



**Mark Porter, CRS, GRI**  
**Wisconsin REALTORS® Association**  
**2022 Annual Convention**

# 1 BOOST YOUR BRAND WITH VIDEO

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## Google loves YouTube!

Advancements in Internet bandwidth and video acquisition have given us the tools to produce and disseminate our message quickly and easily to the masses. The real estate agent can convey large amounts of helpful information in a way that the consumer can easily self-educate to make well informed decisions with advanced knowledge and realistic expectations of a desired outcome. Another way to say it might be . . . we are lazy, reading is time consuming, and video is an efficient way to get informed.

## Why No Video?

- Overwhelmed
- Camera shy
- Where to begin?
- Intimidated by Editing
- Intimated by Search Engine Optimization (SEO)?
- Look Amateurish

\_\_\_\_\_ **don't have to like it! I have nothing to lose but everything to gain!**

## 1.1 HARDWARE & TOOLS FOR GREAT VIDEOS

It's never been easier to get started with video! We've seen huge improvements in cellphone cameras and computer webcams over the years. You most likely already have the tools necessary to get started. Here are a few items that can greatly improve your video quality:

### 1.1.1 Ring Light

Lighting is fundamental to video quality. Ring lights are an inexpensive tool that can greatly improve your video quality and professionalism.

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### 1.1.2 DJI OM 5: Smartphone Gimbal Stabilizer

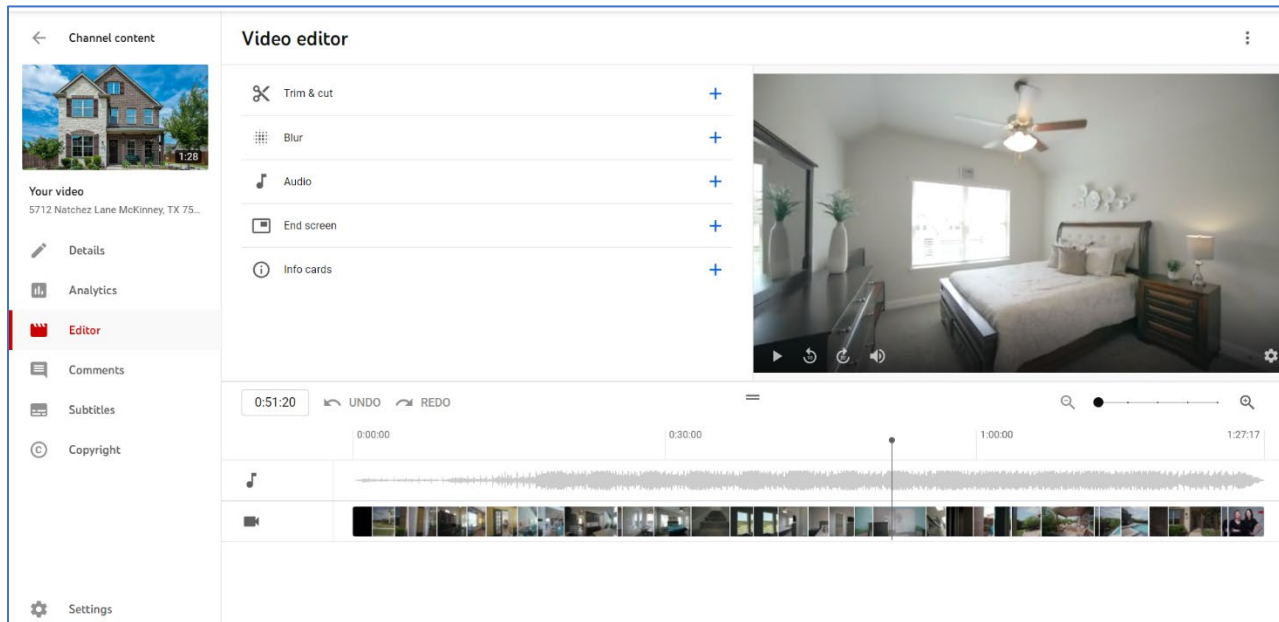
A gimbal is a tool that supports and stabilizes the camera to help reduce shakiness of footage when camera is in motion. This smartphone gimbal can help you create smooth-looking motion and transitions. This tool is especially useful for property tours!

