

# MARKETING MEETING

AUGUST 5TH

---

# **YOUTUBE FOR REAL ESTATE AGENTS**

# GOAL

How to utilize YouTube to capitalize on your real estate business, without creating a ton of extra work!

# WHY YOUTUBE MATTERS FOR REAL ESTATE

- YouTube is the **second** largest search engine (after Google)
- Video content builds trust, shows your expertise, and ranks in Google searches
- New Term: **Evergreen Content**
  - Leads over time, not just today.
  - Content will grow
- You don't have to post weekly!
  - Multiple ways to leverage YouTube to work for you!

# KEEP IT SIMPLE - EQUIPMENT

- Use your phone
  - Option to use office camera (with my help!)
- Microphones recommended
  - Ask me to use the wireless mics!
- Natural lighting
  - Ring light, or if in office, the panel light turns on with a switch!
- Use a tripod
  - I have one in the office anyone can use!
- Edit with CapCut

# WHAT TYPES OF VIDEOS TO CREATE

- Neighborhood tours / community spotlights
  - Home buying or selling tips
  - Listing videos / virtual tours
  - Answer common client FAQs (ex. “How much do I need for a down payment?”)
  - Market update in 60 seconds
  - How I got into real estate
  - Myth busting
- 
- “But what about all of my reels that I’ve already created?”

# REPURPOSING INSTAGRAM CONTENT

- Turn existing reels into YouTube Shorts!
- Cross-posting will ultimately help you when it comes to a Google search
  - Reaching new audiences
  - Without extra work!
- YouTube Shorts can gain views *months* after posting
- Helps you stay active on YouTube even if you don't create long-form videos
- Copy and paste your caption from Instagram, and paste it in the YouTube description
  - Or, you can paste your caption into ChatGPT, and ask it to write a YouTube description, that will work with SEO

# YOU DON'T HAVE TO POST EVERY WEEK

- Upload listing videos or virtual tours for clients to share
  - Even as simple as linking the video in your marketing materials
- Host an FAQ playlist that you can send to leads
- Link to your YouTube in your Instagram bio
- Share testimonials or client success stories
  - Can be as simple as uploading the review, and taking a video saying thank you to your client, comment on the sale, the property, etc.
- The more you post, the better!



# WHERE DO I START?

- Create a new YouTube channel, specifically for you as a real estate agent
- Come up with a catchy name, use ChatGPT for this!
  - Ex. Ocean State Real Estate, Home Hustle Network with \_\_\_\_\_, RI Property Pulse, Newport Home Insider
- Record a quick introduction video! Tell people who you are, and what you do.
- Start uploading past content as shorts
  - Shorts are up to 60 seconds
  - Vertical videos
  - Create catchy hooks!
    - “Here’s a \$500k house in Newport with ocean views...”
  - Use keywords and hashtags in description - make it searchable!
  - Thumbnail (recommended, but optional)

# SHARE YOUR CHANNEL STRATEGICALLY

- Add video links to emails
  - “Check out this quick tour...”
- Send helpful videos to leads
  - Buyer/Seller videos
- QR Codes on business cards or flyers to link to videos
- Include YouTube links or username in social media bios
- Videos provide value! People will watch your videos to see who you are and if they want to work with you.
- More platforms = more reach = more business for you!

# ONE PAGER



## YOUTUBE CHANNEL CHECKLIST

### STEP 1: WHERE DO I START?

- Create a new YouTube channel, specifically for you as an agent
- Come up with a catchy name, use ChatGPT for this!
- Record a quick introduction video!
- Start uploading past content as shorts
- Shorts are up to 60 seconds
- Vertical videos
- Create catchy hooks!
- Use keywords and hashtags in description - make it searchable!
- Thumbnail (recommended, but optional)

### STEP 2: VIDEO IDEAS

- Neighborhood tours / community spotlights
- Home buying or selling tips
- Listing videos / virtual tours
- Answer common client FAQs (ex. "How much do I need for a down payment?")
- Market update in 60 seconds
- How I got into real estate
- Myth busting

### STEP 3: SHARING YOUTUBE STRATEGICALLY

- Add video links to emails
- "Check out this quick tour..."
- Send helpful videos to leads
- Buyer/Seller videos
- QR Codes on business cards or flyers to link to videos
- Include YouTube links or username in social media bios
- Videos provide value! People will watch your videos to see who you are and if they want to work with you.

# MARKETING MEETING

AUGUST 5TH

---