

Marketing Steps

- ① Create your marketing piece

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- ① Create your marketing piece
- ② Target your audience

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- ③ Distribute it

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- ④ Pay for it

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- ⑤ Repeat again, and again, and again

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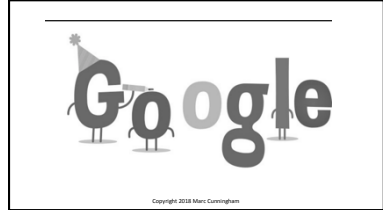
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Internet

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What is the number 1 online search engine?

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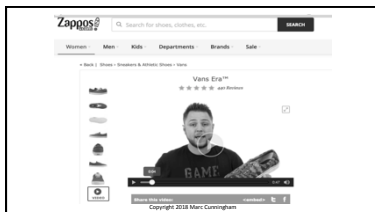
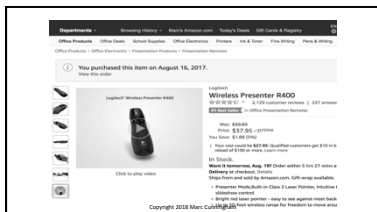


By 2019, 80% of content consumed online will be video based content

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4 times as many consumers would rather watch a video about a product or service than read about it

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Video Content Marketing

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Answer your customers questions before they ask

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Averaged:
1 lead per day
2 new clients per week
Marketing Cost = 1.5% of gross rev

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5 steps to creating content marketing videos

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1. Get your equipment

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2. Start a list of topics & questions

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What questions do your customers have about:

1. Pricing

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How much does professional property management cost in Las Vegas?

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What questions do your customers have about:

**1. Pricing
2. Problems**

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Do NOT hire a Property Manager in Las Vegas until you ask them these 4 questions?

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What questions do your customers have about:

1. Pricing
2. Problems
3. Comparisons

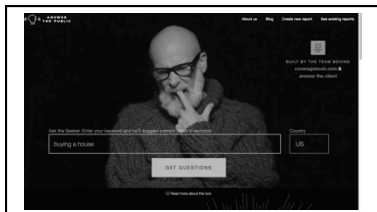
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What are the top 5 condo complexes in Reno?

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AnswerThePublic.com

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3. Hit Record

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- 5 minutes max per video

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- Smile and be happy – not perfect

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3. Hit Record

- 5 minutes max per video
- Smile and be happy – not perfect
- Start with a story or question

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4. Upload to YouTube

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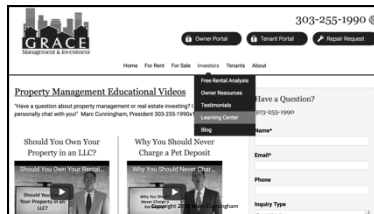
4. Upload to YouTube

- Upload two videos per month – be consistent!

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5. Post to a video page on your website

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9 Reasons to do Video Content Marketing

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1. It allows prospective clients to listen to you when THEY want to

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2. It sets you up as the expert with the public AND with google

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3. It keeps you from answering repetitive questions

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4. It keeps bad clients away

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5. It builds likability & trust

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LIKABILITY TRUST

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6. It is like a fast-forward button for your client acquisition process

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7. Nobody (almost) is doing it!

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8. It is virtually free!

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9. It solves the problem of removing the owner from face-to-face marketing when growing.

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**Tip 1:
Don't let perfection be enemy of action**

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**Tip 2:
Distribute through a monthly
e-mail to your client list**

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**Tip 3:
Safety is the enemy of success**

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slides



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