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## 1.2 SOFTWARE PROGRAMS FOR VIDEO EDITING

Easy first level video editing software to get you started. [www.YouTube.com](https://www.YouTube.com) has a very basic video editing capability. Upload the raw video or videos and try out Editor in your YouTube Studio. You can trim videos, add an audio track, end screens and blur.

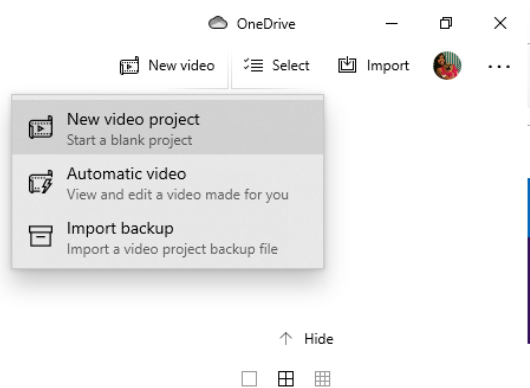


### Windows 10 Photos App

To create and edit videos in Windows 10, use the Photos app. You can combine your photos and videos with music, motion, text and 3D effects in this simple built-in video editor.

Windows Photos app allows you to create a video slide show for your listings. To do this:

1. Select “New Video” and “New Video Project” in the upper right-hand corner.
2. Next, click + Add to import listing photos into your Project Library.
3. Place photos in Storyboard, organize, add Title Card, text, motion and music.



## Mac iMovie

If you are using a **Mac**, it is likely this is already installed and ready to use. If not go to [www.Apple.com](http://www.Apple.com), download and install it.


### 1.3 USING AUDIO TO ENRICH VIDEO

The editing programs are going to allow you to go grab any common audio file from your hard drive however you are subject to copyright laws. You will get into trouble attempting to use you latest hits on your “video-commercials.” It is recommended you purchase a royalty free clip at one of the widely accepted stock providers. Pay attention to the appropriate licensing for your projects.

#### Sources for Audio files

- [www.EpidemicSound.com](http://www.EpidemicSound.com)
- [www.SmartSound.com](http://www.SmartSound.com)
- [www.PremiumBeat.com](http://www.PremiumBeat.com)
- [www.AudioJungle.net](http://www.AudioJungle.net)
- YouTube also offers a free music library in YouTube Studio in their video editor!

### 1.4 CREATE A GOOGLE ACCOUNT



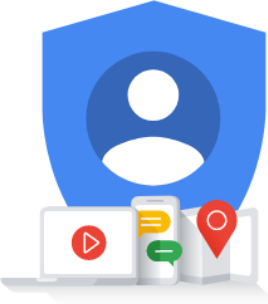
## Create your Google Account

You can use letters, numbers & periods

[Use my current email address instead](#)

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)



One account. All of Google working for you.

Now Google only requires one account. A single username and password gets you into everything Google.

Consider using your current email address by selecting “[I prefer to use my current email address.](#)”

Pay close attention to your chosen channel name.

At various times in the past, the channel name was **not editable**. Choose wisely. FirstLastREALTOR is recommended for most e.g. MarkPorterREALTOR

Go to [www.Google.com](http://www.Google.com) and log in. If you do not have a Google Account follow the prompts to create one.

Once logged into Google.com, click the YouTube link.

