POWER OF VIDEO

KellyOnYouTube.com

In 2022…VIDEO is the #1 form of media used in content marketing strategy!

*Hubspot

But you're STILL NOT doing it! WHY??

I don't know what to say!
I don't have the right camera.
I'm too old.
I need botox.
I don't know how to do it.
I need to go on a diet.
I'm not doing video because...
I don't like the way I sound.
I don't have time.
It's too hard to figure out.
People might laugh.
I'll look dumb.

Trust me, I know how you feel!

I was just like you once.

My video journey started in 2013, it wasn't easy…

Everything You've Ever Wanted is On The Other Side of Fear

I stopped focusing on me!

I started focusing on the **VALUE** and the **KNOWLEDGE**, I could provide to my audience.

IT'S NOT ABOUT ME.

That's how I look, that's how I sound!

IT IS ABOUT… the information I can provide to help someone.

VIDEO is a GAME CHANGER

in your business!!

VIDEO

- Gives you a voice in a very noisy, competitive world
- Allows you to establish yourself as an expert and build trust with your audience
- Helps you compete with the fin tech platforms but with a high touch approach
- Video will grow your business (mine increased 35% that first year!)
- Video strengthens relationships with clients and referral partners (keeps your face in front of them!)
- Video can be a recruiting tool
- Video can bring you new opportunities such as speaking events, etc.

WHAT ARE YOUR VIDEOS GOING TO BE ABOUT?

IT'S ALL ABOUT CONTENT!

CONTENT TIPS

- What is your area of expertise?
- What are you passionate about?
- What is happening in the market?
- What went wrong on a transaction and how did you fix it?
- What special causes are you involved in?
- What questions are you asked most often?
- What's trending?
- What's in the news?

But wait…there's more!

5 Videos Agents Should Make Right Now!

1. **WHY** you do what you do? **Your ORIGIN story**!
2. **State of the Market Video**! But don't call it that! Title something clickable!
3. **Tips for Preparing Your House to Sell –** Things are more competitive now!
4. **First-Time Home Buyer Mistakes –** Don't buy a car!!!
5. **Partner Video** – Lender Video – TALK ABOUT SELLER CONSESSIONS/BUYDOWNS

Bonus Content tips…

Find out what people are searching for online. Go to **Answerthepublic.com** for a list of the most searched topics/questions. *(You can also download a .CSV file of the questions.) 3 free searches a day.*

USE a service like **Tubebuddy** and/or **VIDIQ** to find out what people are searching. You can search "keywords" and find out what titles will score the best on YouTube! (FREE versions of both!!!)

The best way to succeed with video is to make videos on topics people are searching for.

Where will you distribute your VIDEOS?

