



**BRAND  
WITH**





# IVAN ESTRADA



# Summary

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- ✓ Overcoming Fears and Insecurities
  - ✓ Brand Pillars & Subpillars
  - ✓ Real Estate Video Styles
  - ✓ Video Equipment
  - ✓ Video Content Platforms
  - ✓ Why Should YOU Care
- 





# Overcoming Fears and Insecurities

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# Most Common Video Fears

## FEAR

How you look

How you sound

Public scrutiny

Judgment

## SOLUTION

Daily video diaries

Listen to your own voice

Fear analysis

Acceptance

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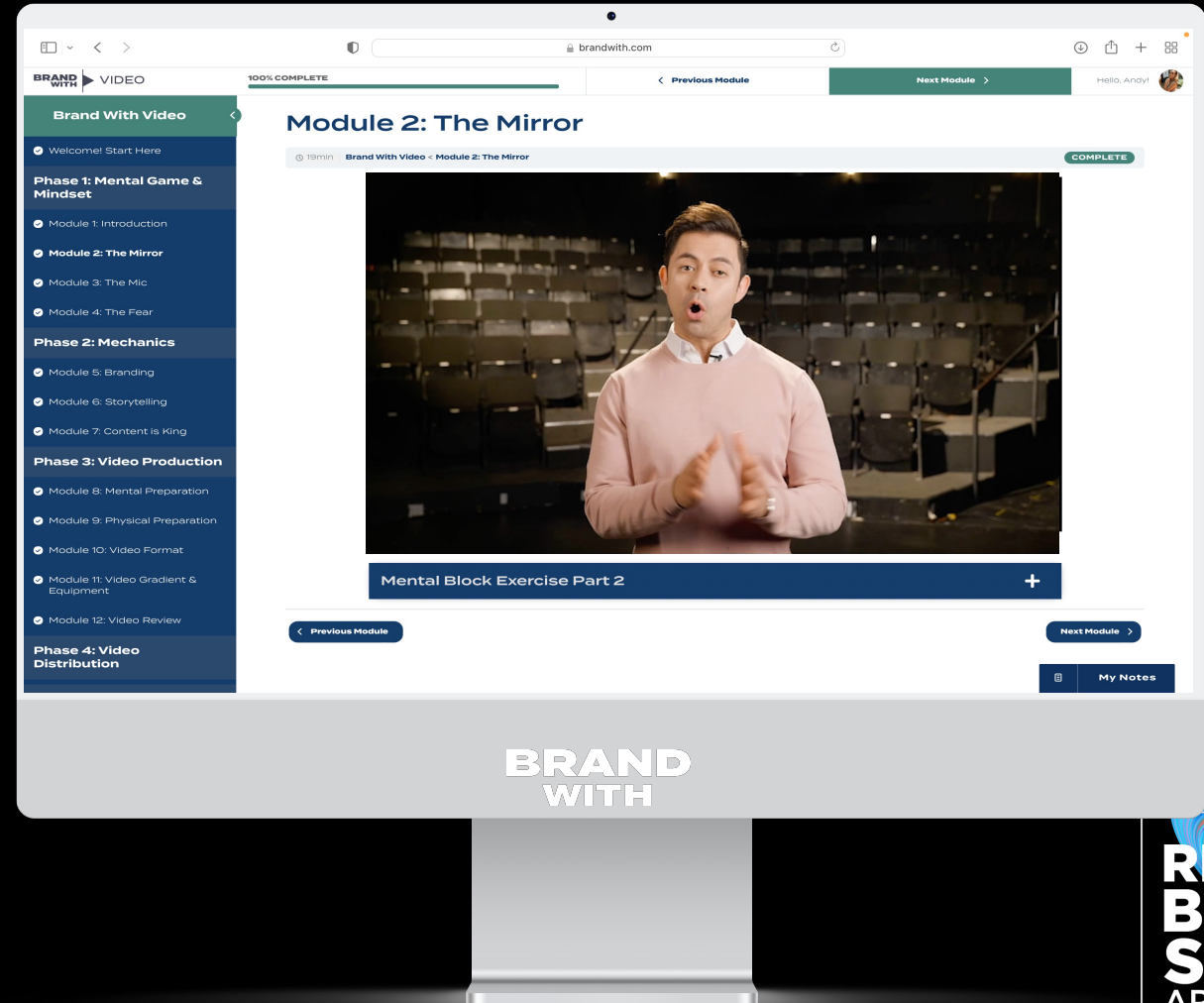
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# Build Confidence