### **Create a Business YouTube Channel**

Once signed into your Google Account, go to your Channel List: [https://www.youtube.com/channel\\_switcher](https://www.youtube.com/channel_switcher)

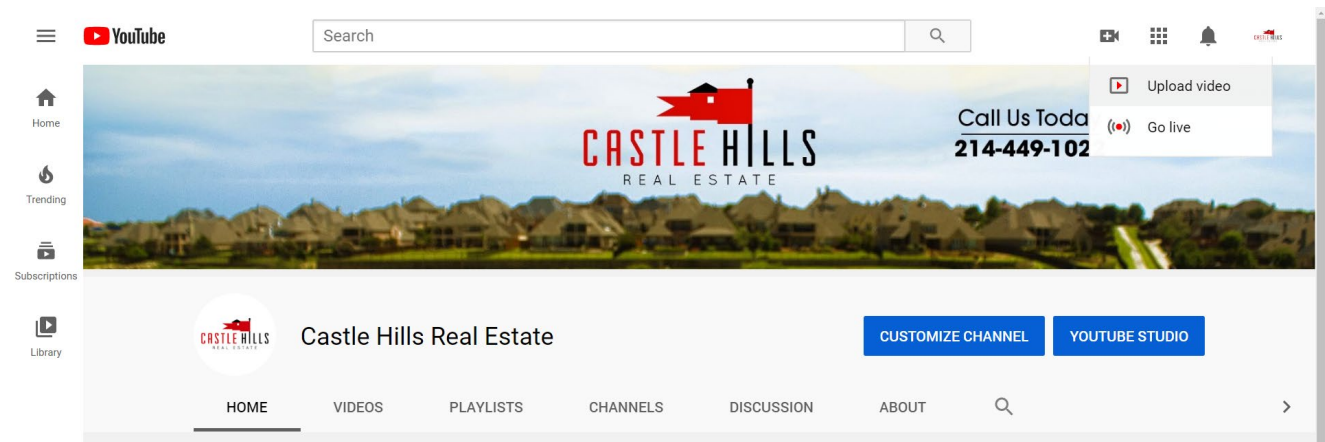
Choose to + Create A Channel

You can link an existing Brand Account or create a new one for your business!

## 1.5 UPLOADING VIDEOS TO YOUR YOUTUBE ACCOUNT

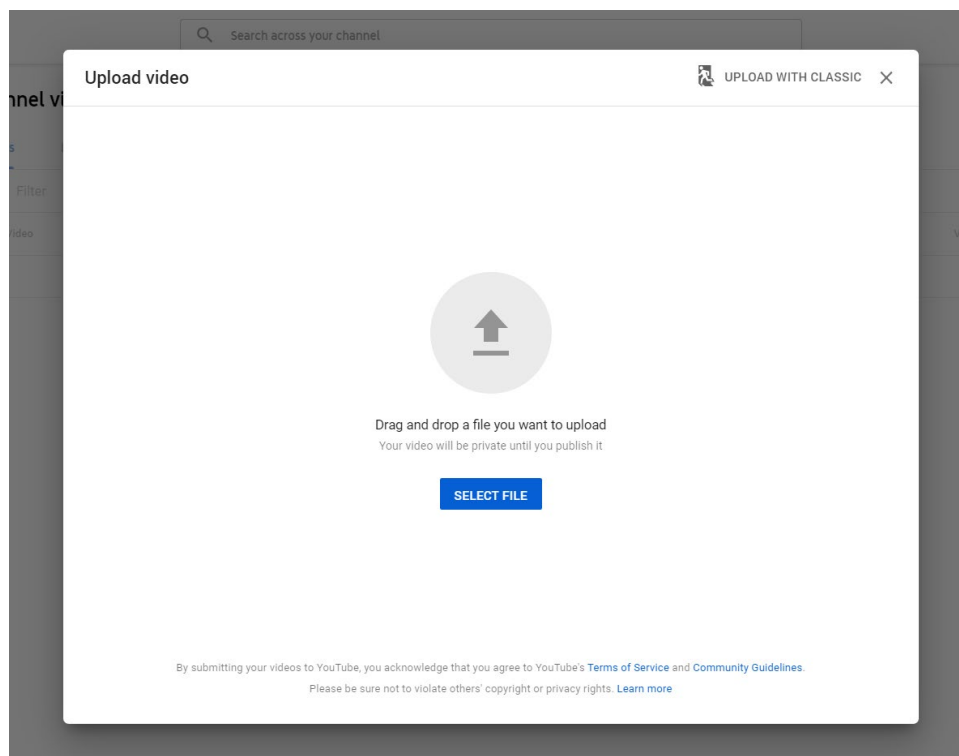
To Upload a Video:

