

# Unlimited Video Workshop

## Video Creation & Marketing Workshop

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TREC # 03-00-063-23018

Kenn Renner



# Intro Videos

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- High Impact
- Testimonial

# Intro

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- Overview of course
- What to expect
- What to walk away with
- Motivate, Activate, Perpetuate
- Video as a lifestyle

# Overview

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- How to easily create videos using Flip cams or still photos
- How to edit video in 5 minutes or less
- How to set up, customize, and optimize your YouTube channel
- Where & how to post your videos for maximum impact & exposure

# Overview

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- What kind of videos make you more money  
(see Kenn's \$70,000 G.C.I. video) \$\$\$
- Getting thousands, even millions of views
- How to rank your videos on the first page of Google and YouTube
- How to get more buyers and leads with video

# Overview

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- Video as a proven listing tool
- Make your flyers & signs come alive with video
- Become the recognized authority in your market with video
- Get face to face with your customers with video email

# Overview

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- Mobile video applications with QR codes, mobile apps to generate leads \$\$\$
- How to dominate your niche using video
- How to maximize video in social media marketing

# Overview

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- Video as a relationship tool
- The next best thing to being there
- Have implied authority / Be the expert
- Video as a lead generation tool
- Video promotion = being found, being seen & call to action
- Keyword strategies / Gleaning

# What “Not” to Expect

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- Does not replace lead generation
- Is not intended to take up all your time
- It is not meant to be complicated – K.I.S.S.
- It's not meant to be overwhelming
- Don't try to do it all at once
- Take bite sizes
- We are not your IT department

# What to Walk Away With...

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- How to integrate video into your business
- A workbook
- The ability to upload video at will to websites, blog, email, Facebook, etc.
- Video tools to help you start and build relationships with your clientele

# What to Walk Away With...

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- Knowing the 5 types of Videos you should create:
  - 1. Property/Neighborhood Video
  - 2. Branding Video (USP)
  - 3. Testimonial Video
  - 4. How To Video (informational)
  - 5. PR Video (you in the News)

# Why Video?

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- Easy, Cheap, Everywhere
- Informative, demonstrative, authoritative
- People prefer to watch than read, to be shown rather than told
- Engaging, personable
- Visual, auditory, experiential


# Why Video? - Stats

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- 24 hours of video each minute being loaded to YouTube
- 73% of home sellers prefer agents who use video
- 12% of agents have a video channel
- More videos are watched on mobile devices than on desktops
- Half of all advertising will include video
- The emerging generation grew up with video – it's a lifestyle

# Why Video?

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- 2 Billion views per day (YouTube)
- 3.5 hours watched per week
- Replacing TV
- Soon TV will be on demand video
- By 2014,  $\frac{1}{2}$  of all advertising will be video
- What direction is video's popularity? 
- Are you going to join or be left behind?

# Why Video?

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- % of consumers who say that internet is most essential medium in their lives
- 2002 - 20%
- 2011 - 45%
- Ages 12-34 - 62%, Age 35+ - 34%
- Weekly audience for online video has tripled in past 5 years - 12% to 38%
- % of people who have watched video programming from YouTube has quadrupled from 2007 - 7% to 32%

-Source, Arbitron

# Why Video?

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“The growth in people’s consumption of online video is a sure sign you should get involved in video marketing. This doesn’t have to be a huge project that requires its separate team and expensive equipment. You can start small by hiring a video production intern and doing a few interviews with your customers, demo-ing your product in a more engaging way or even showcasing the quirks of your employees.”

--MyExpressSite, Live Training Blog

# Video

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- Pushy Real Estate Agent

# A Look Into the Past (A Personal Journey)

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- Fascinated with video
- Super 8 projectors
- Video Tape?
- First time to Hawaii
- Joined a rock & roll band
- Roxy/Whiskey a go go
- National Anthem
- Infomercial Time Warner

# A Look Into the Past (A Personal Journey)

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- Seminars – DVDs? – Online!
- Reach a wider audience
- Grew weary of explanations
- 2006 – 3 camera video shoot in San Jose
- Great, have video – now what?
- Send DVDs? Expensive, delay?

# A Look Into the Past (A Personal Journey)

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- Online Solution, yeahhh!
- Complications – Boooo!
- No standardized delivery method
- What's a codec? Codecs?
- Then YOOOOOUTUBE! – YES!
- At first non-commercial – so what?
- Now I could get my seminars to the world, but???

