

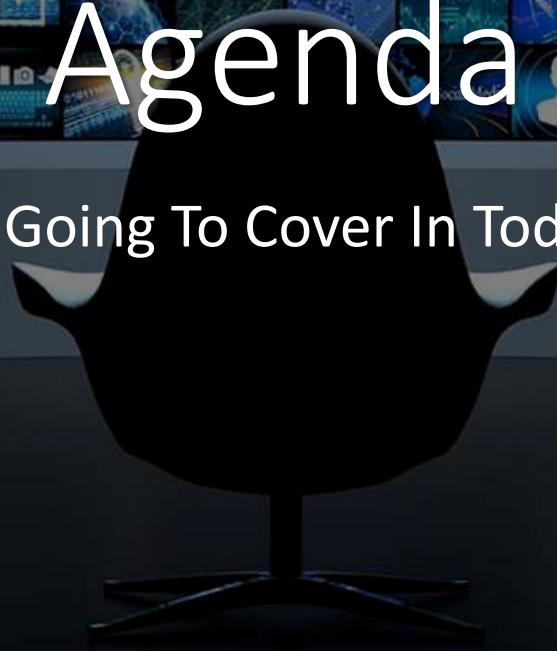


How To Use Video In Your
Marketing To Build
Relationships, Get Listings,
And Ultimately Sell Homes!



Agenda

What We're Going To Cover In Today's Seminar



What We're Covering Today

- **About DBM**
- The Marketing Process You Should Use
- **What Is Video Marketing?**
- Why Use Video Marketing?
- **Video And Boosting SEO Results**
- Type Of Videos You Can Make
- **What Will You Need to Make Awesome Videos**
- Important Video Components / What To Say
- **Where You Should Post Your Videos**
- **Questions**
- How to Get In Touch with Me





A Few Quick Questions!!

Getting To Know The Audience A Little Better



A Few Quick Questions!

- Do you **currently have a video marketing** campaign for your organization?
- Have you every **attempted to use video in your marketing** in the past?
- **What myths have you heard** in the marketplace about videos and /or video marketing?



About DBM

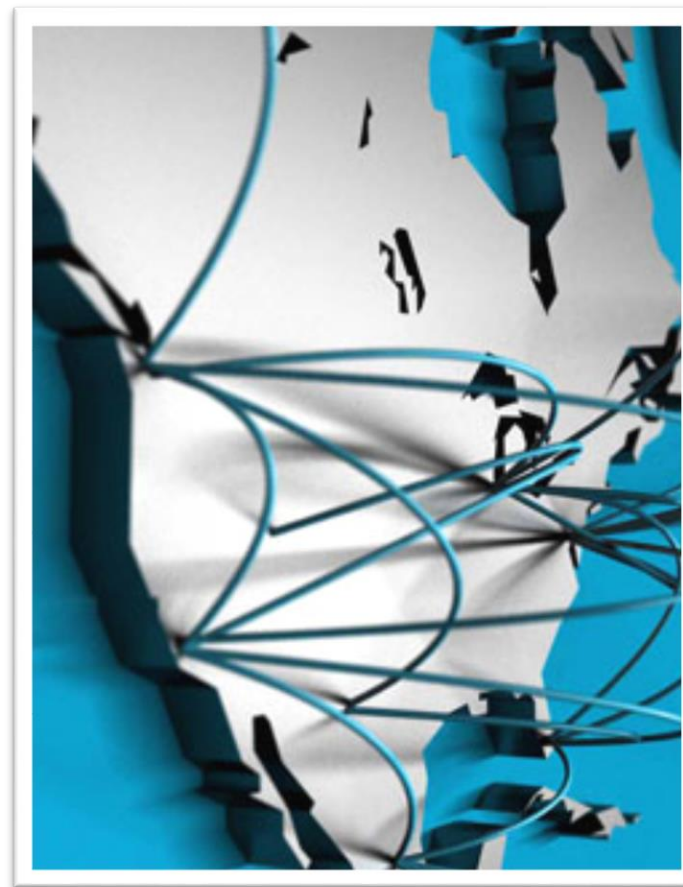
What We Bring To The Table

About DBM

Direct Business Marketing is a marketing consulting firm that specializes in generating new business for organizations that desire high-quality leads for their business.