Login to your YouTube Account and click the **“Upload Video”** Video Camera Button at the top of the YouTube page.



Click the **“Select File”** button.

Locate and select the video on your computer and click the **“Open”** button to upload the video.

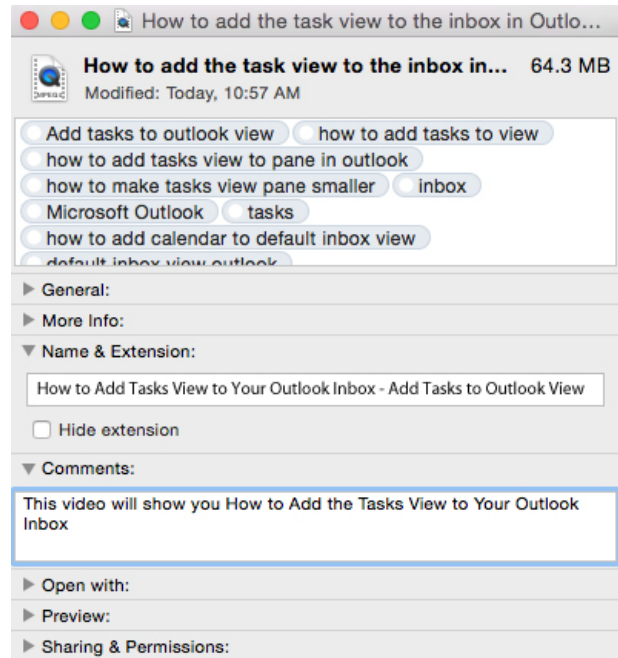


## 1.6 OPTIMIZING YOUR VIDEO FILES FOR YOUTUBE

YouTube can't see what your videos are about, so before you upload the video to YouTube, you need to optimize your actual video file.

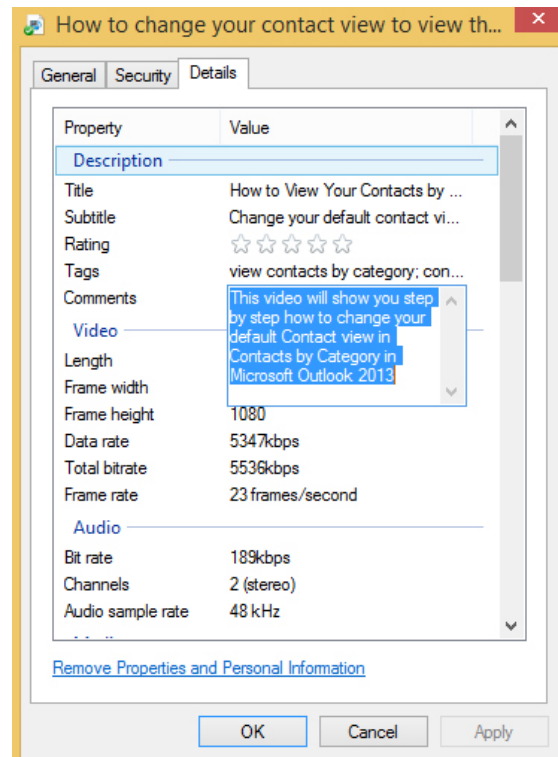
### Steps for Optimizing Your Video File on a MAC Computer:

1. "Right Click" on your video file and select "Get Info."
2. Add some related tags (keywords or phrases) that you'd like to target into the top box with the "add tags..." text.
3. Under "Name & Extension" enter a title that describes what your video is about (be sure it includes your top two keywords).
4. Under Comments, enter a brief description of your video.
5. Upload the optimized video to your YouTube account.



