Video Marketing

Presented By:
Dan Keller

Smile. You’re On Video!

2014 Sea-Tac Hilton, October 7th
“Belief is a skill. We came into life with none, and LEARNED them, which means you can UNLEARN them.” – Darren Hardy
“In times of change, the learner shall inherit the earth. While the learned will find themselves beautifully equipped to deal with a world that no longer exists.”
Who Is Dan Keller?

Featured speaker at Sales Mastery 2013 w/ Darren Hardy, Tom Ferry & Andy Andrews


National Mortgage Professional Magazine Top 40 Loan Officer Under 40 Award – 2013

Professor, earned Master’s Degree from E. WA University 2000, disciple of Dave Ramsey, financial advisor

**ADDICTED** to closing the sale, & **OBSESSED** with elevating the customer experience!
What You Need To Know First…

- Over 28,000 views on YouTube
- 1500+ Facebook Connections
- 1300+ Followers on Twitter
- 1200+ Connections on LinkedIn
- Over 1050 Indexed Pages on Google

= 100+ Closings in each 2012, 2013 and 2014 (on pace)

www.CoffeeWithKeller.com
Do You See A Disconnect???

- Average age of Realtor = 56
- 12% of Realtors are under 40
- 38% of Realtors are over 60

- Average age of Homebuyer = 37
- Average age of 1st Time Buyer = 28
- 40% of market = 1st Time Buyers

- 95% of buyers started online before contacting an agent.
- 9/10 sellers want you to use video to market their home
Understanding Video Marketing

**Purpose**
- Announce/present a message
- Add value to customer’s online search
- Be found/problem solver
- CTA and Contact me/hire me!

www.CoffeeWithKeller.com
Understanding Video Marketing

The Anatomy of A Video
- Heading/Title
- Description (tip- include url)
- Message/Body
- Geo Locate
- Contact Strategy (CTA)

www.CoffeeWithKeller.com
Why Use Video?

- Trending means of communication (mobile/ALS Challenge, celebrities leveraging Youtube shows)

- Search engine second to Google

- Real/Trust Builder/Expert/**Incr. Conversion**

- Celebrity status in client’s eyes – **Your degree of separation!**
My Degree of Separation!

www.CoffeeWithKeller.com
Four Ways To Use Video In RE

(1) Communicate: leads, database, clients

(2) Personal: Bio on steroids, intro to team, expectations in working with you

(3) Local/Geographic: neighborhood, listing, promote vendors/businesses

(4) Educational: (my opinion the BEST) **2 Q Rule**
Leveraging Zillow/Realtor.com

(1) Use their $$, rank, search….

(2) Optimize ALL listings for address and MLS #

(3) Need a compelling format: intro, facts NOT listed on Zillow feed, financing/upgrade info, call to action, CLOSE (YOU NEED ME!)

www.CoffeeWithKeller.com
Tools- What You Need To Make A Great Video

(1) Camera – Kodak FLIP, iphone, video camera

(2) Computer webcam (1080p)

(3) Editing software (free)

(4) Microphone (optional but helps!)

www.CoffeeWithKeller.com
Vehicles To Get Your Video Out

- Youtube
- Vimeo
- Instagram/Facebook/Twitter
- Phone/SMS Text
- Email (bobbomb.com, eyejot.com)
Thank you!

DON’T MISS MY NEXT TALK AT 3:40 TODAY!

Database Management 2.0

How To Go From Relationships To Referrals – Using Social Media, Email and Video for referrals!
Come see me at my booth to talk more about leveraging video to increase your sales and conversion rates!

THANK YOU!

Dan Keller

www.CoffeeWithKeller.com

(425) 350-7136