

Online Video Advertising

- Why TV produces the best leads
- Why Online Video Advertising is the future of advertising in our industry.
- How you can be on the cutting edge
- Why and how to implement it



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TV Advertising

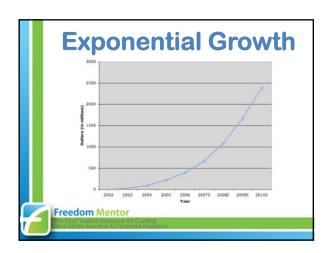
- The biggest real estate investors run tons of TV ads.
- Builds Instant Massive Credibility
- Great for building big brands
- Highest lead quality of any source



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TV Advertising Problem # 1 – Total Cost Problem # 2 – Cost per Lead? Problem # 3 – Split Testing Ads? Problem # 4 – Geographic Concentration Problem # 5 – Number of engaged viewers? Problem # 6 – Call to Action Disconnect Problem # 7 – No control over audience type





Future of Television

- Fastest growing segment of online video viewers are adults over the age of 35.
- Majority of viewing is during primetime, at home and with a mobile device (3 out of 4 adults)
- Top 4 YouTube Categories (comedy, music, entertainment, "how to")
- Facebook is a "video-first" platform



Perfect for Us

- Ideal for the Small Business (Grainy, Real)
- Ideal for call to action engagement.
- Cost per lead and ad split test results data
- Geographic concentration
- Can start with a tiny budget (\$0.01 per view)
- Control over how many and who sees ads
- You can educate your customer

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Ad-Ucational Videos

- 1. GRAB ATTENTION! Answer a question that is already in the viewer's mind, dig up a fear, create curiosity.
- 2. Create your ideal customer by teaching the viewer what you want them to know.
- Example:



Ad-Ucational Videos

- The more, the merrier (viewers get hooked and want to watch more).
- Each video should be an ad, not just an instructional video.
- Always provide the best content possible
- Let your teaching be the selling



Ad-Ucational Ideas

- Selling Your (City) House?
- Outside the Real Estate Agent Box
- 3 Ways to Sell Your (City) House
 - FSBO, List, Sell to Investor
- Closings Cost to Sell Your (City) House
 - Taxes, Liens, Title Insurance, Deed Recording



Ad-Ucational Ideas

- Which {City} House Buyer is Right for You?
 - Local, Credible, Honest
- Fix Up Your {City} House or Forget About It
 - Permits, Lying Contractors, etc



Ad-Ucational Video Direct Mail Power Play The Truth Behind "We Buy Houses" Letters Realtors, Newbie Investors, Attorneys,

Ad-Ucational Video Google Adwords Power Play Watch This Video Before You Sell Your {City} House! FSBO, Agent, Investor

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Other Video Ideas Testimonials Interviewing with a Customer or Attorney at a Closing Company At a vacant dilaptated house

Equipment

- Video Camera (Free or Under \$200)
 Your SmartPhone or Under \$200 Video Camera
- Tripod (\$17)
- 2 Dry Erase Board (\$59)
- 2 Lighting (\$56)



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Video Shooting Basics

- Audio is critical (silence in background)
- Memorize concepts in chunks, not scripts
- 2 Don't over think
- Business Casual Clothing (or golf shirt)
- Look straight into the camera lense
- Doesn't have to be in one take
- Smile and Be Energetic but YOURSELF!



Video Editing

- Keep it Simple (Trimming Clips and Adding Multiple Clips Together)
- ☑ Pixorial, WeVideo, etc.

https://filmora.wondershare.com/video-editor/free-online-video-editor.html



YouTube Channel Set Up Connect your Website to YouTube Branding (Featured Video, Watermark) About Page Channel URL Channel HomePage Example: https://www.youtube.com/user/expresshomebuyers Freedom Mentor

Video Posting Video File Name same as Video Title Title, Description and Tags Call to Action Set Up (Cards & End Annotations) Facebook has a different way they handle Call to Actions Videos Freedom Mentor

Google AdWords Video Campaign Add New Video Campaign Adjust major settings Add video ads Insert a Call to Action Create targeting parameters Freedom Mentor Treedom Mentor Addivideo AdWords Treedom Mentor Treedom Mentor

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