### Steps for Optimizing Your Video File on a Windows Computer:

1. "Right Click" on your video file and select "Properties."
2. Select the "Details" tab.
3. For "Title" and "Subtitle", enter a title that describes what your video is about (be sure it includes your top two keywords).
1. Add some related tags (keywords or phrases) that you'd like to target into "Tags" section.
2. Under Comments, enter a brief description of your video.
3. Upload the optimized video to your YouTube account.



## 1.7 OPTIMIZING YOUTUBE VIDEOS FOR SEARCH ENGINES

The screenshot displays the YouTube Studio interface for editing a video. On the left is a sidebar with navigation options: Channel content, Your video (selected), Details (highlighted with a red bar), Analytics, Editor, Comments, Subtitles, Settings, and Send feedback. The main area is titled 'Video details' and contains several sections:   
 - \*\*Title (required)\*\*: A text box containing 'For Sale: 3909 Sunnysgate Drive Fort Worth TX 76262 Chadwick Farms Subdivision'.   
 - \*\*Description\*\*: A text box containing a detailed description of the property, including its location, features (4 bedrooms, 2.1 bathrooms), and contact information for Castle Hills Real Estate.   
 - \*\*Thumbnail\*\*: A section with a prompt to 'Select or upload a picture that shows what's in your video' and four thumbnail preview images.   
 - \*\*Playlists\*\*: A dropdown menu labeled 'New Listing'.   
 - \*\*Audience\*\*: A section indicating the video is 'set to not made for kids' with a 'Set by you' button.   
 On the right side of the interface, there are additional controls: 'UNDO CHANGES' and 'SAVE' buttons at the top; a video player showing a preview of the house; a 'Video link' field with a URL; a 'Filename' field; a 'Video quality' dropdown; a 'Visibility' dropdown set to 'Public'; and buttons for 'End screen' and 'Cards'.

**Video Title** = 60 characters (including spaces); You are actually allowed to enter up to 100 characters, however, since the title is cut off at 60, we recommend limiting your title to 60 characters. Be sure to include your target keyword in the video title.

**Video Description** = 5000 characters. Include a description of your video and make sure to include your keywords. Also, be sure to include a link to your website that points to a relevant page for the keywords you are trying to optimize. For example, if your video is about FHA Loans, include a link to a page on your website that has information about FHA Loans.

**Video Tags** = 500 characters; Found under “Show More” in your video details. List the keywords or phrases you are trying to target and make sure the keywords are also listed in your video title and description.



## 1.8 ACHIEVE HIGH RANKING ON YOUTUBE

### 3 Leading Factors that Influence High Ranking on YouTube

1. **SEO:** Properly optimizing your video for SEO is the first step to getting your videos to appear higher in search rankings on YouTube. That means you need to ensure your keywords are included in the Title, Description and Tags and that you have outgoing links from your video page to content rich pages on your website that are also optimized for the keywords you are targeting.
2. **External Links:** The next step is having external keyword links to your video page. So share you video on other websites and blogs. Search engines measure webpage popularity by the number of links to that point to that page. So the more links that point to your video, the more popular your video must be and that will increase your video ranking.
3. **Video Popularity:** The most powerful method for achieving a high ranking on YouTube is based on your video popularity. YouTube rates popularity by the number of views, comments and ratings your video receives. Therefore, like optimizing a webpage, in the end – CONTENT IS KING! The more interesting and relevant your content is, the more popular and higher ranked your video will be! So invite people to view your video on YouTube and encourage comments and “likes”.

The “More Options” tab allows you to select your preferences to allow comments on your video and enable users to embed your video on their website.