Basically, we take your business presence, albeit online, offline, or via mobile device, and give it more value - more **viewers**, more **leads**, more **sales**.

Our marketing focus is to **Generate, Capture, Store**, and then **Nurture** the leads to sell more of your products and services.



Our Philosophy

Create a Plan

Our marketing consultants will speak with you to discuss your business, your services, your products, and your clientele. After all, it's YOUR marketing plan, we simply execute it on your behalf. Many times, this plan includes multiple campaigns and directives.

Execute the Campaign

Our staff executes your specific plan. Using a variety of the products and services in our repertoire, your campaign will be specifically targeted to your clients.

Measure the ROI

When your plan is in place, our job isn't done. We continually check the performance of your campaign, because we work for you, with your goals in mind. When your goals have been met, we've done our job.



Our Services

- ✓ **Marketing Consulting**
- ✓ **Marketing Strategy**
- ✓ **Marketing Optimization**
- ✓ **Marketing Plan Development**
- ✓ **Brand Management**
- ✓ **Marketing Implementation Services**
 - ✓ **Website Design | SEO | SEM | Graphic Design | Video Creation | Social Media Mgmt. | System Integration Srvcs. | Copywriting | Content Creation | Nurture Marketing Campaign | Custom Code Programming**



Our Expertise

Full-Service Team of Marketing Experts

- Marketing Consultants – Traditional & Digital Marketing
- Copywriters
- Programmers
- Graphic Designers
- SEO Specialists
- PPC Specialists
- Web Content Managers
- Video Editors

A Proven Marketing Process

- Generate
- Capture
- Store
- Nurture

Creative Lead-Generating Concepts

- Direct-Response Marketing



About DBM – Leadership Team



Granison Shines, CMO

Granison Shines, Co-Founder and Chief Marketing Officer

Granison Shines is the Co-Founder and Chief Marketing Officer of Direct Business Marketing, a national leader in innovative online marketing. With a strong educational background in Psychology and a wide range of marketing management experience throughout the country, Granison's familiarity with the marketing industry is second to none.

Granison manages the Marketing Consultants. His team is responsible for proposal preparation and working with the marketing person and/or committee of your organization. His team members are also the liaison between the other DBM team members working on your project.



Andrew Hougum, CTO

Andrew Hougum, Co-Founder and Chief Technical Officer

Andrew Hougum is the Co-Founder and Chief Technical Officer of Direct Business Marketing, a national leader in innovative online marketing. Armed with a degree in Computer Science and a strong entrepreneurial spirit, Andrew has created multiple businesses and fostered the growth of countless others.

Andrew manages the technical team which includes: Programmers, Graphic Designers, and Customer Support department. He is also responsible for the R&D / product development, as well as, the technological foundation for our marketing systems – for DBM and clients.



Dustin Fickbohm, COO

Dustin Fickbohm, Co-Founder and Chief Operating Officer

Dustin Fickbohm is the Co-Founder and Chief Operating Officer of Direct Business Marketing, a national leader in innovative online marketing. With a degree in Mathematics and strong analytical skills, Dustin brings a focus on operational efficiency and quality control to the Direct Business Marketing family. Dustin brings vast experience in process improvement and system management from multiple publicly traded companies.

Dustin manages the operations team which includes: Content Writers, SEO Specialists, SEM / PPC Specialist, and Project Managers. He and he team performs the day-to-day functions for client fulfillment services once the marketing campaign(s) are deployed. He also responsible for the internal and external processes of client engagement.



