

YOUTUBE VIDEO MARKETING GUIDE FOR REALTORS

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WHY USE YOUTUBE

- Video marketing is becoming increasingly popular in the real estate market as it offers **a unique experience** to audiences that leads to high engagement.
- In fact, according to research done by the marketing department at HSA Home Warranty, **75% of home sellers are more likely to list with agents who use video.**
- YouTube has over 1.5 billion users per month, according to TechCrunch, which means that your brand has the capability to reach **a wide audience.**
- As the site is owned by Google, your SEO ranking for YouTube videos is routinely higher, ensuring **visibility and engagement**, Bluleadz says.

5 TYPES OF VIDEOS FOR REALTORS



OFFICE PROMOS

Think about what makes you stand out as a real estate agent. As a broker, think about what makes your office, your staff, and your culture stand out. Pinpoint your real estate specialty. If you've won an award, tout it. If you're great at finding flipping opportunities for investors, talk about it. If you have a unique company culture, highlight it. Think of these videos as opportunities to win more listings. Don't just tell home buyers and sellers what sets you apart from the competition, show them with an engaging promotional video.

AGENT PROFILES

The awesome thing about video is that it allows home buyers and sellers to get to know the person behind the screen. People want to work with real people. So tell them a little bit about yourself - our real estate experience, your hobbies, your family, your successes, even a funny story. Your future clients will feel like they already know you, just from watching your video.

LISTING VIDEOS

Listing videos are the bread and butter of real estate video marketing. Showing off the listings you represent in an attractive and engaging video is an effective way to attract new leads. Think of what makes this property unique or particularly appealing. Mix it up. Add a combination of video clips, still photos, and voice narration to keep your audience engaged.

TESTIMONIALS

Referrals are essential to building a strong client base. One way to grow not only your real estate network but also generate new leads is through filming short testimonial interviews.

Happy, satisfied clients are the best advertisers for your real estate brand. Testimonial videos let home buyers hear it from your clients when it comes to your work ethic and your ability to close efficiently and timely. If you had a great working relationship, a quick, authentic testimonial video can go a long way.

NEIGHBORHOOD VIDEOS

You know it's true: location is everything. Home buyers are just as interested in the surrounding neighborhood as they are the property.

Persuade home buyers to see their fantastic future neighborhood with a quick video tour of local hot spots and beautiful scenery. If you can, add a few testimonials on why this neighborhood is the best neighborhood for new homeowners.

Creating this kind of video provides evergreen content that you can use over and over again for all of your buyers.

WHAT YOU NEED

CAMERA

Choosing the right camera for your content is vital to ensuring a good quality video. DSLR, handheld cameras, webcams, cell phone cameras — each has its own benefits depending on the style, length and context of your video.

MICROPHONE

If you're planning to include voiceover or want to record people talking in your videos, attaching an external microphone is a good way to ensure audio quality. Most cameras have microphone plug-in capabilities, and you can usually find an actual microphone for an affordable price. Look for one that has a simple setup, is portable and easy to transfer clips onto your computer.

COMPUTER

Editing on a computer is an important step to making sure your video is of high quality. Whether you have a MAC or PC, make sure that the computer can handle large data files and has the appropriate editing software. To start, use what your computer came with, iMovie or Windows Movie Maker. Invest in more professional software like Adobe Premiere or Final Cut Pro when you're ready.

BENEFITS OF USING DRONES IN REAL ESTATE



1. Create more dramatic, compelling images

Well-designed drone camera shots not only look incredibly professional, they can generate a sense of awe and interest that you simply can't get from ground-based photography.

2. Create more interesting virtual tours.

A camera drone can literally fly into a home through the front door, and travel throughout every room, creating a far more natural virtual tour than station-based photography can.

3. Highlight more property features.

Landscaping, pools, walking paths and back yards are important to many buyers. So are nearby parks and schools.

4. Generate new business and out-market the competition.

Using drone videos and photos to market your properties shows prospective sellers that you take advantage of every opportunity to make their property look awesome – and to stand out. Listings that look better and provide more information, sell better.

If you do not have the time or desire to film and edit videos yourself, consider using a professional videographer.

Consider the listing price + commission + the cost of the video.

For your agent demo or neighborhood profile, a professional video for evergreen content (using it over + over) may be worth the investment.

