

JANUARY 2019

VIDEO MARKETING WORKSHOP

www.VIDEOSSELLSREALESTATE.com

PHASE 1: CREATE

- Written Word
- Pictures
- Video

PHASE 2: PUBLISH

- Upload
- Optimize
- Publish

PHASE 3: SHARE

- Create Account
- Distribution

THREE STAGES OF FILMING

SIMPLE STORY-BOARDING



Video Sells Real Estate (VSRE) provides state-of-the-art cinematography services to help market properties, lifestyles and brands. The company prides itself in being meticulous & creative during each stage of production. We saw a need for agents to self-produce their own videos on a nominal budget. So we created Video Marketing Workshop. Enjoy!

PHASE 1: CREATE

Written Word: Create a weekly blog post of at least 350 words.

Pictures/Photos: Self captured from iPhone, stock photos. Photos that are uploaded & edited on Instagram can be saved & re-purposed for your blog photos.

Video: Hire a Professional or do it yourself.

Filming Equipment

- Camera: iPhone or other capable smartphone
- Audio/Mic: iPhone earphones or other capable devices
- Stabilizer: DJI OSMO or other capable device
- Light: You're over analyzing now. Just film already.



Editing Software

- Smartphone App

iMovie (self edit)

- Pro: super simple & can cut to beat
- Con: music library outdated

GoPro Quik (generated edit)

- Pro: auto-editing
- Con: non-customized edit

Adobe Clip (generated edit)

- Pro: auto-editing
- Con: non-customize edit

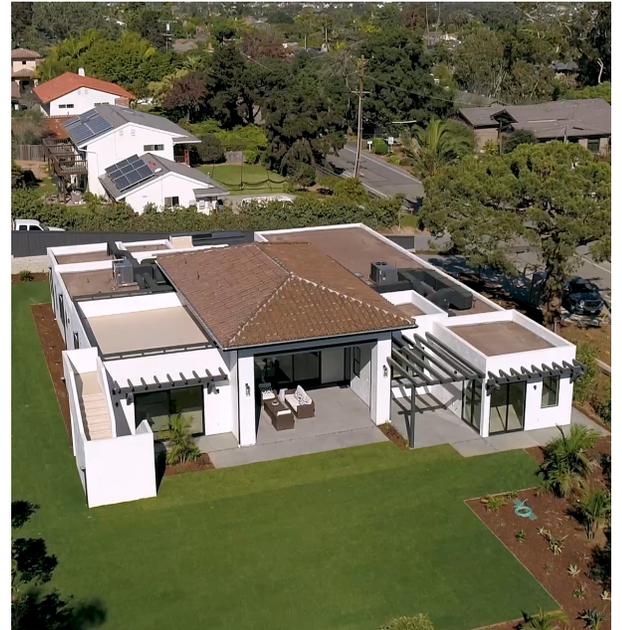


CONT. VIDEO

Live or Straight Upload

(no editing required - self produced)

- FB Live, YouTube Live or just a video shot from your iPhone that can just be uploaded directly to FB or YouTube (or any other video platform)
- Use relevant title, description and keywords
- See Video: "Optimizing Video Uploads"



PHASE 2: PUBLISH

**Publishing Content on
wordpress.org**

Upload: Written word, audio, picture and video.

Optimize: Key phrase, title, links (external/internal).

Publish: Schedule content when to be released.

- Weekly, Monthly, Quarterly, and Annually



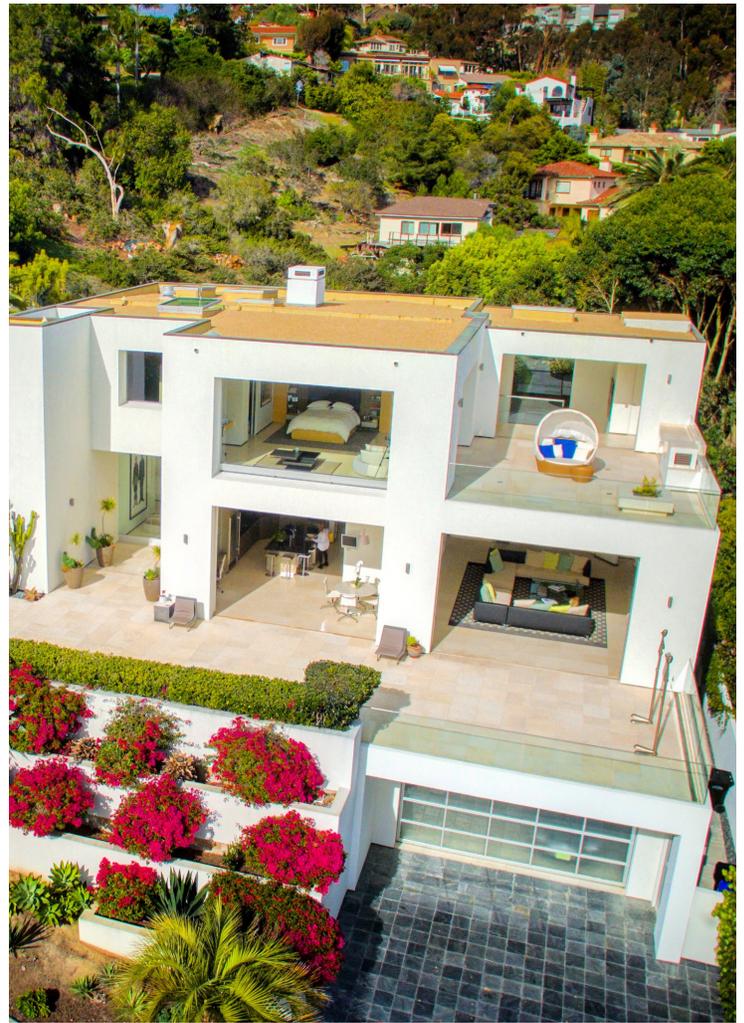
PHASE 3: SHARE

Create Accounts

- Facebook, Instagram, LinkedIn, Twitter, Google+, Google Page, Flickr, Tumblr, eBlogger, YouTube, Vimeo.

Distribution

- Hootsuite: use service for publishing links to website(s) Blogpost-->Hootsuite-->FB --> Twitter, Google Page(s)
- Videos: Upload directly to Facebook, YouTube, Vimeo



THREE STAGES OF FILMING

1. Pre-production (storyboarding)
2. Production (filming)
3. Post-production (editing)

SIMPLE STORY-BOARDING

TRUST BUILDING

Intro: Present Theme

Visual Branding: Show Intro

Talking Points: 3 Minimum

- Use on-screen graphics
- Use whiteboard
- Provides value (downloadable booklet or "how to")

Close:

- Re-introduces theme
- Re-introduces self
- Call to action