# Video

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- [Intro at San Jose](#)

# A Look Into the Past (A Personal Journey)

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- Back to Basics – Here comes HGTV's House Hunters
- Wow, I can do that - !?
- Hired video co. too expensive!
- Bought a high-def (still tape?) (firewire)
- Ohh, wow, USB – Cool
- Flip Cams, wow HD in my pocket
- HGTV style video tours

# Video

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- Wigwam

# A Look Into the Past (A Personal Journey)

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- Load up to YouTube – virtual real estate agent (saves gas)
- Upload seminars
- Edumarketing – 24-7-365
- Home marketing, neighborhood expert
- Demographic & Geographic target marketing
- Micro & Macro media expert

# A Look Into the Past (A Personal Journey)

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- Wow! Me and 5 of my friends watching
- Hmm...
- I am live, but who's watching?
- Wow – Look a video popped up on Google. And another one...

# A Look Into the Past (A Personal Journey)

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- Enter Joshua – Video Messiah
- First wanted SEO, & reputation management but...
- Conversions??
- How can I get people to watch and see my message?

# A Look Into the Past (A Personal Journey)

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- Video optimization & Views
- Views beget views
- Wow, I am ranking in Google! Cool!
- Wash, Rinse, Repeat
- Wow, I am getting listings
- Wash, Rinse, Repeat
- Wow, I am getting buyers!

# “Feeling Googley”

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- Video Ranks – Big Time
- Best and easiest way to the top of the search engines
- Market is wide open
- MeTube & YouTube – Get on board, get your clients on board

# Monetizing Video Marketing

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- The \$70,000 video (and counting)
- The Hospital Authority...
- The builder who needed me...
- Now I am **everywhere** I want to be
- Internet Real Estate –
- Location...
- Timing...
- Domination is the objective

# Internet Domination

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- [Avery Ranch Video](#)
- Google Demonstration

# Take a Break

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Questions?

# The Present

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- Your kids are videoing
- They are growing up with it
- They expect it
- The next generation of home buyers & sellers expect it
- “All” will expect you to do video

# Video

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- Justin “Rocky” Renner

# The Present

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- YouTube is your free website
- You may not need another website
- Facebook – another free website
- Facebook loves video –
- All about relationships –
- How about you? How would you use video to build relationships?

# The Present

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- Video is the next best thing to being there
- Video cameras are on most all phones
- Video cameras are on almost all new computers
- Video is on the new iPad 2, front and back
- Video email is gaining ground
  - BuyComF5
  - BuyEyeJot

# The Present

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- Video webinars & seminars are common
- Video meetings are common
  - Skype
  - [BuyComF5.Com](http://BuyComF5.Com)
  - [BuyEyeJot.Com](http://BuyEyeJot.Com)

# The Present

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- Technology is catching up
- Bandwidth is catching up
- How will you position yourself?
- Answer – Video Marketing Specialist

# Near Future

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- Video texting is soon to be the norm
- Video teleconferencing is at hand
- Video phone conversations soon to be the norm
- Video live meetings & presentations are soon to be the norm
- Video Holiday dinners & parties will be enjoyed in HD

# Near Future

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- Push marketing will be replaced by pull marketing
- Your TV will now by a VTV
- You will control your input
- You will decide on content you want to know about
- You will be in control
- You will have power over your viewing pleasure

# Near Future

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- Where does that put the professional?
- You better be “there”
- With pertinent (not perfect) content
- If you are “there” you have a better chance at making a sale
- If you are not “there” you will be left behind
- It is so easy to be “there”

# Not Too Distant Future

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- Video messages / advertising everywhere
- Hats – T-Shirts – Cars – Billboards – Video Brochures – Video Menus – Business Cards
- Real Estate signs Everywhere
- Video Resumes
- How do we stay ahead?
- Get started –
- Get involved –
- Have Fun

# Video Marketing

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- Marketing tool
- Teaching tool
- Courtship tool
- Transaction tool
- Testimonial tool (endorsements, referrals)

# Teaching Tool

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- [Staging Tips \(playlist\)](#)
- [KPLE Video](#)
- [Doctor Video](#)

# Transaction Tool

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- Bought \$650,000 home from my video
- Senna Hills (jump to 1:45)
- Inspection Video to India

# Testimonial Tool

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- [MAPs video \(playlist\)](#)

# Video Marketing

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- Target your audience
- Target your niche
- Be consistent
- Be short / quick message
- Send link to your sphere
- Your Facebook & Twitter
- Send link to your database

# Video Marketing

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- Use QR codes linked to your specific message
- Put a QR code in your mailer
- Use a QR code on your flyer, linked to your video
- Put QR code on your real estate signs

# QR Code Demonstration

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# Video Marketing

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■ [www.BUYQRSTUFF.com](http://www.BUYQRSTUFF.com)

# Video Marketing

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- Long Tail & Short Tail keyword phrases
- Easiest way to rank on search engines
- Easier to rank on YouTube, Google is the target
- You need views to get views
- You need optimization (Opportunity – Unlimited Video Marketing Programs)

# Video Marketing

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- Call to action – tell them what to do
- You want viral response
- Funny is good / short is good
- Choose your target & market

