

▶▶ meet the partner

Photos by Charleston Real Estate Media

CALLIEO DIGITAL

In the digital age, a bonafide brand and effective social media strategy are at the forefront of every industry. Michaela O’Laughlin, founder and CEO of Callieo Digital, has built her digital marketing studio on helping your brand differentiate itself among your competitors. By developing sustainable and long term brands in tandem with managing successful social media strategy for Charleston’s Top Producers, Callieo has quickly established itself as an invaluable resource to the Real Estate industry.

Callieo’s clientele includes major players in the industry; from real estate teams, mortgage lenders, custom home builders, and designers. Michaela and her right hand, Sarah “SK” Kasiski, have taken their bold design skills and expert knowledge of online platforms to help transform brands into household names. Their creative mindset helps transport your business into potentially hundreds of thousands of minds and homes.

“This is the perfect industry that allows me to combine my professional experience with my personal interests. There is so much to ‘Real Estate Digital Marketing’, and

as a relatively new concept, we have a rare opportunity to help define what it even is. In many ways we are also part of this evolving, symbiotic ecosystem within the real estate world. Builders need REALTORS to sell their homes, REALTORS rely on lenders, attorneys, photographers/videographers; interior designers use various furniture and supply companies. Everyone’s success depends on the success of the group as a whole. While every contract is unique, they all require collaboration, teamwork, and buy-in from each piece of the puzzle. Thus we see our role as not only being responsible for digital marketing, but also for creating mutually beneficial and sustainable partnerships”.

Now, more than ever, establishing an online brand is critical for not only staying competitive, but relevant in the market. Callieo strives to help close the gap between real estate and digital. By helping brands establish themselves in the digital era, Callieo Digital aims to show, not just tell, their clients the benefits of having a robust social media presence.

“The world goes online for everything now,” Michaela says, “how do you differentiate from your competition? What makes your digital identity attractive for consumers? I help clients answer these





questions. The digital world is ever-green and full of possibilities. It's a space where creativity thrives and diversity is rewarded. An online profile is a digital representation of an identity. It contains graphics that communicate a purpose, showcase a business, highlight milestones, and incorporate personal interests to facilitate natural human connection. In an industry as competitive as real estate, a strong identity is crucial for staying relevant. One of the best ways to leverage that is to use all that digital media has to offer. That's where we come in".

Building a brand is no easy feat. As Callieo skyrocketed, it was clear to Michaela that she was going to need some backup.

Enter SK. SK's background in real estate marketing and the digital space made her the perfect fit at Callieo. She has an impeccable attention to detail, and a unique ability to bring each client's vision to life that ensures her clients social media strategy and their digital identity displays the company's passion and purpose.

"I hired SK at the beginning of 2022 and it was one of the best decisions I could've made for Callieo. She jumped right in and it didn't take long for her to pick up the Callieo way and learn how I operate. She understands how I think, plan, and strategize. SK brings a fresh perspective to the table that not only enhances the vision I had when I started Callieo, but helps us propel each individual client's brand into the digital space. There's always a risk to bringing a new person into something like this, but I love working with her and can't imagine it any other way".

Though they didn't meet in college, both Michaela and SK graduated from College of Charleston and are passionate about helping the next generation of Cougars advance their professional development. They are currently vetting the most recent list of applicants interested in interning with the company, with plans to hire two starting early 2023. As young professionals in a highly competitive environment, they understand the value of building a resume as early as possible. And let's face it - Callieo can use all the help they can get with the amount of work stacking up on their desks!

Callieo Digital is a force to be reckoned with and 2022 was an exciting year to say the least. The team has expanded their client portfolio beyond agents - and beyond Charleston - with no signs of slowing down. Charleston is lucky to have these two girls from Boston as they strive to help each of their clients "Dream in Digital".

With their eyes on the horizon, and in an age where people rely on the internet so heavily, Callieo Digital is the ace up your team's sleeve to differentiate your brand and we can't wait to see what comes next.