**Vulnerability =  
Sharing your story**

Being Vulnerable allows  
you to become your  
authentic self

In a vulnerable state, you  
can become aware of  
who you really are



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# Video Content: Funnel

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Creating videos with valuable content helped me connect with a wider audience and accelerate my sales funnel



Awareness



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# Video Content: Funnel

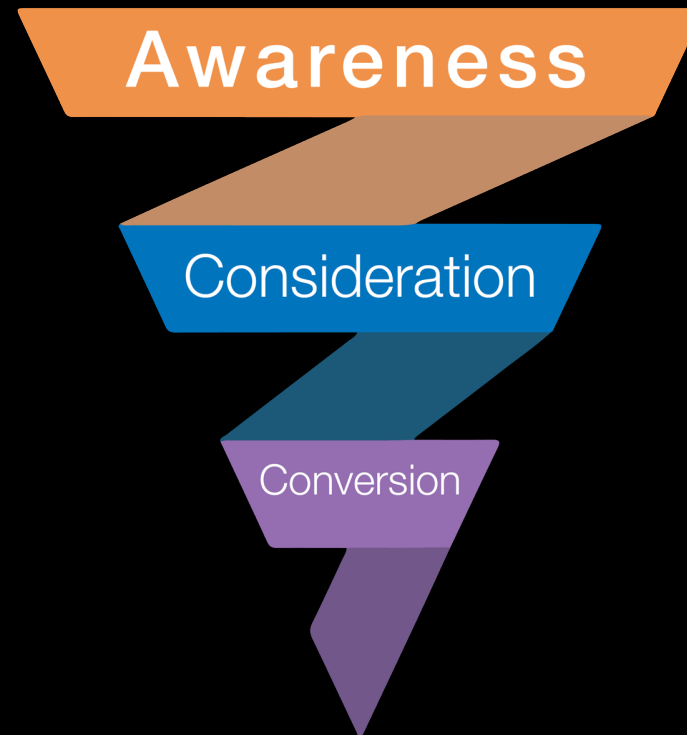
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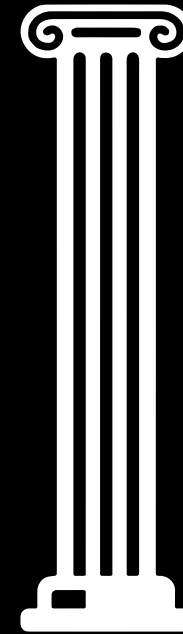
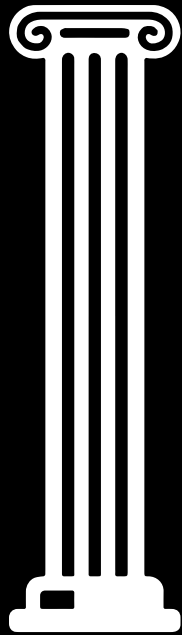


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# Brand Pillars



# My Brand Pillars and Subpillars

## REAL ESTATE

Market Updates

Global RE

RE Trends

Celebrity Home Sales

RE Q&A



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## LIFESTYLE

Local Travel  
International Travel  
Food Recipes  
Art Galleries  
Restaurants  
Entertainment  
Nightlife





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## DESIGN

Home Tech  
Transparent Tech  
Apps  
Future Tech  
Bio Tech  
Network Tech

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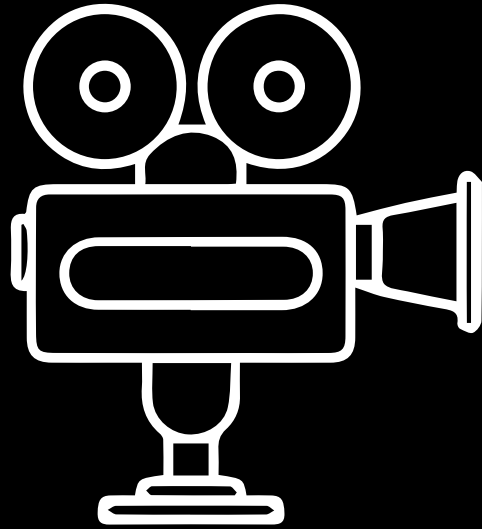
## COMMUNITY

