

# Video Internet Marketing

Use the following checklist to evaluate your Video



Yes	No	Photography Steps to Success
<b>Getting Started</b>		
		Use one of the following tools to start creating video: <ul style="list-style-type: none"> <li>• Your digital camera</li> <li>• Your virtual tour product</li> <li>• Purchased Video Camera and software</li> </ul>
		Do a search on YouTube to see your competition and the gap to fill
<b>What Types of Videos</b>		
		Testimonials (new homeowners in front of their home, or at the signing table)
		Area (show us why living in your area is the best!)
		Listings (using photos, and or video clips.)
		Neighborhoods (as a “neighborhood expert”, show us your favorite dry cleaners, best hamburger spot, favorite playground)
		Working with Buyers, Company Overview, Giving Back
		Others:
<b>How to Edit</b>		
		Use wide angle lens, and panning not zoom
		Add Branding: Contact info, titles and links to items referenced in the video.
		Use mic in for better sound quality
		Use a tripod
		Other tips:

Yes	No	Photography Steps to Success
<b>Software to Consider</b>		
		FREE: Mac – Imovie, PC - MovieMaker
		<ul style="list-style-type: none"> <li>• Camtasia Studios</li> <li>• Adobe Premiere</li> <li>• Sony Vegas</li> <li>• Final Cut Pro</li> </ul>
<b>Creating and Editing Video</b>		
		Most every editing program has a Storyboard and Timeline view. You can alternate between the two. You'll need to be in Storyboard to insert transitions, and you'll need to be in Timeline to clip the length and add titles
		Once edited, you'll create a new file. Depending on the intended use you can specify various aspects like <ul style="list-style-type: none"> <li>• File Type</li> <li>• Bit Rate</li> <li>• Display Size</li> <li>• Frames per Second</li> </ul>
		Conversion Software - For .MOV files use a free program called Streamclip. It's fast and does batch conversion. Download it at <a href="http://www.squared5.com/">http://www.squared5.com/</a>
		Acceptable file types are usually AVI, MPG, MPEG, WMV, or ASF
		Codecs and Wrappers – think of Codecs as the software that sends the 1's and 0's to the player. The File Type is called the Wrapper or Container. To open a video file you need to have both the correct Codec and the Wrapper
<b>Optimizing Content</b>		
		<ul style="list-style-type: none"> <li>• Upload video to Youtube and other video marketing directories</li> <li>• Including videos within written article content and submitting to various platforms</li> <li>• Creating a property specific landing page and/or mobile website with your virtual home tour</li> <li>• Feeding listing data to social media pages, the MLS and other property marketing sites</li> <li>• Notes:</li> </ul>
<b>Tracking your Video Results</b>		
		<ul style="list-style-type: none"> <li>• Track number of views, Demographics of users, Sources of views, Time of day and day of week.</li> </ul>

### Publish your Video

You can upload any of your videos to a video sharing site like Youtube. Once done, share it on your Facebook page, via a link. Share your video with everyone!

### Why YouTube? Why not other sites?

YouTube will give your video the most exposure, what is referred to as “eyeballs”.

Either way, make sure you have a Youtube account where you can post your videos. Then share the link or embed code on your Facebook page, your email or on your website.

### Putting a Video on YouTube

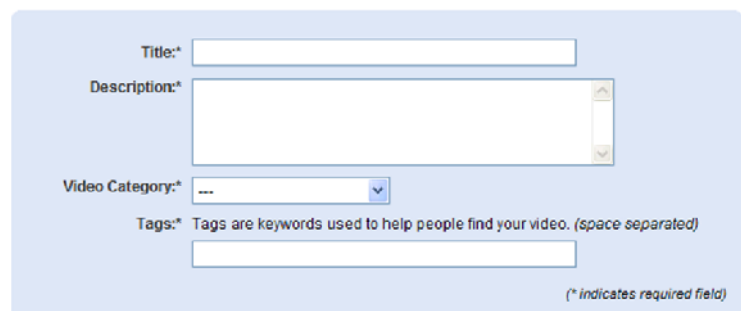
How do you post your video on YouTube?

