) 823 2815

Fort Bonifacio rentals – For home owners

If you are the proud owner of a condo unit located in Fort Bonifacio, we can help you in renting it out quickly, to a good tenant, and at the right price.

All you have to do is to contact us, so we can set an appointment to meet you (or a representative of yours), and discuss the terms of the lease. Best if we meet directly at the apartment that you wish to rent out, so good pictures of your unit can be taken (if you don't have them already), to have your apartment advertised here on the website.

We offer the photo-shoot and the advertising at no charge, and a commission will be due to us only once there will be a finalized rental contract for you.

Take the next step by filling the form below, or simply write us an email at info@fortbonifaciorent.com

EMAIL:

info@fortbonifaciorent.com

CALL / SMS:

- Local: 0916 5761772
- Landline: 02 3855680
- Int'l: +63 916 5761772

FILL THE FORM BELOW:

Name:

Email (Check it twice):

Unit type: Studio 1BR 2BR 3BR or bigger

Name of Condominium:

Free Text: (Please also mention your desired rental price, if you have already a clear idea about it)

Send



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LOGIN

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Direct # 0927-344-2713
Landline # (02) 4017376
info@makatihousing.com



About

Ayala Condos ▾

Rockwell Condos ▾

More Developers ▾



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Joya Lofts and Tower Unit

Bedrooms: 1 · Bathrooms: 1

Php7,500,000

More details



Start Here

Location:

Anywhere ▾

Bedrooms:

Any ▾

Bathrooms:

Any ▾

Minimum Price:

No Min ▾

Maximum Price:

No Max ▾

Sale /Rent:

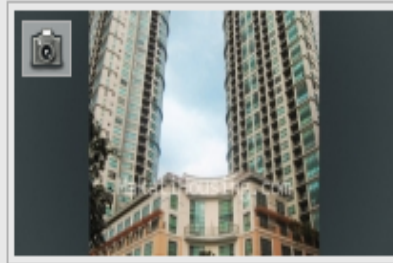
Any ▾

Search



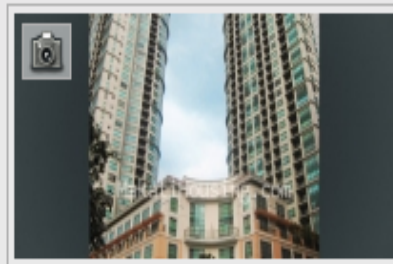
Makati Housing.com

Makati housing is a website dedicated to Makati condos and other real estate properties house and lots located inside prime residential villages inside and around Makati. Being the Philippine's premier business district, different condos in Makati are specifically designed to suit the different needs and preference of both local and foreign investors.



Joya Lofts and Tower Unit

Rockwell Center | Prop ID: JLT-1BS32
Bedrooms: 1 • Bathrooms: 1
Php0



Joya Lofts and Tower Unit

Rockwell Center | Prop ID: JLT-1BS31

PROPERTIES FOR SALE

- Ayala Condos
 - The Residences at Greenbelt
 - The Residences - Manila Tower
 - The Residences - San Lorenzo Tower
- Condo Units at Rockwell Center
 - Amorsolo Square
 - Edades Tower and Garden Villas
 - Hidalgo Place

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TRES PALMAS TAGUIG

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Location

Tres Palmas is located along the six-lane Levi Mariano Avenue which is in the heart of suburban Taguig. Levi Mariano avenue is directly connected to C-5 and is located between the SLEX and Bonifacio Global City exits of C-5. Tres Palmas is approximately seven minutes away from Bonifacio Global City and fifteen minutes away from the Makati and Ortigas business districts.



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