Our Clients

Logos Of Clients Of Whom We Provide Our Marketing Services



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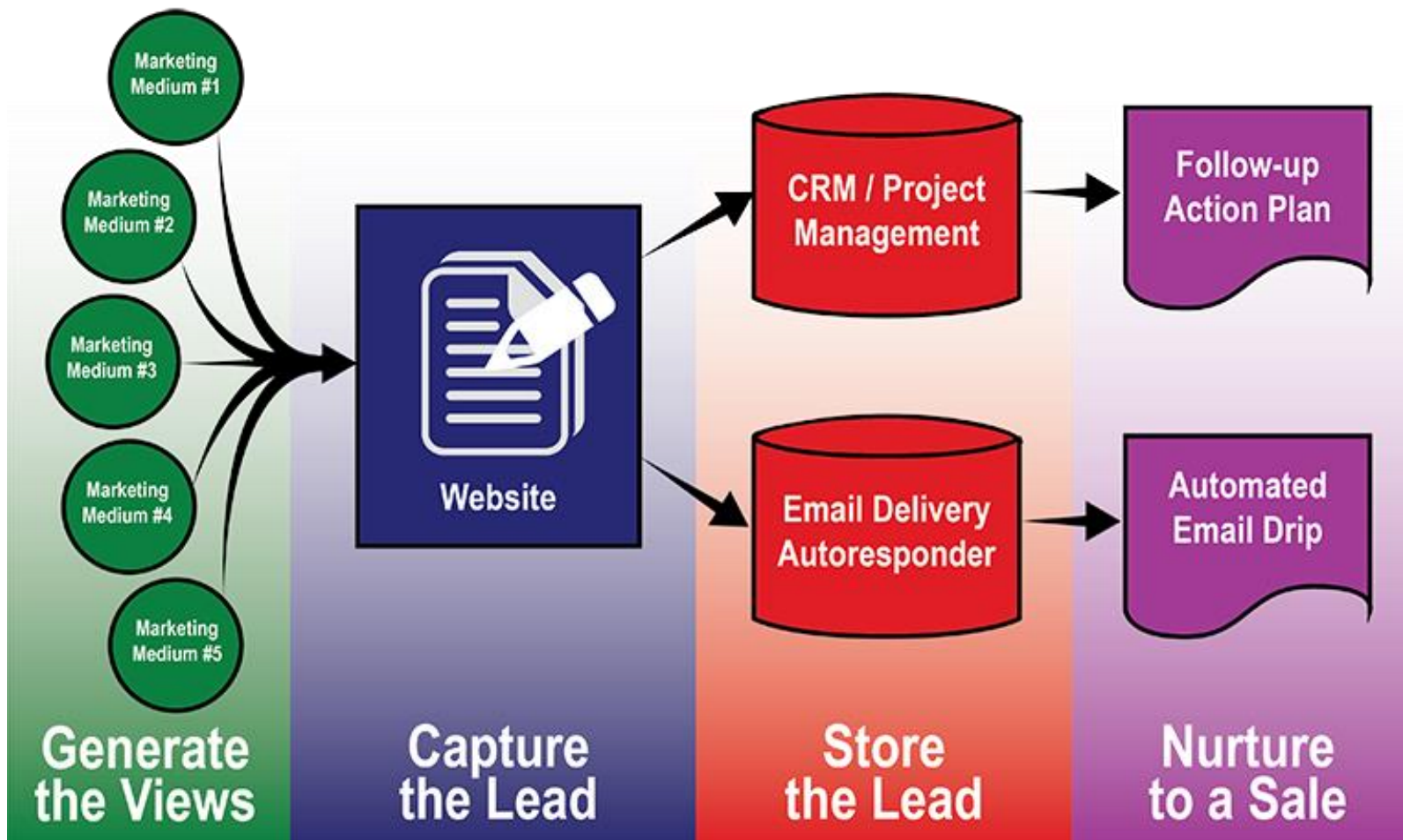
NATIONAL SALES NETWORK

FLEXTRONICS



Should Us

Our Marketing Process / The Marketing Process You Should Use



What is Video Marketing?





| What is Video Marketing?