#### Free Tools to help you Identify Highly Searched Keywords and Develop a Keyword Strategy:

<https://ads.google.com/home/tools/keyword-planner/>


## YouTube Studio: More Options in Video Details

YouTube Studio

Search across your channel

CREATE

Channel content



Your video  
For Sale: 3909 Sunnygate Drive Fort...

Details

Analytics

Editor

Comments

Subtitles

Settings

Send feedback

Video details

UNDO CHANGES SAVE

English This content has never aired on televisi...

Title and description language  
English (United States)

To manage other languages, go to [subtitles](#).  
[UPLOAD SUBTITLES/CC](#)

Recording date and location  
Add when and where your video was recorded. Viewers can search for videos by location.  
Recording date: Mar 5, 2020 Video location: 3909 Sunnygate Drive

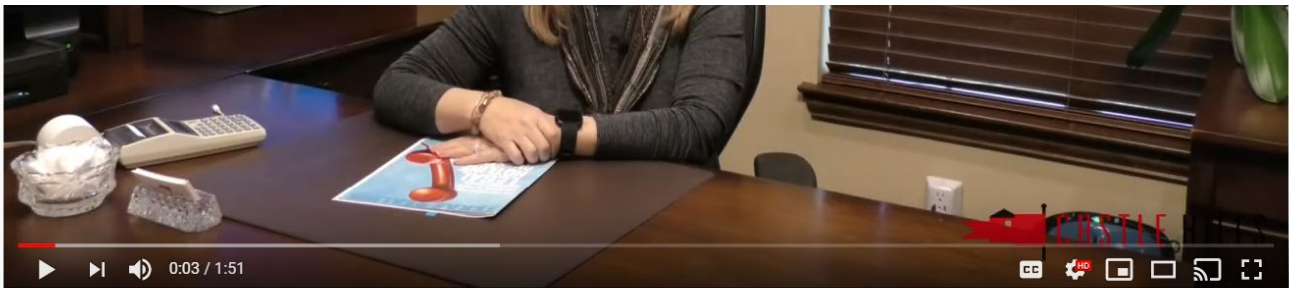
License and distribution  
Learn about [license types](#) and [distribution](#).  
License: Standard YouTube License Distribution: Everywhere  
☒ Allow embedding  
☒ Publish to subscriptions feed and notify subscribers

Category  
Add your video to a category so viewers can find it more easily  
Howto & Style

Comments and ratings  
Choose if and how you want to show comments  
Comment visibility: Hold potentially inappropriate comment... Sort by: Top  
☒ Show how many viewers like and dislike this video

<https://www.youtube.com/watch?v=jhQlFFOvtgA>

### 1.9 EMBEDDING A VIDEO ON A WEBSITE OR BLOG



The Price is Right... Or Is It? Common Seller Mistakes & How to Avoid Them!

34 views • Feb 14, 2020

1 0 SHARE SAVE ...