A yellow button with the word "Upload" in black text, set against a light gray background.

1. Create a new account with YouTube at [www.youtube.com](http://www.youtube.com). These are for upload videos but be sure to read the terms of use to make sure that you follow their guidelines.
2. Have a generic login for transition purposes. Using their easy to understand directions, upload your video to YouTube. Make sure you type in and make any notes, tags, etc. so that people can find your video easily when they search.
3. Once the video has been uploaded, at the bottom of the screen you will see a distinct URL of your video (<http://youtube.com>???) This code can be put on your Facebook, blog or website and the video will be available for viewing.
4. Make your video public or unlisted so only those with the link can view it.
5. Edit the “caption tracks” so the video is indexed even better!

***Youtube also supplies “Embed Code” that you can use on your website or blog. Once you have your code, you need to paste it somewhere. You can paste the code in a blog or any other website that allows you to use HTML and supports embedding.***

#### Video Upload (Step 1 of 2)

A screenshot of a video upload form. It has a light blue background. The form contains four fields: "Title:\*" with a text input box; "Description:\*" with a larger text area; "Video Category:\*" with a dropdown menu showing "---"; and "Tags:\*" with a text input box and a note "Tags are keywords used to help people find your video. (space separated)". A small note at the bottom right says "(\* indicates required field)".

Title:\*

Description:\*

Video Category:\*

Tags:\* Tags are keywords used to help people find your video. (space separated)

(\* indicates required field)

## Communication Tools

Animoto at [www.Animoto.com](http://www.Animoto.com). This free software allows you to use photos and video clips to create a fast moving video. Make sure the music is royalty free.

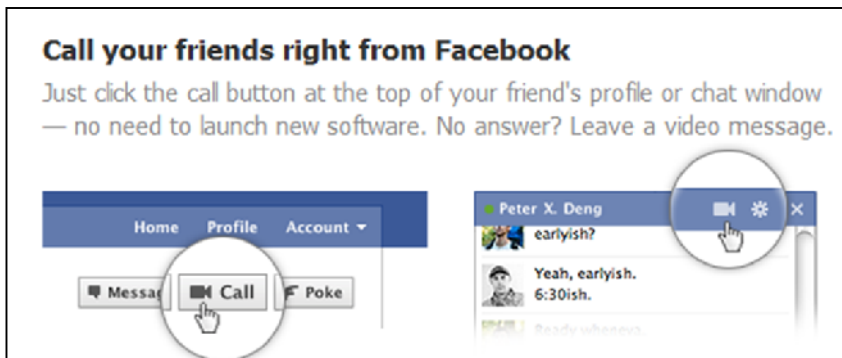
For a list of Royalty free sites visit <http://bit.ly/rfimages>

<http://flixtime.com/> is considered competition to Animoto.

For video training: <http://EasyAgentVideo.com/chorew>

### Video Messaging

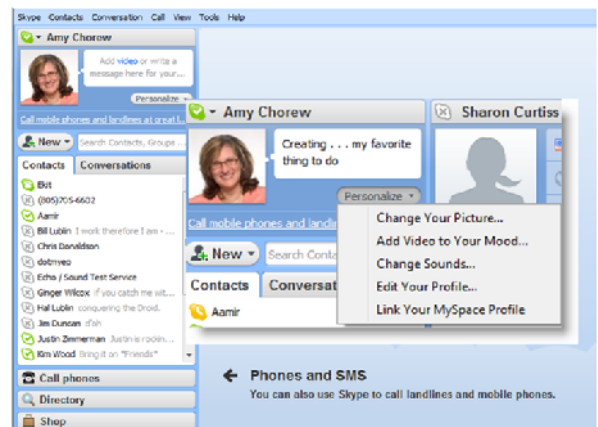
Video Messaging allow you to send personalized video emails to your membership. Video email allows your membership to see your energy, passion, concern, interest, excitement, humor - you name it. They'll see and hear it. Google and Facebook both have apps now.



<http://www.google.com/talk/>

### Skype

- Up to 5-way group video call.
- Share Screen
- Instant chat and share files



[www.skype.com](http://www.skype.com)