

YouTube and Video Marketing

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Module 1A – Importance of Video

Critical part of Social Media Optimization (SMO)

Benefits Video for Communication and Marketing

- Video humanizes your real estate business.
- Video is easily searchable.
- Video is mobile
- You can measure your success.
 - Detailed Analytics are available
 - Find out how much of your content is being consumed
 - By what demographic
- Video allows for interaction and immediate, real-time feedback
- Video levels the playing field.
- Videos are shared frequently and easily (one-click)
 - 700+ YouTube® videos are shared on Twitter every minute

YouTube® alone has **more than 4 billion** views per day

Statistics

According to NAR, less than 15% of real estate agents use YouTube®

Yet **more than 60 percent** of consumers will spend at least two minutes watching a video that educates them about a **product they plan to purchase.** **

Class Question

Do you want 100 million people to watch your video or **100 targeted** individuals?

What should a video do?

- Inform
- Educate
- Entertain
- Inspire
- Empower

Video can move viewers to laugh, cry, get angry, learn, and take action better than boring text, photos, or audio.

Video is a wonderful storyteller and keeps consumers connected to your site.

Video Works for an Agent

- Creates a more personal connection
- Real Time feedback

Module 1B - Getting Started on YouTube®

Let's Discuss "The Rules"

Using YouTube® **legally and ethically** in helping clients buy and sell real estate

The Rules – aka Terms of Use

- You keep ALL rights to your videos
- However, by submitting the User Submission to YouTube®, you hereby grant YouTube® a worldwide, non-exclusive, royalty-free, sublicense able and transferable license to use, reproduce, distribute, prepare derivative works of, display and perform thewithout limitation.

You hereby grant each user of YouTube® website a non-exclusive license to access your User Submissions through the website, and to use, reproduce, distribute, prepare...under the Terms of Service.

This terminates once you remove or delete a User Submission from the YouTube® website.

Warnings

- Do not upload copyrighted material
- Read YouTube® 's T&Cs on what you can/cannot post

Quicks Tips to Remember

- Have a Point of View
- One Concept per Channel
- Be Consistent in form and style
- Post Regularly (consistently)
- Embed on your website or blog
- Link video to Facebook and other social media platforms

Types of Real Estate Video

- Entertainment, Information, Education

Action Item: Define Your Objective

Module 2 - Content Strategies

Purpose First

Determine your goals for video marketing. Your videos should do one or all of the following:

- Build Trust and Confidence
- Present Your USP (Unique Selling Proposition)
- Inspire a Consumer to Action
- Support and Supplement Your Expertise and Niche Market
- Educate the Consumer

Reminder: In the creation of each video you upload: It must pass the C-A-R Test (Compelling, Authentic, and Relevant). The strategy that we support is that these videos are housed on YouTube® (**Your Spoke**) but specific ones (or all) can and should be placed on your hub.

Build Trust and Confidence

1. Agent Bio
 - Who are you?
 - What do you offer?
 - What makes you unique?
 - Industry Awards?

This puts a face on your business. Include your assistant or team if they support your clients and represent your brand.

2. Testimonials
 - Leverage relationships with present and past clients.
 - Request a video testimonial at the appropriate time from your raving fans.
 - At closing is preferred
3. Philanthropy
 - Show that your business gives back

Present Your USP

1. Describe any unique services
2. Identify any special offers
3. What are your points of differentiation?

Inspire a Consumer to Action

1. Explain why now is the time to buy
2. Express your assurance of availability and timing

Video Content for Specific Buyer Types

- First-timer (Education) VS Luxury (Neighborhood Tour)
- Consider your current marketing strategy

- Do you network at local events in your geographic niche?
 - Consider yourself the news reporter.
 - Cover an event in your market area.
 - Position yourself as the community expert.