Castle Hills Real Estate

Share

ANALYTICS

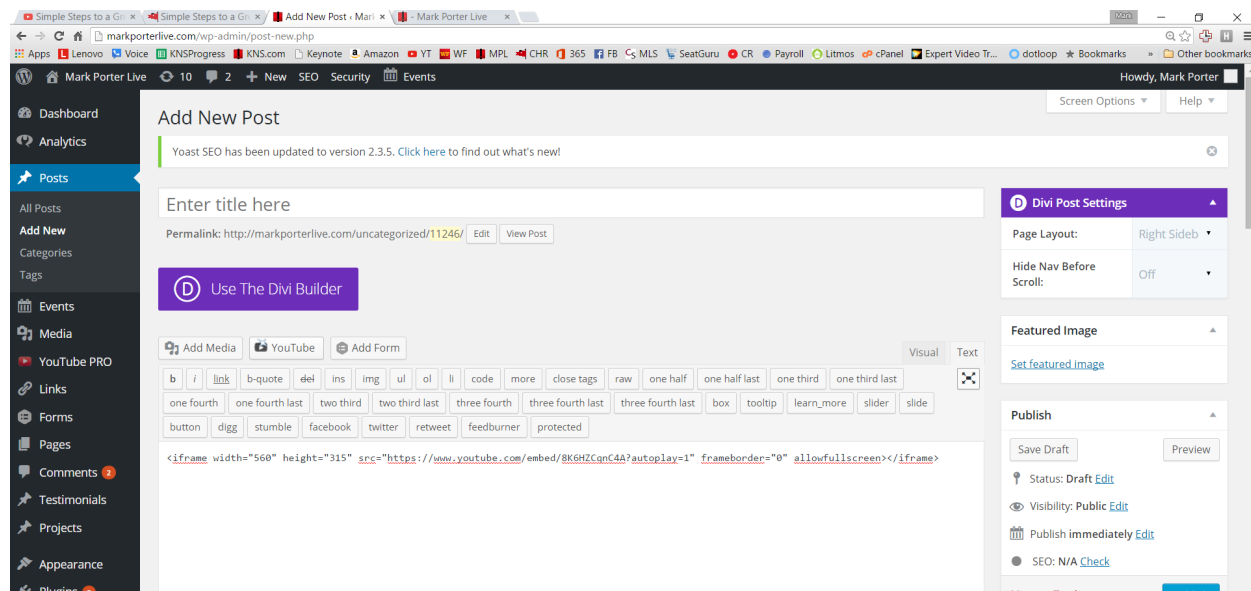
EDIT VIDEO

In our latest video, Linda Larson-Porter discusses the most common mistakes sellers make when

To embed a video on a website or blog:

1. From your video's page inside YouTube, click **"Share"**
2. Next, click **"Embed"** and the html text will appear
3. **Select** the text, **Right click** and **"Copy"**

Now that you have the text copied to your Clipboard, **Paste** the text in the **Html or Source** version of the destination webpage or blog entry.



```
<iframe width="560" height="315" src="https://www.youtube.com/embed/8K6HZCqnC4A" frameborder="0" allowfullscreen></iframe>
```

**To have the video to start playing automatically** when a visitor arrives add **"?autoplay=1"** after the address as shown below.

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/8K6HZCqnC4A?autoplay=1" frameborder="0" allowfullscreen></iframe>
```

**To turn off the related video feature** that pop up after your video, add **"?rel=0"** after the address just like before.

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/8K6HZCqnC4A?rel=0" frameborder="0" allowfullscreen></iframe>
```

## 1.10 SENDING A MARKETING VIDEO TO CLIENT FOR APPROVAL

RE: 5055 Addison Cir #720 Addison TX 75001 - Message (HTML)

FILEMESSAGEINSERTOPTIONSFORMAT TEXTREVIEW

Send

From

Mark@CastleHillsRealEstate.com

To...

☐ Wynn Searle (wynn@mohrhealth.com); ☐ Marie Kremer (mariesearle1218@gmail.com)


Cc...

Subject

RE: 5055 Addison Cir #720 Addison TX 75001


Hi Wynn and Marie,  
We just completed the initial video production for your condo and posted it privately to YouTube for your review. Let me know if you approve of the public release of the marketing video.

