



From The Marketing Studio
The Next Steps To Produce A Professional Videos

eac estate agents
®.co-operative

So you have filmed your property video what do you need to do next?

Because search engines are everything for your online business!

Just before you press 'upload' to send your video to YouTube, you need to give it the once over to make sure that you have done everything you can to get the best results online.

What you do with the video now, will determine if your video is found by Google, other search engines and your target market. The next steps are very important.

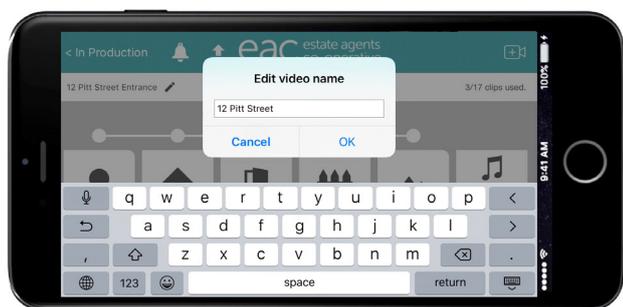
Within the app you have a few sections to complete

Title:

The title is the name of your video, make sure that you include the address of the property and if space permits include your Real Estate company name - For example:

14 Smith Street Orange NSW 2800 - Richardson & Wrench Orange

If your title is longer than the number of characters YouTube permits (we recommend max of 70 characters), then just put the complete property address.

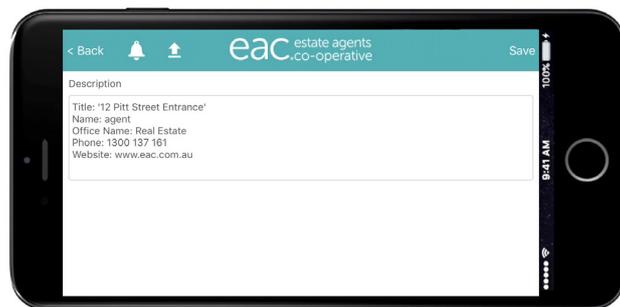


Description:

This is the description that appears with the video on YouTube, the very first thing that should appear in the description box is your website so that people have a direct link to find you.

The correct way to display this will be like the following: <http://www.yourrealestate.com.au>,

this is to make sure you have a clickable link. Check that you have <http://> at the beginning of your website address or <https://> if you have an SSL certificate for your website.



We see too many agents that have been clever enough to film a viral video and then they forget to put a link to their website. Some don't even include their phone number!

Please make sure that in the description you include:

- Your office website (set out the same way as above)
- Include the property address again
- Include the advertisement you have written for the property - you can cut and paste this from other documents

Then you need to Sign off (end the description with the following)

- Your company name
- Salesperson's name
- Your phone number

Doing these things will make it easier for potential clients to find you. Especially if they like what they see.

In the description box, it would also be beneficial to use some keywords after your sign off.

Some basic keywords you can start to use now are:

- Real Estate Agent (your suburb), e.g. Real Estate Agent Waverly
- (your suburb) Real Estate Agents, e.g. Waverly Real Estate Agents
- We have prepopulated some information to save time and make it easier for you.

So you are ready to upload

Check through everything again, preview the video and make sure you are happy with what you have filmed and everything you have written.

When you are ready, press 'upload'. Once it's uploaded to YouTube, your video is automatically made live.

You have two options where your videos will be displayed on YouTube

Your own YouTube Channel - The first option which we highly recommend is to have your videos uploaded to your own YouTube Channel. You can set the channel up yourself or we can organise that for you and take care of all the technical details.

The benefits of having your own YouTube channel are:

- Search Engine Optimisation (SEO) benefits - you are creating content in your name which will assist Google in recognising you as the authority in your area
- You are building content associated with your name and your business. Google prioritises fresh content. Google can then direct new information to those searching online for similar topics
- You are using keywords to help Google identify that you are a local agent
- Potential vendors and landlords can find your videos on your YouTube Channel
- Potential buyers and tenants can find your videos on your YouTube Channel
- When you have your own YouTube channel, you can edit anything that you want easily - you have control
- You are building a solid foundation of content on YouTube - YouTube is owned by Google so Google loves YouTube.

