Zuluaga Content Studio

LOCAL PROFILE

Olive Branch, MS 38654



Prepared for Danielle Brooks, REALTOR®
Magnolia Crest Realty · Olive Branch, MS

SAMPLE · FICTIONAL AGENT

Every Zuluaga Content Studio client gets a profile like this for the zip codes they serve: the neighborhoods, parks, restaurants, events and history that make their area theirs. We turn it into posts only a local could make.



Three posts built from this profile, in the agent's own brand.

01 Who this is for



Danielle Brooks is a fictional agent, and her photo is AI-generated. Her headshot (or, for a business, a storefront photo) goes on every profile and post. Her answers below come from the welcome form every client fills out.

WELCOME FORM QUESTION	DANIELLE'S ANSWER
Zip codes served	38654 (main), 38637, 38672
Years in real estate	9
Who she serves best	First-time buyers and families moving up from starter homes
What makes her different	Grew up in DeSoto County; knows both Old Towne and the newer subdivisions
Languages	English and Spanish
Local involvement	Volunteers at holiday events in Old Towne
Favorite local spots	Coffee in Old Towne, walks at City Park
On camera?	Yes, short videos

POSITIONING ANGLE

The Olive Branch agent who knows every corner, from Old Towne's front porches to the newest subdivisions.

02 Area snapshot

A fast-growing DeSoto County city on the Tennessee line, with small-town history and suburban growth side by side.

FACT	DETAIL	SOURCE
Population	39,711 (2020 census); sixth-largest city in Mississippi	Wikipedia
Downtown Memphis	About 25 to 30 minutes by car	St. Jude guide
Memphis International Airport	About 15 to 20 minutes (about 13 miles)	Closest Airport To
Main roads	Goodman Road (MS-302); I-22/US-78 toward Memphis	Route guides
Parks	More than 140 acres of city parks	Islands

03 Neighborhoods and main streets

Two stories: Old Towne, the historic center around City Hall and Pigeon Roost Road, and the newer subdivisions spreading out from Goodman Road.

AREA OR STREET	WHAT TO SHOW
Old Towne / Old Towne Parish	Historic core near City Hall; the restored Cotton Gin, one of the oldest buildings in town
Pigeon Roost Road	Old Towne's main street: coffee, parades, holiday events
Goodman Road (MS-302)	The main shopping and dining corridor
Church Road	Home of George M. Harrison Municipal Park
New-construction communities	The Orchard, Dawkins Farm, Villages at Southbranch, River Grove Estates, Cypress Trails

04 Parks and outdoors

PLACE	WHAT'S THERE
Olive Branch City Park	About 2 miles of walking trails with exercise stations, a half-mile nature trail, amphitheater, picnic pavilions, playground, tennis courts, mountain bike trail and a scenic overlook
George M. Harrison Municipal Park, 8700 Church Rd.	Walking and nature trails, soccer fields, picnic area, fishing lake
South Ridge and Magnolia community parks	Neighborhood parks with playgrounds
Day trips	Wolf River Greenway, Big River Crossing, Shelby Farms Park, Sardis Lake

05 Food, coffee and local favorites

Old Towne Parish is the local-favorite cluster. These are the spots to tag, so the businesses share the agent's posts.

SPOT	WHERE	POST ANGLE
Pink's Coffee House	9120 Pigeon Roost Rd., Old Towne	A local favorite since 2013
Ash's Irish Pub	Cotton Gin building, Old Towne Parish	An old building brought back to life
Mississippi Old Town Taco Co. and Plush wine bar	Cotton Gin space, Old Towne Parish	Date night in Old Towne
Old Towne Bakery	Old Towne	The pecan pie stop
Mississippi Ale House	Olive Branch	Beers on tap and live music
Eggs Up Grill	5142 Goodman Road	Breakfast on the Goodman corridor

06 Fun facts and history

- The settlement was called **Cowpens**, then **Watson's Crossroads** in 1842, and became **Olive Branch** when its post office opened in 1846.
- The name comes from the Bible story of the dove bringing an olive branch to Noah, suggested by Frances Wilson Blocker, a descendant of one of the founders.
- Olive Branch was incorporated in the 1870s.
- Maywood Beach, the area's old swimming spot, closed in 2003 and is now a neighborhood: a great "remember when" post.

