

# Callieo

## *digital*

At just 24 years old, Michaela O’Laughlin, founder and CEO of Callieo Digital, has discovered her purpose: real estate digital marketing. Mastering initiation through execution on social media campaigns for Charleston’s top producers, as well as REALTORS® nationwide, Michaela has quickly made a name for herself in the space where real estate and social media collide.

“Callieo Digital is a social media marketing agency for REALTORS®! Our services are built to assist agents in developing a digital, social, and creative voice to communicate with their audience through design and digital platforms. We facilitate brand development, incorporate stories that link individuals to their dreams, and

more importantly, connect parallels between the customer and brand to enhance credibility and trust.”

Following her graduation from College of Charleston with a double major in Business Administration and Hospitality and Tourism Management, Michaela hit the ground running as she took an entry-level job with a real estate company in Mt. Pleasant. It was here that she first recognized the value in having a strong media presence, as well as how rare it was for companies to get it right. What she consistently found was that it wasn’t REALTORS®’ lack of interest in pursuing brand recognition through platforms like Instagram and Facebook, but rather their lack of knowledge in how to do so.

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“Now more than ever we’re aware of the importance of developing a bona-fide brand. The only way this process really gets activated is through social media, design, and digital platforms. People go online for everything now – so how do I differentiate myself from my competition in the digital space? What makes my digital identity unique, more enticing for consumers? I help clients answer these questions. The digital world is an ever-green, constantly evolving space full of endless possibilities, where creativity and diversity thrive. An online profile is a digital representation of an identity. It contains graphics to communicate purpose, showcase a business, highlight milestones, and incorporate personal interests to facilitate natural human connection. In an industry

▶▶ meet the partner

By Jennifer Guerra  
Photos by Charleston Real Estate Media





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adapting to new technology, never getting too comfortable, trying new things – that’s all they know. So, again, I’m here to help. I want to help REALTORS® level up, maintain their core values, while simultaneously creating and amplifying a powerful digital presence.”

as competitive as real estate, a strong identity is crucial for staying relevant.”

Coming from a family of entrepreneurs, Michaela knew breaking into this industry wouldn’t be easy; however, her dedication, passion, and ambition were the perfect recipe for success. “I’d say I’m innovative and driven by the incredible amount of untapped potential in social media for the real estate industry. When I’m told my ideas are ambitious, that’s my favorite compliment. I know I can deliver. Most clients don’t know or understand everything that I do, and honestly, they don’t need to. They just need to understand it’s valuable and worth investing in. My target market is really the more established agents. Agents who have been in the industry for a while, have great reputations, but don’t necessarily understand the digital space. They recognize time is money. I mean, it could take them 20 hours to do something that takes me five, so why would they not outsource those projects? The younger generations are coming in, and their media presence is loud and powerful. If they don’t evolve with the times and invest in new technology, established REALTORS® are effectively taking a big risk. Millennials are not only loud, they are bold. The sky’s the limit; adapting to new technology, never getting too comfortable, trying new things – that’s all they know. So, again, I’m here to help. I want to help REALTORS® level up, maintain their core values, while simultaneously creating and amplifying a powerful digital presence.”

Her confidence, backed by undeniable results, certainly ensures a long, prosperous career for Michaela and Callieo Digital. For those looking to invest in their future, update their marketing, and amplify their brand – it’s a no-brainer: Michaela’s the one for you.



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