- ✓ Facebook
- ✓ Instagram
- ✓ TikTok
- ✓ Website
- ✓ Eblasts
- ✓ Homebot

YouTube

YouTube is the #1 missed opportunity in Real Estate Industry

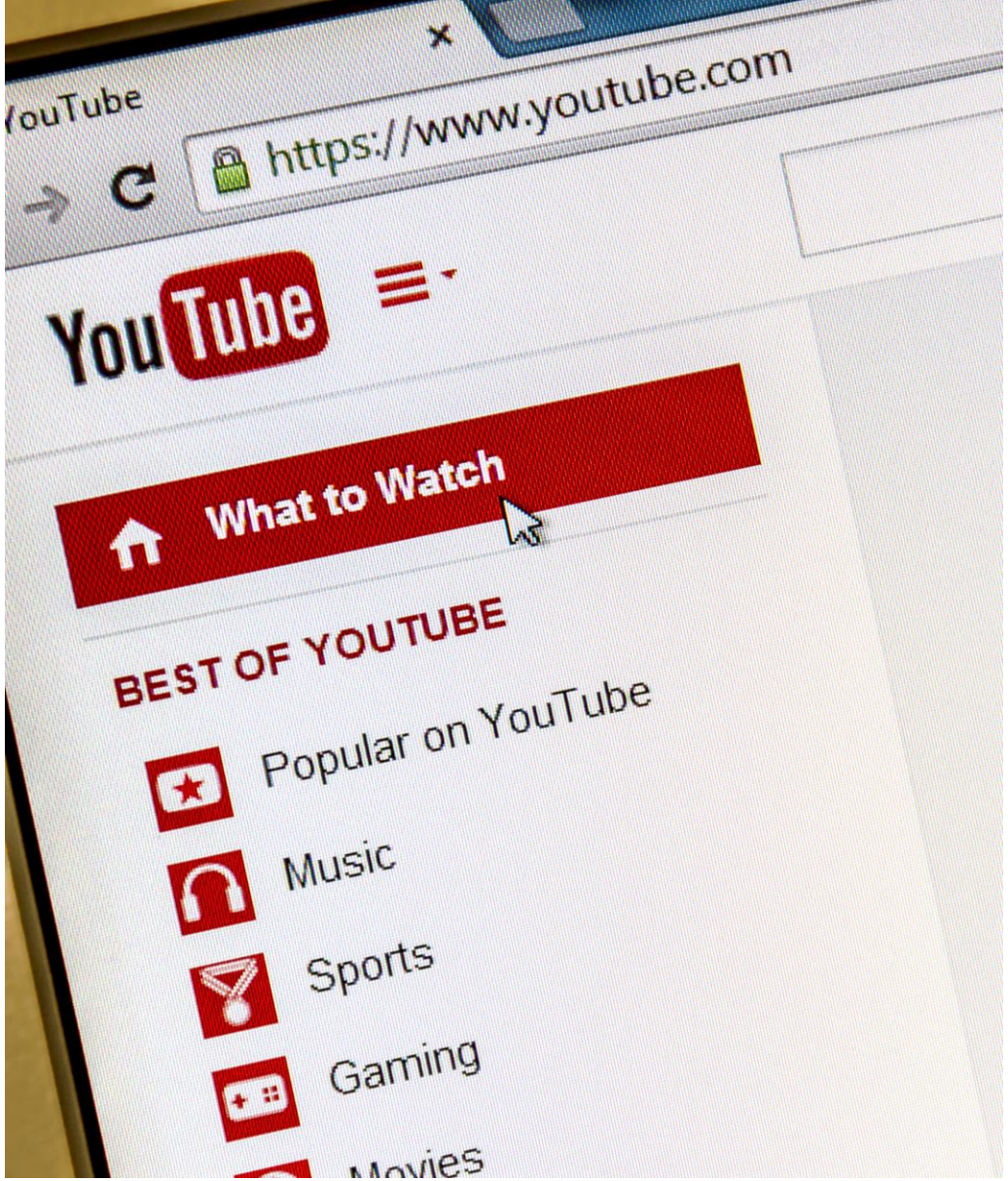
Power of YouTube

What makes **YouTube** different than the other social media platforms is, it becomes a library of all your videos AND they live forever!

Unlike Facebook and Instagram which is a scrolling feed. YouTube videos live as long as you have them up. If someone is searching for that topic, then your video could come up even if it is several years old.

YouTube is the #2 search engine behind Google.

I recently searched on YouTube….



Evergreen Videos

Evergreen content is **search-optimized content** that is continually relevant and stays "fresh" for readers over a long period of time. Education videos are often "Evergreen."

- My #1 most-watched video, with over 31,000 views was from 3 years ago.
- It was the still most-watched video on my channel in 2021.
- It was also one of my worst-produced videos, with really loud music!

Why YouTube?

THE NUMBERS DON'T LIE!