07 Events by month

WHEN	EVENT	POST ANGLE
Feb / Mar	Mardi Gras parade, Old Towne	Best viewing spots near City Hall
May	Mayfest with a 5K, food, art and music	Weekend guide
Summer	Movies Under the Stars, Touch a Truck	Family weekend ideas
Late summer	DeSoto County Fair	Local tradition
October	Trunk-or-Treat in Old Towne	Halloween in Old Towne
December	Christmas parade, tree lighting at City Hall, Santa, carriage rides	Holiday guide; Danielle volunteers here

08 What's new in town

WHAT	DETAIL
Old Towne Parish restaurants	Ash's Irish Pub, Mississippi Old Town Taco Co. and Plush in the restored Cotton Gin
Goodman Road openings	Eggs Up Grill; Connie's Chicken announced
New-construction communities	The Orchard, Dawkins Farm, Villages at Southbranch, River Grove Estates, Cypress Trails
Acree Farms	Proposed 71-home subdivision in the city's planning process

Hours, openings and event dates change. Every detail is confirmed again before it goes into a post.

09 30 local post ideas

Each idea could only come from an agent who knows Olive Branch.

#	TYPE	POST IDEA
1	NEIGHBORHOOD	Saturday morning in Old Towne: coffee, a bakery stop, a City Park walk
2	NEIGHBORHOOD	Old Towne vs. new construction: what each one offers
3	NEIGHBORHOOD	How long it takes to get to downtown Memphis and the airport
4	NEIGHBORHOOD	City Park's 2-mile trail loop, the overlook and the amphitheater
5	NEIGHBORHOOD	The Cotton Gin's comeback: the oldest building in town, reborn
6	NEIGHBORHOOD	Date night in Old Towne: tacos, an Irish pub and a wine bar
7	NEIGHBORHOOD	Harrison Park on Church Road: fishing lake, trails and soccer fields
8	NEIGHBORHOOD	Breakfast on Goodman Road: a new spot to try
9	NEIGHBORHOOD	Day trips from Olive Branch: Shelby Farms, Wolf River Greenway, Sardis Lake
10	NEIGHBORHOOD	Hidden gems in 38654 locals love
11	FUN FACT	Did you know? Olive Branch was once called Cowpens
12	FUN FACT	Where the name Olive Branch came from
13	FUN FACT	Remember Maywood Beach?
14	EVENTS	Best spots to watch the Christmas parade in Old Towne
15	EVENTS	Christmas in Old Towne: tree lighting, Santa and carriage rides
16	EVENTS	Mardi Gras parade: where to stand near City Hall
17	EVENTS	Mayfest weekend guide: the 5K, food and music
18	EVENTS	Trunk-or-Treat in Old Towne: what to know
19	EVENTS	Summer family nights: Movies Under the Stars
20	GROWTH	New-construction communities in Olive Branch, and where each one is
21	GROWTH	Acree Farms: what the 71-home plan means for that side of town
22	GROWTH	3 new restaurants that opened in Olive Branch this year
23	EXPERTISE	New construction vs. resale in 38654: what I tell my clients
24	EXPERTISE	What I look at when I price a home in Old Towne
25	EXPERTISE	First-time buyers: what your budget looks like in Olive Branch
26	EXPERTISE	Moving up from your starter home: my 4-step plan
27	EXPERTISE	¿Buscas casa en Olive Branch? Te ayudo en español
28	PERSONAL	Why I love living in DeSoto County
29	PERSONAL	My favorite City Park walk (a short video on the trail)
30	PERSONAL	Volunteering at the Old Towne Christmas parade

10 How we keep it compliant

Local posts talk about places, things to do and facts. A REALTOR® reviews every one before it reaches the agent.

IN A POST	OUR RULE
"Top-rated schools," school ratings or scores	**No.** Subjective, and the ratings themselves are disputed.
"Family-friendly," "safe," crime statistics, who lives in an area	**No.** Steering risk.
The school district's name, with "verify school assignment with the district"	**Yes.** Factual, with a link to the district.
Brokerage name and contact, Equal Housing Opportunity mark	**Always,** the way the agent's state requires.
Market numbers	**Yes,** from the agent's MLS or a named public source.
Hours, openings and event dates	**Yes,** confirmed before posting.

11 Sources

Olive Branch, Mississippi (Wikipedia) · City of Olive Branch history · Islands: Olive Branch guide · AARP Local: Olive Branch City Park · Pacer: Harrison Park · WhatNow Memphis: Ash's Irish Pub · WhatNow Memphis: Pink's Coffee House · DeSoto County News: Eggs Up Grill · Olive Branch Chamber: Christmas parade · DeSoto County News: Mardi Gras parade · Homes.com: new construction · SOAR: Acree Farms · St. Jude: Olive Branch guide · Maywood Beach (Wikipedia)

Sample prepared for a fictional agent and brokerage. Business names are real places mentioned in public sources; no affiliation is implied. Details as of November 2026.

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