1

Actively using video to connect with future, current, and past clients to answer questions, explain concepts, and increase sales.

2

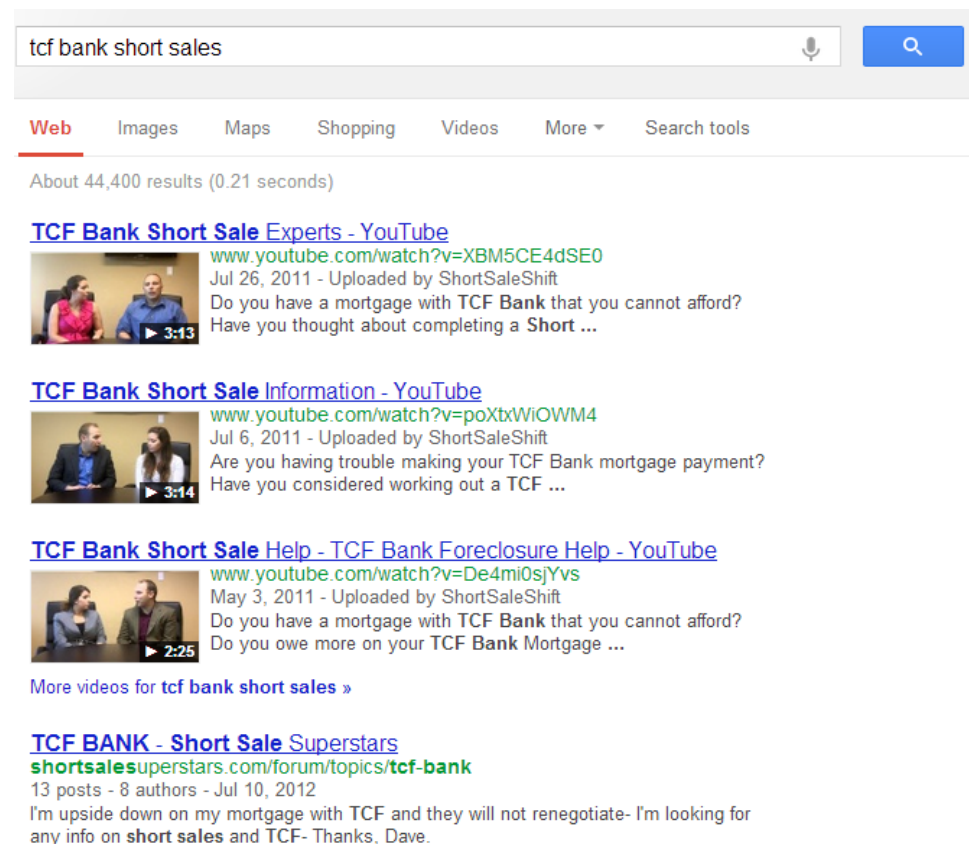
Simply generating videos isn't enough, you must have an effective ***"call-to-action"*** or an offer to sell your product/service.

Why Use Video Marketing?



Why Use Video Marketing?

- People Love Video
- People Buy from Who They Know, Like and Trust
- Video Showcases Your Expertise
- Search Convergence



Search results for "tcf bank short sales" (About 44,400 results (0.21 seconds))

Web Images Maps Shopping Videos More Search tools


TCF Bank Short Sale Experts - YouTube
www.youtube.com/watch?v=XBm5CE4dSE0
Jul 26, 2011 - Uploaded by ShortSaleShift
Do you have a mortgage with TCF Bank that you cannot afford?
Have you thought about completing a Short ...

TCF Bank Short Sale Information - YouTube
www.youtube.com/watch?v=poXtxWiOWM4
Jul 6, 2011 - Uploaded by ShortSaleShift
Are you having trouble making your TCF Bank mortgage payment?
Have you considered working out a TCF ...