Support and Supplement Your Expertise and Niche Market

Property Type Video Niche

- Land (Show me)
- Condos/Townhomes
- High-end/Luxury
- Property of the Week

Local Community Video Niche

- Dog Parks
- Museums
- Restaurants
- Neighborhood of the Week
- Interview a Business of the Week
- Interview a Coach of the Week
- What street am I on? (Giveaway)

Local Expert

- Interview Local Vendors.
- Home Tour Vignettes for Buyers

Educate the Consumer

First Time Buyer Series

- How-To Videos
- Get Ready to Talk to a LO – here's what you need
- Interview a Mortgage Consultant so that the financial aspects are not overwhelming.
 - Discuss Qualification Guidelines, Credit, Down Payment Programs, and Preparation for the Process
- What is in the contract you'll sign?
- GOTCHA! Videos - Things to Watch out for during the process
- Anti Fraud Videos
 - 10 Things an Agent Cannot Promise You
 - No one can fix your Credit Report overnight

- On the road with your Home Inspector
- FAQs – Question of the Month/Week (Create and Answer)

Empty Nest Series

College Parents – A Good Reason to Buy instead of Rent

Module 3 - Pillars of YouTube® success

4 Pillars of YouTube® Success*

- Content (Discussed in Module 2)
- Optimization
- Traffic
- Engagement

Reminder - Basic Goal - Get targeted traffic to your video → Your Hub (website/blog)

Module 4 – Visibility and Going Viral

Website optimization is a continuous process of improving a website to achieve business goals while delivering a great user experience.

What are people looking for? How do you find out?

- Use Google's Free Keyword Search Tool
 - <http://www.googlekeywordtool.com/>
- Are their major forums on your topic?
- Survey people in forums
- Ask friends and family
- Verify product demand at Google Trends and Ebay pulse

Where do you use keywords in Video Marketing?

- Your Video Title (Primary Descriptor)
- Description (Include a Call to Action or URL)
- Tags (15-20)
- Dialog (what you say)

Action Items:

*(1) Keyword Research** (2) Create a List of Keywords for your niche*

Module 5 – An Agent’s Video Toolbox

Class Discussion: How professional should the video be?

Instructor Opinion: If you are creating an informational video, “Good is good enough.” If you are showcasing a listing, quality should be stellar. If not, it reflects poorly on the home you are trying to sell.

Equipment List

- Smartphones. Use Tripod. You will also need:
 - Cell Phone Tripod Adapter - iPhone Tripod Mount - 6 6S Plus 5 5S 5C 4 4s Clip Holder Connector Head Smartphone Attachment Samsung Galaxy S6 S5 S4 S3 S
- **Tripod**
 - Manfrotto (Best Buy)
 - Tripod. Large Octopus Flexible Tripod Gorilla Pod for Camera / SLR / Dv
- **Camera:** Sony a5100, Canon Rebel 6i(DSLR)
 - Wide angle lens (optional)
- **Audio** is key, make it a priority
 - Mobile Microphone - Movo PM10 Deluxe Lavalier Lapel Clip-on Omnidirectional Condenser Microphone for Apple iPhone, iPad, iPod Touch, Android & Windows Smartphones
- **Backdrop** (optional)
 - StudioPRO 5' x 6.5' Black/White Double Sided Twist Pop Out Muslin Backdrop for Photo & Video Studio Photography Background Panel
- **Lighting** Kit (Advanced Video Recordings) - CowboyStudio Photography & Video Portrait Umbrella Continuous Triple Lighting Kit

If you have an iPhone, you may want to bookmark <http://hdhat.com> for a mobile movie studio, complete with video lights, wide angle lens, and more.

Module 6 – Instructor-Led YouTube® Interface Tour

*******Instructor Demo*****Let’s Go Online**

If you understand how the YouTube interface works, you will better understand how **you**, your company, and objective will fit into the YouTube structure and culture.

Culture – Unique offerings work best. People have a right to publicly comment or like a video, don't deny them this right.

Module 7 - Marketing and Promoting Your Videos

There are several places your latest video should appear: (1)Email Signature, (2)Website/Hub and (3)Your social media channels.

Also, consider creating a QR code for your sign riders. Or, strategically engage a top Blogger in your niche so that they can include your video content on their blog.

You can “promote” a video on YouTube here (\$\$):

<http://www.youtube.com/yt/advertise/>

Top Agents YouTube Superstars

A few real estate agents who have created awesome YouTube videos:

- Mario Jannatpour, Kevin Ward, Jessica Riffle Edwards

My favorites:

- Sue Adler - Channel Name: sadler2512 **and** Hillary Caston - UShometours

COURSE REFERENCE SECTION

Video Editing and Mobile Apps Options

If you choose not to pay someone for video editing, consider Sony Vegas Studio OR Adobe Premiere Elements. *Windows Movie Maker* is free on your Windows PC, *iMovie* is free on the MAC. If you want to keep the editing simple, try these video editing **mobile** apps: iMovie (\$5) or Social Cam (FREE).