# Going Wide

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- A branding video has a longer useful shelf life
- A property video highlights a specific home and ties you to it (expert identity)
- Has a shelf life – like a magazine
- A “How To” video positions you as the expert
- A neighborhood video shows your knowledge of your area
- A video newsletter is timely and informative, identifies you as expert

# Going Deep

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- Video Webinar
- GoTo Meeting + Skype
- Video email
- Video autoresponder
- Pre-listing package
- Relocation Help
- Inspection Clarification
- Touring at a distance

# Going Deep

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- Buyer tutorial
- Privatize video
- Mini-webinar
- Personalize final walkthroughs
- Buyer tours – Give them a camera
- Special events – radio shows

# Videos & Your Website

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- Post videos to your website
- Make your website more dynamic – sticky
- Your YouTube Channel “is” a website
- Post videos to your Facebook
- Blog your videos
- Make them interesting / Funny
- Post your playlists

# Videos & Your Website

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- Do a “what to expect” video
- Do a video directory
- Your website will “come alive”
- You will become a real person
- The relationship starts
- “I feel I already know you!”
- If a picture is worth 1000 words...?

# Videos & Your Website

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- Properties are more experiential
- Video lead capture form
- Video autoresponder

# Compliance and Ethics

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- Stay compliant
- Make sure you have your Co. name on a property video
- Take it down or note when it sold in the video and verbiage
- Never slander – be nice
- Do not steal – copyright infringement can be a nightmare
- Get Permission to use ON VIDEO

# Video Email

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- From free to \$50 per month
- Get face to face with your customers
- Very compelling
- People love it – testimonials
- All you need is a webcam
- Couple clicks and you're ready to go

# Video Email Demonstration

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- Video Email Demonstration

# Video Email Testimonials

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- Wow Kenn, what a way to do business. I'm impressed! Hope we might make a match here. We will chat soon. Thanks again, Robin :)
- Okay, that was the first video response I have ever received. Nice. Got the code. I will wait to hear when they are out completely. Thanks. Ashley
- Hi Kenn -That video is pretty nifty, I like it. Talk to you soon, Scott
- Hi Kenn, Really happy to hear that. The video message was really cool. Regards Rajesh
- Kenn, You are something special! You make a great first impression and I am sure that is why you are so successful. Thank you so much for your prompt reply. I am sure you would be able to offer us sage advice on that decision. Thanks again for sending me your video reply. I feel like I know you already! -Anna

# Video Email

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- Logitech cameras are good
- Can have fun too
- Lighting can be an issue
- You can load webcam videos to YouTube or Facebook or ???
- Easiest and quickest way to get started in video

# Video Email

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- Great way to do quick messages
- Best to use a video email program
- Files will be too big to send otherwise
- BuyEyeJot.Com
  - Free to cheap (but limited)

# Video Email

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- BuyComF5.Com
  - \$50 per month
  - Is a complete video marketing suite
    - Video Email
    - Video Lead Capture
    - Video Auto Responder
    - Video Landing Page
    - Video Webinar
    - Database Management
    - Video Templates
    - Video Invites, notes...
    - And on and on

# Video Cameras & Equipment

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- Handy cams & HD cameras \$100-\$200
- Decent set up - \$300 to \$1000
- Pro Am will do most everything
- You can spend more or rent
- More control of sound and settings
- Need more skills, so...

# Take a Break

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- Questions

# Video

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- Video Set Up Tips

# Flip Cams

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- HD Flip Cams – The Flip, Kodak, Play Sport, Lots of others
- Easy, easy, easy to use
- Comes with editing software
- EASY! – USB Plug & Play

# Flip Cams

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- Limited on settings and options
- Limited on sound & lighting
- Because they are EZ
- Fit in your pocket/purse
- Great HD quality – 1080p
- Can capture photos too

# Flip Cams

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- Great for Virtual Video Tours
- Neighborhood Driving Tours
- In car, in office, where ever?
- Easy to upload to YouTube / Facebook
- Quantity! Quality?
- Pro quality vs. social media quality vs. crap
- Don't put out crap!
- Flip Cams easiest way to get quantity

# Mobile Phone Video

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- Mobile phones are getting good
- iPhone, Treo, Droid, Blackberry
- Decent quality – not great
- Good to use in a pinch
- iPad 2 – Cool, very cool

# Accessories

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- Tripod – Go solo, steady now
- Wide angle lenses
- Extra Batteries
- External microphones
- Lighting & Reflectors
- Green Screen
- And on and on
- Do you need it? Not really...