If you have your own YouTube channel, make sure that if the property is not yet on the market, that you upload your videos and sign into YouTube immediately either on your phone or on a computer. You will need to mark the

video private until you have everything ready to market the property.

If you choose the second option of using EAC's channel, please make sure that you do not upload your videos to YouTube until they are available to market to the public.

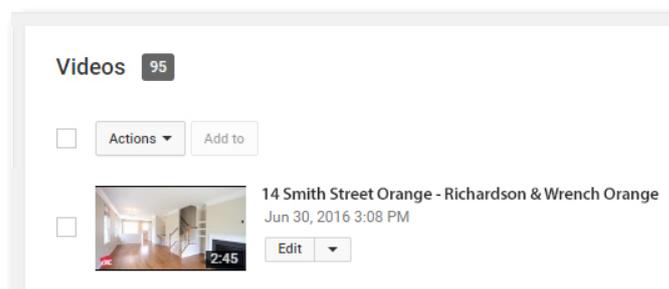
Details to add into YouTube

Tags:

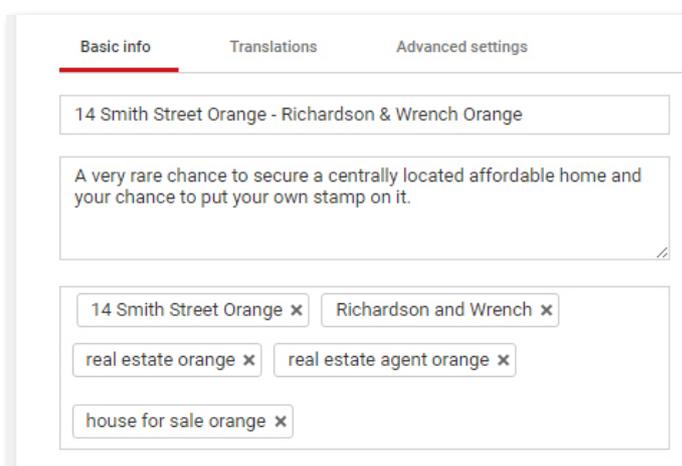
When you log into your YouTube account, you can also add tags. Tags also assist with SEO - It helps to let Google know what your video is about.

You will need to log onto your Youtube Channel for this part. Once you have logged into your Google account, go into YouTube:

- Click on to your manager
- Find your video and then click edit



Scroll down into the property video, where it says Tags.



In the tags section, you can include the property address, your real estate company name, the salesperson's name, Real Estate agent (your suburb), your suburb (Real Estate).

EAC Video Marketing YouTube Channel - The other option, if you don't have your own YouTube channel, the videos will be uploaded to the EAC Real Estate Video Marketing channel, especially created for the EAC Video Marketing service.

Please note that we strongly recommend that you have your own channel for all of the reasons listed above.

If you elect to go with EAC's YouTube channel, when the property sells or is taken off the market your video will remain on the YouTube channel.

Once your video has uploaded onto YouTube, what do you do next?

This is where all the opportunities are.

After your video has uploaded to YouTube and it's finished processing, the app will send you an email letting you know that it's finished and it will include a link to the video. Press the link and make sure that everything looks ok. Watch your

video and make sure that you are happy. You can also add your tags to the video at this point if you have your own channel.

If you are happy to go ahead, you can then change your video to public if you had set it to private.

The link that is sent to you by email from EAC, is the url that you can then put into your Listing Management Software or CRM so that your video is automatically uploaded to any third party websites where your listings are displayed.

If you go to the library section on the app and swipe right on the video it will give you the option of sharing the video to your phone apps. i.e Facebook, Twitter, messages - whatever apps you have on your phone, it will give you the ability to share.

You can also send the link via SMS or email to people who you may think are interested and even the owner of the property.

For more hints and tips on marketing visit our [YouTube Channel](#)

To learn more about the benefits of the EAC video app or to find out about the other ways we can help you grow your business go online at www.eac.com.au or speak to a team member on **1300 137 161**