Small Business News  
Local Events  
Local Charity  
New Restaurants



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# Video Styles

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Educational  
Interview  
Day In The Life  
Sales  
Public Relations



# Real Estate Video Styles

STYLE

EXAMPLE

Educational

Answering questions your customers would ask

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# Real Estate Video Styles

## STYLE

## EXAMPLE

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Interview

Interview home buyers or people from the industry

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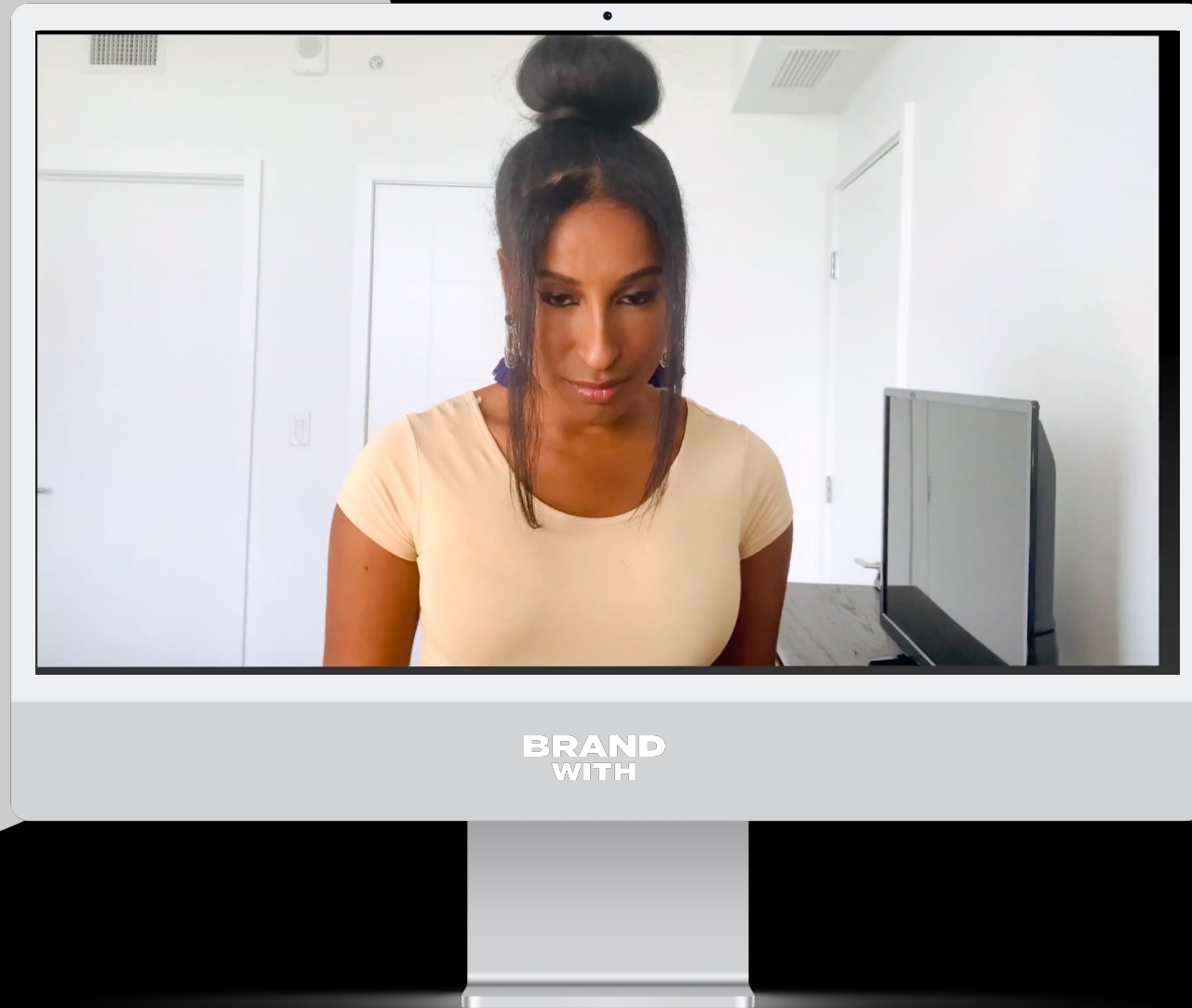