# Content

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- What are you targeting?
- Who are you trying to reach?
- Tailor content to audience
- Short is good
- Funny is good
- Short & Funny is great

# Video

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- Shark Video

# Content

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- On a more serious note...
- Are you authority? Act like it!
- Are you personable? Let it show!
- Give the audience what they want
- 31 seconds to one minute
- House Tours can be longer
- Do a long video, then chop it up later into bite size videos

# Lakeway Regional Medical Center

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- Lakeway Regional Medical Center

# Staging

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- “All the world’s a stage”
- Everywhere you “are”
- In home, office, auto
- In meetings, conferences, conference rooms, create your own set
- Outside is attractive
- Inside is more controllable
- Green screen? – Be Anywhere

# Staging

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- Home videos easy – do when taking photos
- Or use photos from virtual tour
- Some V.T. make video for cheap
- Tour factory, realtor.biz
- Stay Tuned – Will cover later
- Be conscious of lighting

# Lighting

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- Natural Light is good
- Auto settings can mess w/ video
- When filming a home, overcast helps doing inside
- Back lighting can mess with exposure
- Best when sun is lower on horizon – shadows can be distracting

# Lighting

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- Depends on which way the house faces
  - East facing – shoot in AM
  - West facing – shoot in PM
- Purchase lights – Amazon.Com 3 point lighting set up
- Reflectors are cheap
- Lighting is an art – don't get too wrapped up in it
- Do a test run

# Video

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- Example of Bad Lighting

# Sound

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- Important – compelling if done right
- Distracting if done wrong
- Make sure it's not too loud or too quiet
- Handycam mics are limited
- Consider lavalier
- Consider boom mic
- Wireless are great for lectures or ??

# Sound

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- When outside, be careful of wind noise
  - Use a wind screen
- Wait for things to quiet down
  - Airplanes overhead, trucks nearby, etc
- You can even add quiet background music
- Better to do in post editing
- Mics come in all shapes, sizes, purposes, & prices
- Don't get carried away, unless...??

# Sound

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- Inside, beware of echo
- Rooms with sound absorbing material are better
- Do a test run

# Filming Tips

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- Don't have to be perfect
- Watch “Head Room”
- Use a script
- You can read from a clipboard
- Makeshift teleprompter

# Video

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- Blooper Video

# Filming Tips

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- Be natural, don't tense up
- Be conversational
- Have a conversation
- If you are instructing, reporting, or addressing, it's OK to look at camera
- If you are doing a "scene," it's better to not look at the camera
- Think House Hunters
- Camera is an observer

# Filming Tips

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- If you have a hard time getting through, editing can help
- You can use actors
- Better yet, testimonials
- May try a graphics only video
- You can use a digital recorder for narration
- Even iPhone or Droid Voice recorder

# Editing

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- Editing software
  - Sony Vegas, iMovie, Windows Live Movie Maker, YouTube editor, AquaSoft
  - Flip Cams come with integrated editing software
- The Flip Cam editing programs are easy
  - Not as much control
  - May or may not be able to edit sound

# Editing

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- The more complex editing programs require expertise
- Basic editing programs are OK for most things
- Some cameras have on-board editing

# Easy Editing

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- Demonstrate the Flip
- Demonstrate Windows Live Movie Maker – Video/Still Photos
- Demonstrate YouTube Editor

# Video

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- [Lakeway Condos for Sale](#)

# Transferring Video from Camera to Computer

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- Note: Videos are huge files, take up a lot of memory
- If you have an old computer, video may eat up all your memory quickly
- Solutions:
  - Get external hard drive
  - Get a better computer
  - Upload to YouTube and use online editor
  - Delete videos no longer using from hard drive
  - Upload videos to online storage service

# Transferring Video from Camera to Computer

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- Load content into computer
- May have to convert file to .avi, .mp4?
- Bring content into editing software
- Load audio content if using narration
- Find royalty free music for background (optional)
  - If you're in a band, use your band's original music
- Flip comes with fun tunes

# Transferring Video from Camera to Computer

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- Edit clips or put clips in order
- Splice clips together
- Add narration & music audio
- Add graphic messages
- Create Intro & Outro slides
- Make sure contact info is on video
- Play & Double Check video
- Render Video

# Take a Break

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- Questions?

# Uploading to YouTube (and Others)

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- Create YouTube Channel
- Ties in with Gmail account
- Cost = Free
- Customizable channel
- Google owns YouTube
- Google likes YouTube
- Upload video to YouTube

# Uploading to YouTube (and Others)

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- Add video title
  - Make sure title is SEO friendly
  - Gleaning
- Add annotations
- Use YouTube editor to chop up longer videos
- Create playlists of similar/related videos

# Gleaning

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- Ben Kinney Austin

# Optimize Your Channel

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- Create playlists
- Organize playlists
- List favorites
- Add descriptions & Headliners
- Include contact info & website links
- Do a custom background

# Optimize Your Channel

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- Repeat at other sites
  - Vimeo
  - Metacafe
  - Vidler
  - Daily Motion
- Optimize those sites
- Engage Community – comments, video responses
- Promote / Share / Blog
  - SEO – Search Engine Optimization