

YouTube and Video Marketing

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MARKETING TIPS

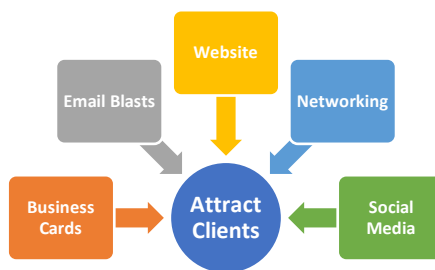
Marketing Reminders

Prospecting

Prospecting is key to your business.

Book recommendation: Fanatical Prospecting by Jeb Blount

Follow-up



Social Media Optimization

What is it?

Social media optimization (SMO) is the use of social media networks to manage and grow an organization's message and online presence. As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news. (Investipedia.com)

Where do you start? Business Objective.

Know your market.

Identify a Niche Market

- Geographic Niche
- Consumer Niche
- Occupational Niche



Tip #1 – Know Your Why to Video Marketing

- Google Juice
- Cover the globe
- Opportunities that could come from any sources

Benefits

- Adds a face and voice to your business
- Showcase your expertise
- Increase conversions
- Build trust

Tip #2 – Agent YouTubers

- Brian Casella
- Jessica Edwards
- Sue Adler
- Evan Roberts – YouTube Local Ads

Tip #3 – Topics

Start with the goal

- Credibility – Testimonials – Interview the Homeowner “Karen just closed on her house...let’s ask her about the experience.”
- About Me Videos
- Community Expert – Informational Videos – Town Tours, Local Businesses, Events
- Real Estate Expert - Informational Videos - How to Read a Home Inspection Report
- Listing Video

In all of these you can GO LIVE!

Tip #4 – Equipment

- Smartphone
- Tripod
- Microphone



- Lighting

Equipment Mentions

- Smartphone
- SHURE MV88 (microphone)
- Smartphone Tripod
- DJ Osmo 3

Use Google and YouTube for additional recommendations

MARKETING TOOLS AND BOOKS



Tool #1 – Slydial – to leave a voice message (great for database calls – follow up with former clients)

Website: www.slydial.com

Tool #2 – Purple Cow by Seth Godin

Tool #3 – BombBomb.com

Tool #4 – Raving Fan by Ken Blanchard

QUESTIONS? LET'S CONNECT

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