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Educational	Answering questions your customers would ask
Interview	Interview home buyers or people from the industry
Day In The Life	Talk about your life and what you do as a realtor
Sales	Show homes and talk about features from the house or from the area
Public Relations	Ask past clients to talk about your work

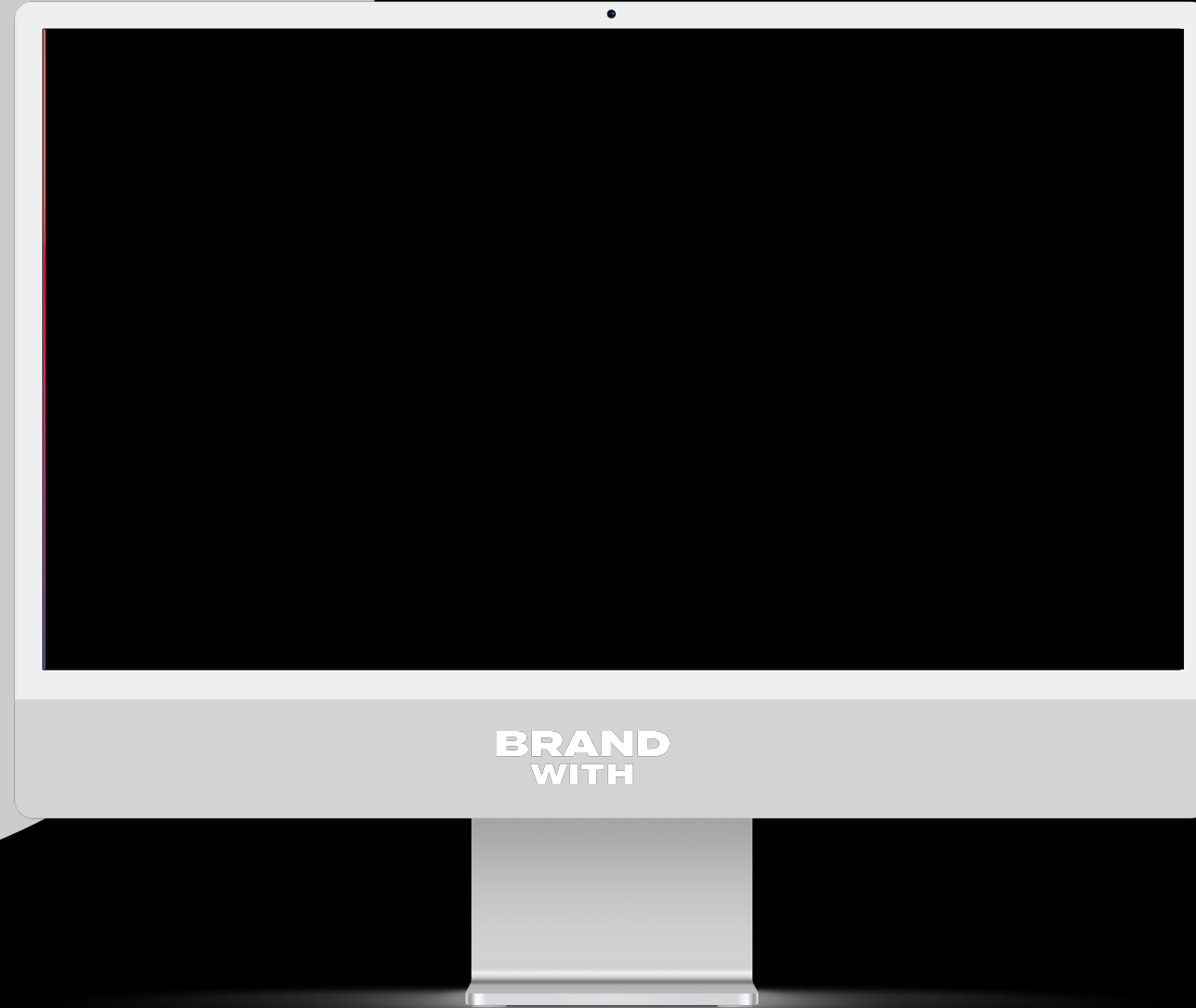


# Educational



# Sales

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# Equipment

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Start Creating Videos



## Beginner



## Advanced



## Expert



## Videographer



# Videographer: What to ask?

- Samples of their work?
- Testimonials?
- Why would they want to work with you?
- Turnaround time?
- What technical stuff can they do?
  - Titles
  - Graphics
  - Subtitles
  - Motion graphics
  - Special FX