TCF Bank Short Sale Help - TCF Bank Foreclosure Help - YouTube
www.youtube.com/watch?v=De4mi0sjYvs
May 3, 2011 - Uploaded by ShortSaleShift
Do you have a mortgage with TCF Bank that you cannot afford?
Do you owe more on your TCF Bank Mortgage ...

[More videos for tcf bank short sales »](#)

TCF BANK - Short Sale Superstars
shortsalesuperstars.com/forum/topics/tcf-bank
13 posts - 8 authors - Jul 10, 2012
I'm upside down on my mortgage with TCF and they will not renegotiate- I'm looking for any info on short sales and TCF- Thanks, Dave.



Make



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Types Of Videos You Can Make

<http://ShortSaleCalculator.co/>

Live Action Capture Video – motion video capture




CALCULATOR

ABOUT US

CONTACT US

Find What Your AZ Home Is Worth



We know that the possibility of short selling your home can be a hard decision to make. That's why we created the **Short or Stay Calculator** to help you crunch the numbers.

STEP 1: YOUR PROPERTY INFO

Street Address and Unit #

City and State
 AZ ▼

Zip Code

FIND MY HOUSE

NEED MORE HELP?
Schedule Your Free Legal Consultation





Types Of Videos You Can Make

Live Streaming Video – live streaming video

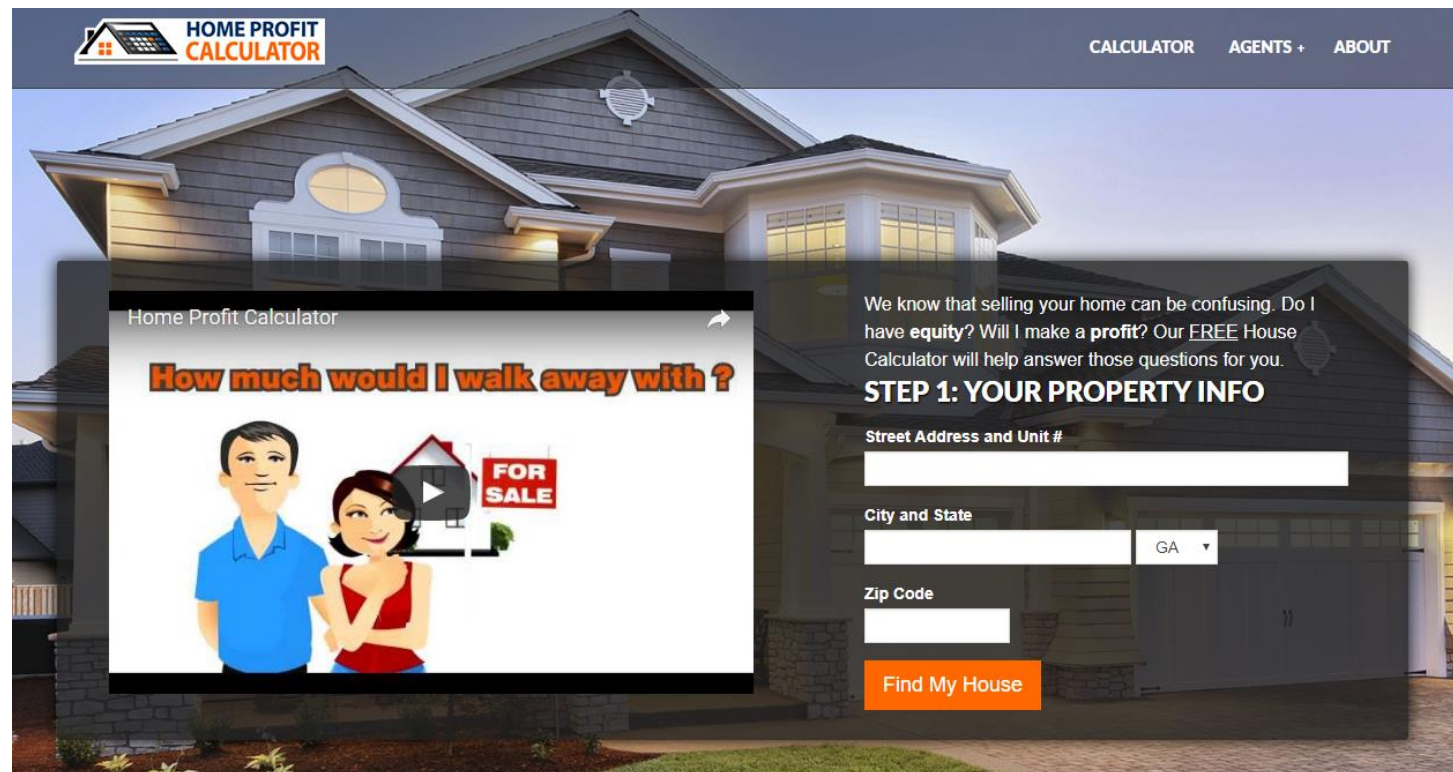




Types Of Videos You Can Make

<http://HomeProfitCalculator.com/>

Animation Videos – cartoon-like characters illustrating a story with a voice over



Types Of Videos You Can Make

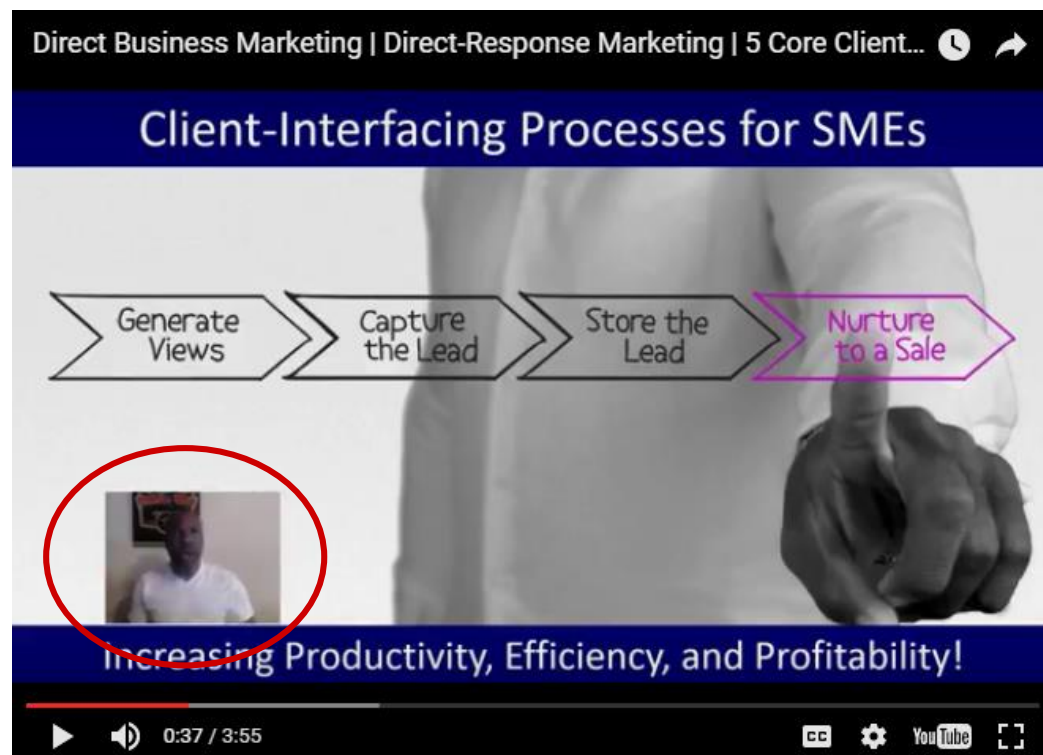
Screen Shot Videos – PowerPoint slide screenshot with voiceover



<https://DirectBusinessMarketing.com/marketing-blog/>

Types Of Videos You Can Make

Screen Shot w/ Webcam Videos – PowerPoint slide screenshot with live action capture and voice