5055 Addison Cir #720 Addison TX 75001 Aventura...



Thank you,

**Mark Porter**, Broker Owner - Certified Residential Specialist



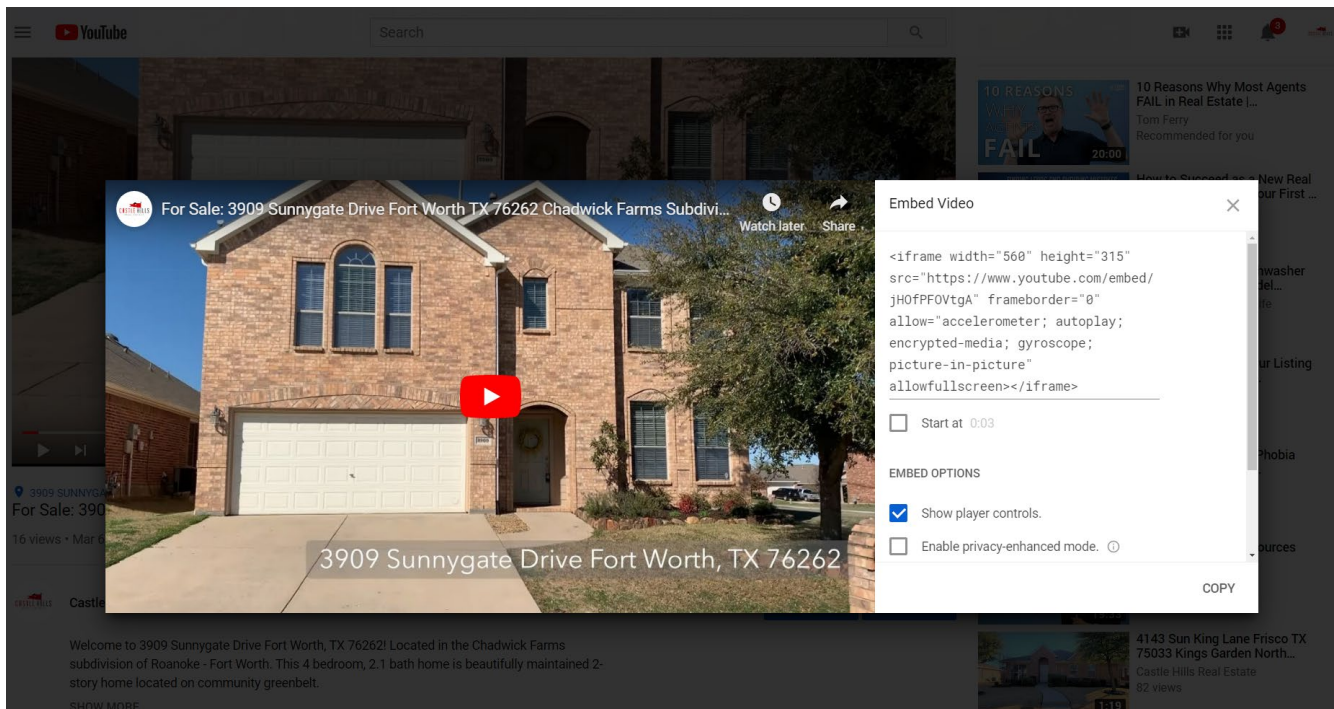
CASTLE HILLS

REAL ESTATE

1101 Morgan Lefay Lane, Lewisville Texas 75056 - (972) 395-9814

### 1.11 EMAILING VIDEOS WITH A VIDEO IMAGE AND HYPERLINK

Although, videos cannot truly be played in an email, you can create the illusion of video in email with a picture of the video hyperlinked to the video.



1. Open the video in YouTube, hit **"Share"** and then click the **"Embed"** option. A video preview will show up next to your embed code.
2. take a screenshot of this image by hitting **Alt + Print Screen**
3. Go to your favorite photo editor (ex: Paint.net) and paste the screenshot.
4. Select and crop the video preview and **Copy** the image.
5. **Paste** the image in the body of your email.
6. **Right Click** the image > **Add Hyperlink** and paste or type the website address of the video.
7. Click **Ok**.

## 1.12 VIDEO IDEAS

### **Video Without You:**

- Property Tour
- Record your computer screen – SnagIt
- Get a tour of the Neighborhood
- Interview Someone
- Neighborhood Vendor
- Neighborhood Events
- Neighborhood Features
- Neighborhood Improvements
- Client Testimonials
- Reviews of Service

### **Video With You In It:**

- Market Update or Insight
- Share Stats
- Do a Q&A with Someone
- Give a tour of the Neighborhood
- Local Reviews
- Educational Series
- Use Video to Communicate