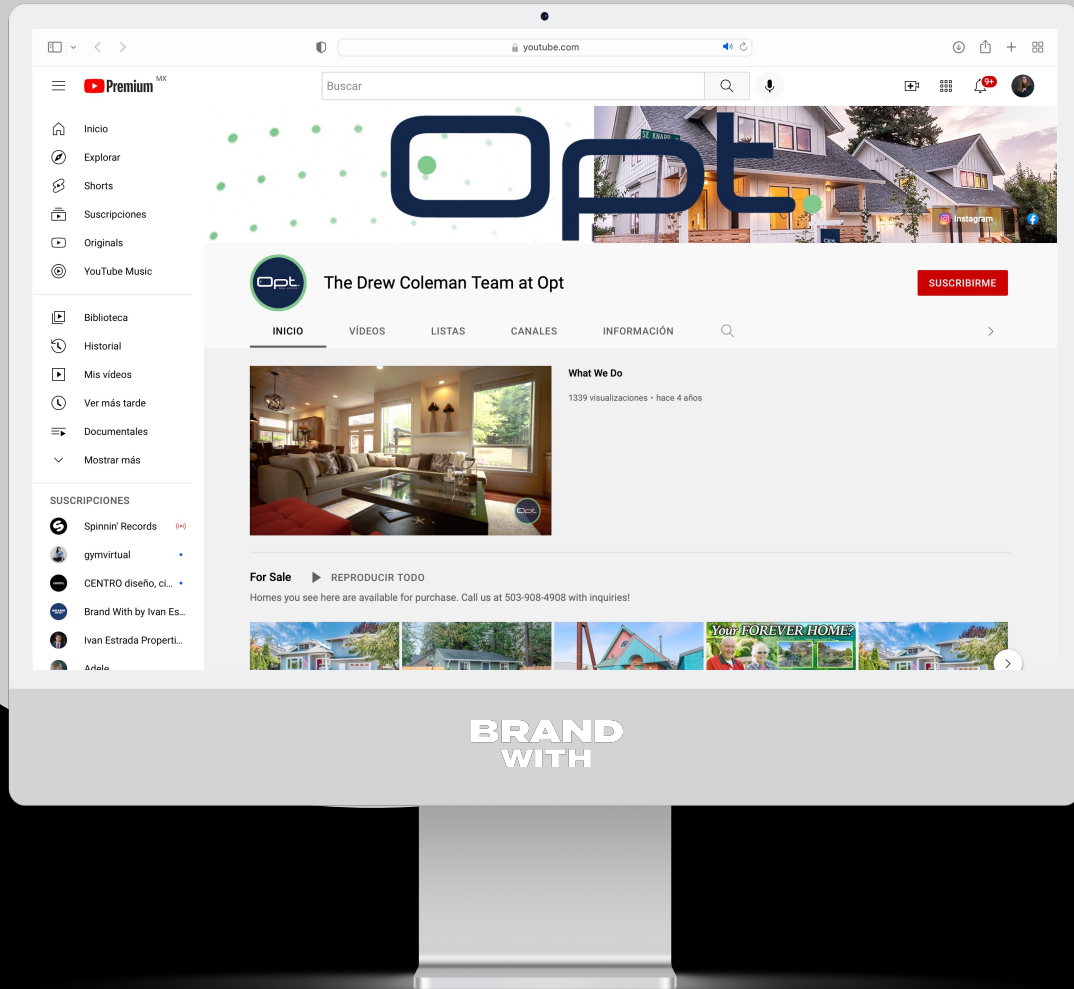


# Platforms for Video Content

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# YouTube



- An amazing platform for google rankings (SEO Heavy)
- Sellers & Buyers expect you to be on Youtube
- Showcase all your videos by category (Listings, Market News, Community Videos etc)
- Better quality videos get more attention

## Tips

Keywords matter (Left to Right)

Videos over 2 minutes

Google Display Network (Ads)

Link to all your social sites & website  
