



Vlogging Toolkit

Created August 2, 2016

1. What's a Blog/Vlog?

A blog is a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

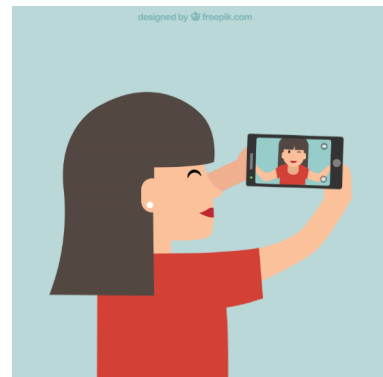
A vlog (or video blog) is a blog that contains video content.

2. Purpose of OREA's YPN Blog

The YPN blog highlights emerging trends and the experiences of someone who is connected in real estate. The YPN blog is a great way to be involved with OREA and gain exposure with our 64,000 members.

3. Benefits of Blogging/Vlogging for REALTORS®

1. Increases your search engine traffic
2. Builds your authority in the real estate industry
3. Improves your conversion rates
4. Helps you generate inbound links
5. Helps your ranking for long-tail search queries
6. Facilitates valuable discussion
7. Allows you to achieve 'freshness'
8. Gives you a third-party endorsement (when hosted on a site such as www.OREAblog.com)



4. Contributor of the Year Initiative

Every year OREA will identify its top blogger/vlogger. The contributor of the year will be determined based on the number of: clicks, comments, likes and shares of the author's article. OREA will recognize the top contributor through:

- An announcement via OREA's blog and social media channels.
- A feature article about your post.
- Opportunity to return as a guest author.

5. How to Create an Effective Blog/Vlog

- Establish a rhythm in your posting. This will prompt Search Engines to come back and check your posts.
- Keep it short. For videos sometimes all you need is 60 seconds and that's fine. For more in-depth videos, try to keep it under five minutes.
- Optimize the title and your video description with targeted keywords.
- Add tags and categories that are relevant to the content.
- When making a video, think of the visual and audio quality. Make sure that your light source is positioned in front of you, rather than behind you. Do a test run to make sure that everything is working.
- Shoot your video in the highest quality setting that you can. Try to minimize unwanted interference (such as wind and traffic).
- Make a script for your video and rehearse it a couple of times to feel more comfortable.
- Be authentic. Leverage your natural strengths when it comes to your topic and presentation style.
- Keep it simple. When vlogging start with basic equipment like a smartphone or hand held video camera so that you can focus on the most important aspect of your vlog which is you.

6. Possible Topics

General:

- Using technology for leads.
- Apps for organization.
- Daily logins - what sites do you visit daily?
- Where do you get your industry news from?
- Tips to become a community expert.
- The other social networks for leads: LinkedIn, Pinterest, Google+
- How to use Instagram for real estate.
- Common myths about millennial buyers.
- Live streaming open houses with periscope, Facebook etc.
- Using big data to make decisions.



- Importance of your social currency (your brand).
- What to expect as a new young professional.
- Tips on competing in a hot market.
- The little things that count (staging, clean house etc.)
- Creating a better website presence.
- Networking tips and tricks.
- Is the Open House still effective?
- A day in the life of a YPN'r (video).
- What to expect in your first year in real estate.
- The big difference in real estate from 5 years ago to today.
- Building your brand.
- How to get positive online testimonials.
- Using technology for customer service.
- Using virtual reality in real estate.

Selecting A Brokerage:



- How will they help you reach your goals?
- What to ask the brokerage when interviewing them:
 - Splits vs. training and services – don't get caught up on commission splits when starting out
 - What training is provided? Who teaches it?
 - Where do my monthly fees go?

Outside Mentors & Internal Teams:

- Benefits and draw-backs of a team.
- What are outside mentors and how do I find one?

Listing & Buyer Presentations:

- Do's and do not's from a few top listing agents.
- Drip Campaigns via Prospect Search.
- Rent versus own calculations.
- Showing checklist.

Lead Generation:

- A few good ideas for affordable/free marketing and lead generation from top people in different areas.
- Converting website leads and generating traffic.
- Structuring articles, advertisements, blogs and marketing materials.
- Common mistakes.
- Protecting your client.
- Protecting yourself.
- Inspector Q&A.
- Inspection check lists.
- Qualifying the inspector.
- Finance Q&A.

Networking:

- Mastermind groups.
- Event networking.
- Bulk buy networks (collaborative pricing).
- Co-networking with affiliated industries.
- How to network effectively.