



YOUTUBE 101

A GUIDE FOR REAL ESTATE PROFESSIONALS

Why YouTube?

YouTube is the second largest search engine on the web, next to Google. About 37% of all mobile traffic in the world goes to and from YouTube.

For a REALTOR®, YouTube can show social proof of your knowledge, expertise, and presence in the local real estate market to people in your sphere and the general public. The content you put on YouTube can also generate leads! People love to work with real estate professionals they know, like, and trust. If someone reaches out to you after seeing your YouTube videos, they feel like they already know you, to some degree.



CONTENT=LEADS

Potential clients are more likely to reach out after watching your videos.

YOUTUBE BASICS

GETTING STARTED:

Create a Google Account (if you do not already have one)

From Google, search “Create a YouTube Channel” and follow the steps

Equipment:

Camera: Phone or video camera
Video quality is important, but poor sound can ruin a video and turn people away

Microphone Options:

- Internal mic: works fairly well in many settings
- Lavalier mic: small investment for improved sound quality
- External mic/recording: Not necessary to start, but can improve sound quality.

Video editing software or program

Content Ideas:

“Document, Don’t Create” – Gary Vaynerchuk

It is easier to put together a documentary than write a movie script

- Document and share things you already know
- Current things happening in the market
- Things you like about your city/area
- Things to know about your city
- Things to know about moving to your city
- What you do for fun in your area
- What the market is like for buyers
- What the market is like for sellers



Answer questions people want to know the answer to.

What would a buyer want to know about moving to your city?

People are searching for that information, so create videos answering that!