

# Online Video Advertising



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## 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



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## Online Advertising



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## Exponential Growth



Year	Dollar (\$ millions)
2002	0
2003	0
2004	0
2005	0
2006	0
2007E	500
2008E	1000
2009E	1500
2010E	2500

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## 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



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## 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

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

Example:

[https://www.youtube.com/watch?v=GN8s\\_-mnRE](https://www.youtube.com/watch?v=GN8s_-mnRE)



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## 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



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✔ Former members of Franchise 500



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## 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



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## 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



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## Ad-Ucational Video Direct Mail Power Play

- ✔ The Truth Behind "We Buy Houses" Letters
- ✔ Realtors, Newbie Investors, Attorneys,



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## 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



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## Equipment

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



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## Video Shooting Basics

- ✔ Audio is critical (*silence in background*)
- ✔ Memorize concepts in chunks, not scripts
- ✔ 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!

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## 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>

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## YouTube Channel Set Up

- ✔ Connect your Website to YouTube
- ✔ Branding (Featured Video, Watermark)
- ✔ About Page
- ✔ Channel URL
- ✔ Channel Home Page
- ✔ Example:  
<https://www.youtube.com/user/expresshomebuyers>



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## 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



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## Google AdWords Video Campaign

- ✔ Add New Video Campaign
- ✔ Adjust major settings
- ✔ Add video ads
- ✔ Insert a Call to Action
- ✔ Create targeting parameters



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Help local business owners get started  
with online marketing. We're the mentors of Freedom.



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