(QR codes for print)





# Instagram



- Great way to showcase your brand (Personal & Business)
- Collaborate & build a community
- Boosting posts for a wider reach
- Stories build engagement

## Tips

Reels are the way to go!

Put some time and thought into your wall content

Add links to increase traffic on stories

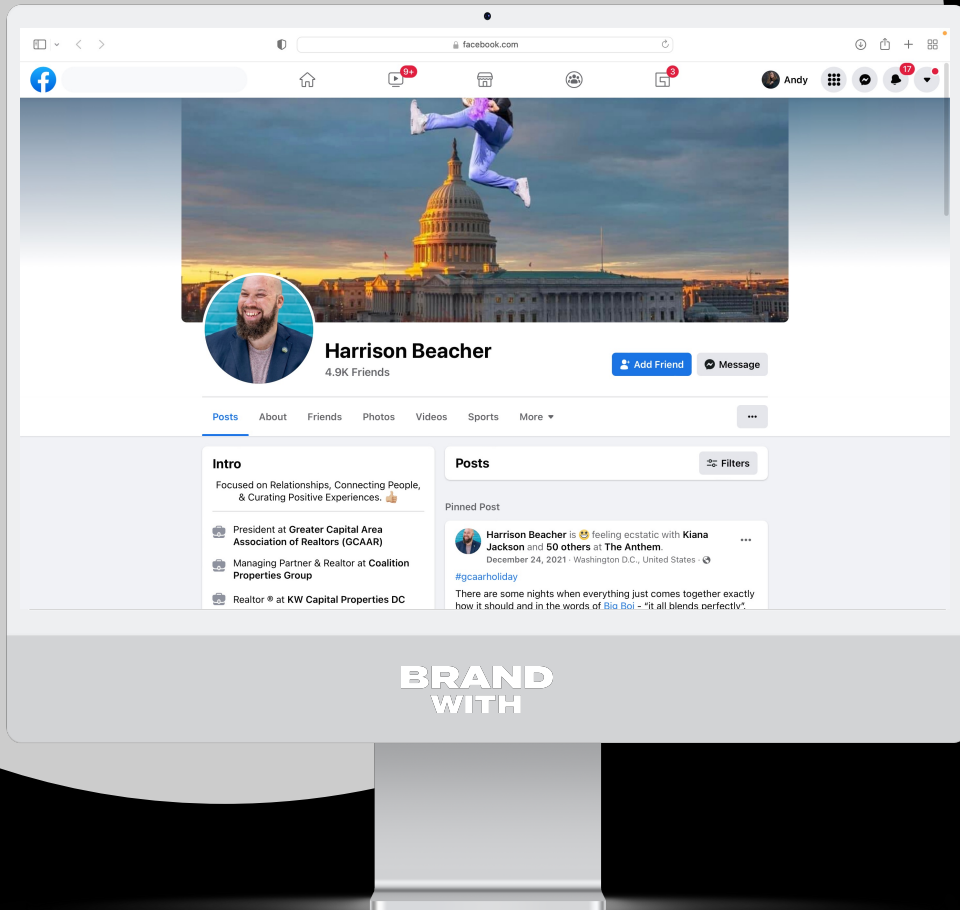
Hashtags matter

Go LIVE

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# Facebook Personal | Business

