



# Brand Growth Checklist

with Jonny Bell & Bryce Holdaway

## Foundations and Brand Claims

- All social media handles claimed (IG, FB, TikTok, LinkedIn, YouTube)
- Consistent profile photos, bios, and branding across every channel
- Google Business Profile optimised (posts, services, reviews, photos)
- Agent websites + profile pages updated and aligned with current brand
- Link-in-bio cleaned up and set to drive enquiries (not distractions)

**SCORE: /5**

## Social Media Machine

- A consistent weekly posting rhythm
- Story strategy mapped (behind-the-scenes, listings, results, Q&A, proof)
- Reels strategy built for reach + trust
- Mix of value content, local content, educational property content
- Monthly content calendar (not last-minute scrambling)
- Content pillars: Brand | Proof | Local | Listings | Personal
- Trending audio + high-quality footage taken monthly
- All posts saved for reuse (“Content Bank”)

**SCORE: /8**

## Social Proof Engine

- Video testimonials from vendors, buyers, landlords, tenants
- Written testimonials prevalent across digital channels (website, socials, portals)
- Landing pages on website for each unique story
- “Why Us” proof assets for listing presentations

*Tip: We recommend using “Riverside.FM” for best results for online testimonials.*

**SCORE: /4**

## Website That Converts

- Fast, mobile-first, clean design
- Clear CTAs (“Book an Appraisal”, “Get Your Update”)
- Embedded testimonials + video reviews
- Dedicated landing pages for lead magnets
- Neighbourhood and hyper-local content pages
- Works seamlessly with your CRM

**SCORE: /6**

## **Email and Nurture Framework**

- Monthly market update email
- Quarterly long-form value email to database
- Automated appraisal nurture sequence
- Buyer + investor nurture
- Database growth strategy (ads + lead magnets)
- Updates written in your voice, not generic content

**SCORE: /6**

## **Advertising That Actually Works**

- Brand Awareness campaigns (top-of-funnel)
- Engagement/Boosted pillar content
- Lead Magnet campaigns (PM checklist, suburb reports, guides)
- Retargeting audiences built correctly
- Warm lead appraisal campaigns
- Daily budget optimised for your goals
- Campaign reporting reviewed weekly

**SCORE: /7**

## **Listing Presentation Makeover**

- Strong brand narrative (“Why you?”)
- Social proof embedded
- Clear strategy for marketing, pricing and communication
- Digital version ready to send post-appointment
- 60-second credibility reel included

**SCORE: /6**

## **Local Authority Positioning**

- Monthly suburb commentary (video or written)**
- Market wrap Reels**
- Sold story breakdowns**
- Local business shoutouts**
- Community involvement documented**
- YouTube content for long-term searchability**

**SCORE: /6**

# WINGMAN CREATIVE

The Art

WHY WE  
CONSCIOUSLY  
TRADITION

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WESTYLE

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VIC-118

*Real Estate Agents,*  
**Tired of Trying to Run  
Your Social Media?**  
**Let Us Do the Heavy Lifting.**

WINGMAN CREATIVE IS A DIVISION OF  
WINGMAN REAL ESTATE GROUP  
MEMBERSHIP: 100% REALTOR OWNED



## Final Score

### POOR (1–16)

You're just getting started.

You've checked off a few essential items, but there's a lot more to do. Your marketing strategy needs more consistency and depth to start attracting leads and growing your brand.

### AVERAGE (17–32)

You're on the right track.

You've covered many of the fundamentals, but there are still areas to refine for maximum impact. You're getting results, but there's room for growth in social proof, website conversions, and marketing consistency.

### GREAT (33–48)

Your marketing is strong and integrated.

You've built a comprehensive, consistent marketing machine. You're leveraging social proof, content marketing, email nurture, and local authority positioning effectively.

Content without a framework   
creates noise.

Content with a framework  
creates pipeline.



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