



## How Kristi at Copywriter+ Helped Local Realtor Develop a Presence with Marketing

**“Working with Kristi at Copywriter+ was critical when it came to starting my marketing.”**

-30-YEAR VETERAN OF THE DES MOINES REAL ESTATE INDUSTRY

### THE CHALLENGE

**Having a presence on social media without taking time away from serving clients and selling homes.**

With clients of all ages, first-time homebuyers, or experienced sellers, all throughout the Des Moines metro area—this Copywriter+ client didn’t have time to spend on social media or on updating her website.

She loved the work she was doing as a self-employed realtor and had to focus her efforts on the most profitable areas of the business.

**“As business increases, you need to decide where you want to hand off parts of the job, even though you may be capable, because you simply don’t have the time to do it all.”**

This realtor knew being on social media is table stakes today in real estate, but she needed to be spent on other areas of the business. So, she made a decision to outsource certain tasks:

- Creating a Facebook account
- Posting on social media every day
- Writing ads, emails, and listing descriptions
- Doing marketing that would direct people to her listings

**“You get to a stage in your business when you have to ask yourself *How* or *Who*? ‘How will I get this done,’ or ‘Who will help me get this done’ and in this case, Kristi at Copywriter+ was the *Who*.”**

## SUCCESS STORY SNAPSHOT

A successful Des Moines-area realtor for 30 years, this Copywriter+ client had been growing her own client base via her network and valued referrals.

It was in 2017—when she decided it was time to build an online presence to stay relevant into the future—that she met local copywriter Kristi Kenyon, owner and founder of Copywriter+.

Using her copywriting skills, Kristi helped her client:

- Create and manage her Facebook and Instagram accounts
- Start growing her social media accounts
- Create brand awareness online

### THE SOLUTION

**Tapping into Kristi’s copywriting and marketing expertise as well as her knack for understanding who the client was and how she wanted to show up online.**

After meeting virtually and in-person periodically, Kristi’s client found her to be friendly and personable. She was clearly someone who would bend over backward for small business owners, non-profits, and the entrepreneurs she loves to work with.

Despite not having years of real estate experience, Kristi was helpful in the social media arena as well as other marketing. She started by getting clarity around the business needs.

Kristi also put on her “buyer hat” and approached the work from a real estate client’s perspective. She worked collaboratively with her client’s team to make updates to the website that would feature current listings. The handoff afterward was seamless.

### THE RESULT

**An online presence that represented this realtor and her business, while she remained focused on clients.**

The best part of working with Kristi was continuing to do what she loved—hosting open houses and meeting with clients—while also being able to say she was on social media and sending emails.

Kristi took the time to dial in on who her client is as a person, her values, the clients she works with, the level of service she wants to provide, even her love of nature.

Although this Copywriter+ client knew the real estate industry had evolved to the point where she needed to be more digital, one of her concerns about hiring someone to manage her online presence was that it wouldn’t sound like her. However, Kristi was very observant and the social media posts and emails were a true reflection of this client.

You can always make more money in your business, but you can’t make more time. With Kristi’s help, her client could buy back time in her business for other priorities with Kristi handling marketing.

**“If you are at that crossroads in your small business or non-profit where things you believe could be valuable to your growth are slipping through the cracks, work with Kristi at Copywriter+. Not only is she talented at**

**what she does, which can give you a competitive edge, she's also personable and a real pleasure to work with."**

Want to boost your online presence to attract the right clients *without having to spend all your time on emails, website copy, and blogs?*

Let's talk! [Tell me a little bit about your business.](#) I'll show you how Copywriter+ can design a strategy that works for your small business or non-profit.