- Great for videos under 2 min
- Stories build engagement
- Best source for real estate leads
- Boost your videos



## Tips

Facebook business manager for running ads

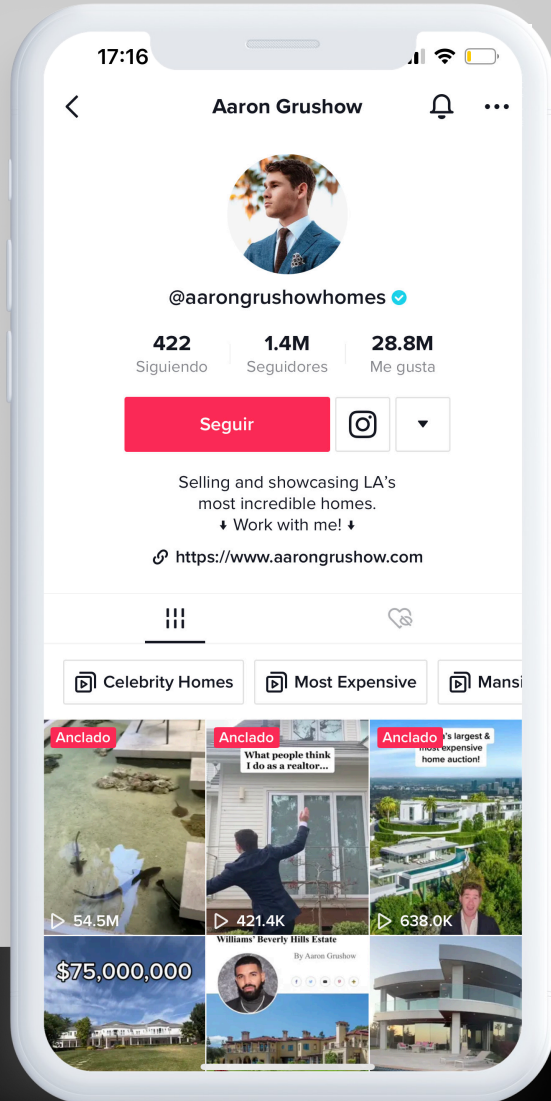
Facebook studio to set up posts

Join groups

Consistency matters

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# TikTok



- Most used social media platform ever!
- Powerful video-favorable algorithm
- A more relaxed platform (Let Your Hair Down)

## Tips

Use Tik Tok to grow other social media account

Growth hacks: music, hashtags, filters, trends

Create as much as possible!

Tik Tok Ads



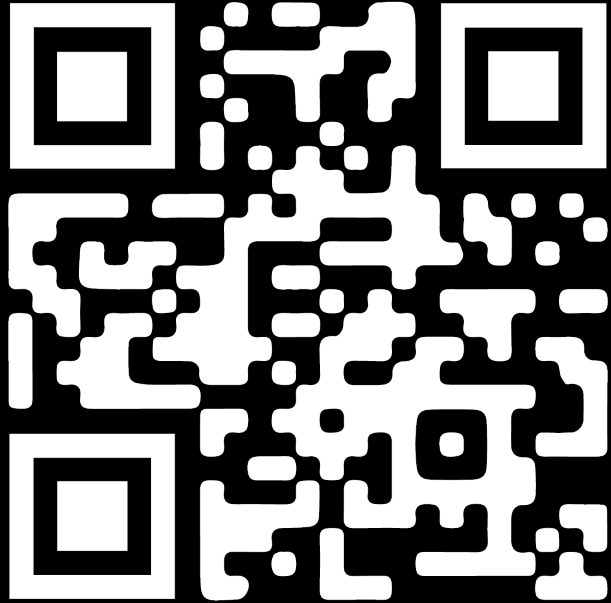
# Why Should YOU Care?

- #1 way to build your brand
- A MUST to remain relevant among all platforms
- Consumers prefer video content
- Get your expert badge
- Most inexpensive way to reach your audience
- Your competitors are doing video



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# Scan for PowerPoint Presentation Access



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