



WHY YOUTUBE?

FOR REAL ESTATE PROFESSIONALS



WWW.DIGITALDOM.COM/REALESTATETOOLS

HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

WHY YOUTUBE FOR REAL ESTATE PROFESSIONALS

This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!

Objective: Learn why you should consider YouTube as a part of your brand strategy.

What's the Benefit for YOU: Understand the power of YouTube and how it could potentially help your professional real estate brand.

WHY YOUTUBE?

YouTube is a free platform that can host your videos forever. The url (web address) can be shared and embedded on your website, shared on social platforms and serve as a search magnet when people are looking up your industry or your name in the google search.

Creating/Setting up a channel is fairly easy, using your gmail account. Follow these instructions. <https://support.google.com/youtube/answer/1646861?hl=en>

Video Dominates. By 2019, 80% of the World's Internet Traffic Will Be Video, 85% for the US.

YouTube (owned by Google) is the **2nd Largest Search Engine**. YouTube processes more than 3 billion searches a month. It's bigger than Bing, Yahoo!, Ask and AOL combined!

Fun Fact: My YouTube Videos were featured on Entrepreneur Magazine channel four separate times. I had another video go semi-viral, ranking 3rd most searched video in the world regarding audible, is it worth it? I made that video over 2 years ago, it has 60K views and growing everyday.

HOW CAN YOUTUBE HELP IMPACT YOUR REAL ESTATE BUSINESS?

- *Create helpful content specific to your market and industry.
 - *Add Videos to your website or share on other social platforms. (hint: most sites work with youtube url's)
 - *Get Brand Exposure and Get Leads by contributing content that is sharable.
 - *Video will continue to dominate, getting used to creating videos will only help you be successful into the future as we move towards a mobile first environment.
- Create Testimonials of previous clients and share Success Stories.
Create a welcome video, add to your email signature.

THAT IS ALL. I HOPE THIS MOTIVATES YOU.
GET STARTED ON CREATING MEMORABLE VIDEOS TODAY!

Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute

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