<https://DirectBusinessMarketing.com/marketing-blog/>

some Video



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Marketing Consulting | Marketing Strategy | Marketing Optimization | Marketing Plan Development | Brand Management | Marketing Implementation - Traditional & Digital Marketing Services

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What Will You Need to Make Awesome Videos

1. Camera

1. Camcorder
2. Cell phone
3. Laptop camera
4. Tablet camera

2. Talking points

1. Script

3. Lighting

1. Ambient light
2. Studio lamps



What Will You Need to Make Awesome Videos

4. Good microphone

1. Wired lapel
2. Wireless lapel
3. Shotgun / Boom Mic

5. Tripod

1. Full-standing
2. Table top



Important Video Components / What To Say



Important Video Components / What To Say

- Your Marketing videos should follow a distinct format.
 - **Introduction** – who are you and where are you or where are the people you serve
 - **Connect with the viewer** – the goal is to get each viewer to identify with you and reach that moment where they say “This video is relevant to me!” For example, “I help homeowners in Northern California avoid foreclosure” or “I sell muffler belts for 1986 Camaros” Whatever your niche is, we want the viewer to realize immediately that this video is for them.
 - **Display your expertise** – inevitably, you know more about your product/service than somebody searching for your product/service. Let them know that you are the expert they are looking for. Give the viewer a reason to choose you or your product/service.
 - **Call to action** – Tell the viewer what to do next. The average web surfer is only looking for what they can click on next. So, TELL THEM what to click on next.

Other Notes:

- **Try to keep your videos short and to the point.** We recommend 3 minutes max. Statistics show that the average viewer is tuning out after about 2 minutes, but if they haven’t had enough of you after two minutes, they’ll find your next video.
- **Making several videos at a time SAVES you time** and helps keep your marketing efforts on schedule.



Videos



Where You Should Post Your Videos



YouTube – any length, embed code and link



LinkedIn – any length, but don't make it too long



Facebook – any length, but don't make it too long



Twitter – 2 minutes only



Instagram – 2 minutes only



What Our Clients Are Saying

What Our Clients Are Saying

“ We have been working with Direct Business Marketing for exactly 9 years now - since November 2009. We have taken as few as 2 and as many as 8 listings per month from online leads generated from our TNT blogging with them. This has been our main source of new leads over the years - I can't say enough good things about it. It works if you're willing to create the videos! There are a dozen or more agents around the country we've personally influenced to work with Direct Business Marketing and they're all having similar or even better results.

Fred Weaver
Team Leader
Group 46:10
<http://KevinAndFred.com>

“ Hey guys, I do not think I tell you all enough how appreciative we are of your services. I think sometimes we get caught up in how much better we intend to get and forget to think about how far we have come. Because of your innovative strategies and hard work we have built a great short sale presence here in area.

Josh P.
Associate Broker
Keller Williams Realty
<http://ShortSaleShift.com>

“ Listed over 1 million this month... Also, I've been doing some simple key word searches... We are “bleapin” everywhere!! PPC and SEO... I'm on page 1 of Google for most of my searches... Our YouTube channel is popping up too!!! Nice Job!

Jason Z.
Keller Williams Realty
<http://ShortSaleSlayerz.com>



Questions?

Answers to the Most Pressing Questions Regarding Video Marketing



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Granison Shines – Chief Marketing Officer

Phone: 602.369.8119

Email: Granison@DirectBusinessMarketing.com

Website: DirectBusinessMarketing.com



/ [DirectBusinessMarketing](https://www.facebook.com/DirectBusinessMarketing)



/ [BusinessMarketingTV1](https://www.youtube.com/channel/UC885715803x202)



/ [DBMTV](https://twitter.com/DBMTV)

Marketing Consulting | Marketing Strategy | Marketing Optimization | Marketing Plan Development | Brand Management | Marketing Implementation - Traditional & Digital Marketing Services

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