DIY VS. PROFESSIONAL

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SETTING UP YOUR YOUTUBE CHANNEL

- With a Google Account, you can watch videos and subscribe to channels.
- Without a YouTube channel, you have no public presence on YouTube.
- YouTube channels are FREE. It costs nothing to set up or to upload videos.
- There are two types of channels:
 - *A personal channel:* This is a channel that only **you** can manage using your Google Account
 - *A brand account:* This is a channel that can have multiple managers or owners



SETTING UP A PERSONAL CHANNEL

1. Visit http://youtube.com/create_channel.
2. Sign In or Create A New Google Account
3. Click your user icon in the upper right-hand corner. You'll see a drop-down menu, where can click **Settings**.
4. Under View Additional Features, click **Create a New Channel**.
5. Click **Create a New Channel** and then customize your new brand YouTube Channel.



SETTING UP A BRAND ACCOUNT

1. Visit http://youtube.com/create_channel.
2. Sign In or Create A New Google Account
3. Click your user icon in the upper right-hand corner. You'll see a drop-down menu, and click **Settings**. Choose to create a new channel or use an existing Brand Account:
 - Create a new channel by clicking **Create a new channel**.
 - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one — you'll just be switched over to that channel if you select the Brand Account from the list.
4. Fill out the details to name your new channel and verify your account. Then, click **Done**. This creates a new Brand Account. Customize your new brand channel.
5. To learn more about using a channel with a business, visit <https://support.google.com/account>.

BRANDING ONLINE

- **Customize Your Channel Banner**
 - Your channel banner can do much more than simply show off your logo. This is prime real estate to start educating your viewers on what kind of channel it is, how often you upload, and share helpful links.
- **Create a Channel Trailer**
 - Give yourself an introduction shown to viewers who haven't subscribed yet.
- **Add Lower Thirds**
 - Increase recognition and production value to include valuable information such as a job title, social media handles, website, or company name.
- **Thumbnails are one of the most important branding opportunities**
 - When you use a consistent thumbnail design, whether that be the same layout, color palette, or person in the thumbnail, it helps establish your brand and improves recognition in the suggested videos panel.

Do not treat your YouTube channel as add-on to your other social media efforts.

YouTube is more than a search engine or video hosting platform.

It is a thriving social media community centered around a visual experience.

Brand your YouTube channel as a separate community, apart from your Facebook page, Instagram, or even your website. Make it feel special.

CREATING A COMMUNITY



WHAT NOT TO DO

- 1. Failing To Rehearse** - Prepare for your video. Dress well, write a script, and practice over and over.
- 2. Not Focusing On A Single Message** - Is your video an agent reel, testimonial, listing video or a neighborhood tour?
- 3. Not Interacting Digitally** - Don't forget to check back on your videos after you post them. Interact with your viewers through comments, subscription callouts, or direct messages.
- 4. Poor Quality Audio** - Music is great but it must be mixed right with your voice. You must also own the rights to the music.
- 5. Bad Lighting** - Lighting is very important. Watch out for darkness, sunlight behind you or unflattering shadows.
- 6. SEO-unfriendly Videos** - Highly searched, relevant keywords in your title and description will boost your video in search results.
- 7. No Video Transcript** - Lack of transcripts for your videos will hurt you in search results and with viewers on the go.

BEST PRACTICES

- **Design:** Make your channel page look as good as your website.
- **Company Details:** Include all your agency information in the About section.
- **Content:** Devise a real estate video marketing plan for the long term.
- **Titles:** Create captivating headlines that are SEO friendly and will inspire clicks.
- **Calls to Action:** Add Cards and Annotations throughout your real estate videos.
- **Thumbnails:** Ensure viewers know your videos' focus with appropriate images.
- **Descriptions:** Write search-optimized copy describing your videos.
- **Captions:** Provide subtitles for the hearing impaired and foreign language speakers.
- **Analytics:** Examine the metrics associated with your real estate videos.
- **Promotion:** Use your site, social media, email campaigns, and ads to boost views.
- **Feedback:** Determine where you can improve based on users' comments.

Put your real estate videos in four or more different spots:

- YouTube
- Natively on Facebook and Facebook Ads + other social media platforms
- A Blog Post
- Email To Your Client Database

Do not share your YouTube video on Facebook! Upload the raw video file onto your Facebook business page or personal profile. This will increase the views by 10 times or more.

BEYOND YOUTUBE



Videography + Cinematography

Michael + Jennifer Owen

www.mojotalent.com

610.810.6182

michael.patrick.owen@gmail.com



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