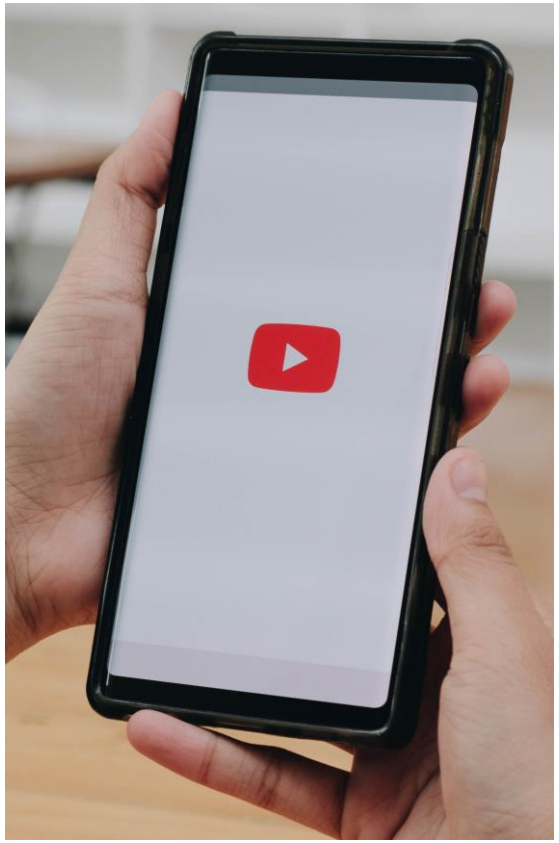
- YouTube is the world's second-most visited website on the internet (next to Google!) *(Hootsuite)*
- YouTube is the #1 purchase-driver on social. *(Animoto)*
- 83% of consumers worldwide prefer YouTube to watch video content. *(Hubspot)*
- 92% of American users claimed to use YouTube weekly *(Statista)*
- 694,000 hours of video are streamed on YouTube each minute *(Statista)*
- *YouTube Shorts receive 15 billion daily views (YouTube)*

When people watch your YouTube videos, they feel like they know you…even if they don't!

Believe it or not, there isn't a ton of competition on YouTube in the Real Estate space. That means…

IT'S NOT TOO LATE!!!

Here's what you need… Keep equipment simple.



Cell Phone
(Preferably an iPhone!)

Lavalier Mic +
Lightening Adapter

Ring Light with
Bluetooth Remote

Shooting Tips…

Do's

- ✓ Do have good lighting.
- ✓ Do have good sound.
- ✓ Do have good energy and SMILE!!!
- ✓ Do think about your background.
- ✓ Do wear bright solid color clothing.
- ✓ Do get right to the point—hook your audience.
- ✓ Do shoot more than one video at a time.
- ✓ Do shoot more than one type of video: Shorts, Reels, Long form, Listing videos, etc
- ✓ Do blast your videos to your sphere via email.

Don'ts

- ✗ If shooting outside, don't have the sun behind you (lighting should be in front of you.)
- ✗ Don't waste time introducing yourself or telling your audience what your video is about—just get right into the content.
- ✗ Don't allow yourself more than 3 takes.
- ✗ Don't shoot a video and never post it. (Don't be so hard on yourself! The more you do it the better you will get!)

What about video editing?

Editing Apps:

- iMovie (iPhone) Free
- Windows Movie Maker (Andriod) Free
- Apps like Splice Video Editor or Canva (subscriptions)
- Editing within the Instagram & TikTock apps (free)

You Don't Have to do Editing Yourself!

You sell real estate—you don't have to be a video editor…instead:

- Use Fiverr.com OR
- Email: cgerz@kellermortgage.com for details on a cost-effective editing company we use.

Leveraging your videos.

Here's what we do!

#1. Shoot/edit video. Then post to **YouTube**.

Repost on:

#2. Send in **Eblast** to Sphere as a feature video with other highlight videos.

#3. Create Video **Short** (from Long Form Video)
59 seconds or less vertical format.

Post on:

Action Plan

1. Make the **COMMITMENT** to do VIDEO!! <u>WHEN ARE YOU GOING TO START?</u>

2. Get my video guide with shooting tips and more.

Text VIDEO to 602-704-5721

3. Join my **Free Facebook** group **Real Estate Video Influencer** to learn tips, tools, tactics and MORE!

SCAN ME

THANK YOU

FOR ATTENDING!

Please subscribe on YouTube:

KellyOnYouTube.com

MortgageHowDoI.com

Kelly Zitlow NMLS 164330 | Keller Mortgage, LLC | Company NMLS 140234 | 14635 N Kierland Blvd, Ste 140 | Scottsdale, AZ 85254 | AZ BK 1034500 | Branch NMLS 2322692 | CA RMLA 41DBO-31187 | Licensed by the Department of Financial Protection and Innovation under the CA Residential Mortgage Lending Act | Georgia Residential Mortgage Licensee | nationwidelicensingsystem.org