

Opening Doors

Using Video to Recruit Agents

My Old Recruiting Strategy



TriplePlay | promoting REALTOR® success









WHY
NOT?



More video content is
uploaded in 30 days than
the major U.S. television
networks have created in
30 years.



81% of businesses use
video as a marketing
tool, up from 63%, the
number reported in
2017.



83% of people have been convinced to buy a product or service by watching a brand's video.



By 2020, online videos will make up more than 80% of all consumer internet traffic.



51% of all video plays are on mobile devices.



Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.



A “bad” video will always out perform a non-existent video every single time!!



A single minute of video is worth 1,600,000 words!



Today we will learn

- Why you should use video to recruit
- What to use video for in recruiting
- The two types of videos
- Where to distribute your videos
- Equipment you can use in video production
- How to increase your video views



Today we will learn

- How to develop an online presence
- Attracting REALTORS® on Social Media
- Setting yourself up as the “Destination Brokerage”
- A total of 7 Strategies to get yourself noticed



Why use Video to Recruit

- Build credibility with your audience
- Increase the emotional connection
- Establish yourself as the “destination broker” in the market
- Dramatically increases your brokerage exposure
- Demonstrate culture, value and leadership



People *believe* what they
experience, not what
they *hear*!





Two Types of Videos

- **Staple Videos**

- These videos can be reused & repurposed
- They don't contain names and are not timely

- **Unique Videos**

- These are personalized to people
- These are less than 60 seconds



Types of Recruiting Videos

- Confirmation of appointments
- Thank you for the appointment
- Coaching Videos
- Highlighting your Unique Value Proposition
- Promotion of Events
- Agent Testimonials



Confirmation of Appointment

- Should be less than 60 seconds
- Confirm the details of the appointment
- Use tripod or selfie stick
- This is a casual video sent out 24 hours before the appointment
- No script needed
- **WHERE:** Text to Cell





Thank You for Appointment

- Do the video as soon as possible after the appointment is over (less than 1 minute)
- Highlight 1- 2 things that you liked about them and why they would be a great fit
- Send even if they signed the ICA
- No script needed
- **WHERE:** Text to Cell





Coaching Videos

- This is where you shine as a leader and provide the experience
- Use relevant content and business building tips
- Use tripod or your laptop and 2 - 3 minutes
- This should be staple material you can re-use
- You should formulate a script or bullet points
- **WHERE:** FaceBook, email, IG

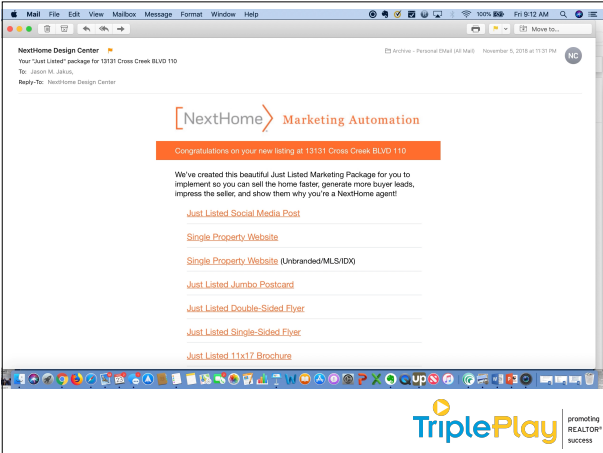




Value Proposition Videos

- You don't have to be on the video (screen capture if it is technology)
- Should be 2 - 4 minutes in length
- You should formulate a script or bullet points
- Explain why this is different or benefit to agent
- **WHERE:** FaceBook, email, IG





Promotion of Events

- Quick video personally inviting REALTOR® to a training class or event
- Should be 2 - 4 minutes in length
- You should formulate a script or bullet points
- Make sure you hit on why you want them to come
- **WHERE:** FaceBook, email, IG, TEXT



Agent Testimonials

- Can be done in an interview format or the agent doing it on their own
- Should be 1 - 2 minutes in length
- No script is needed
- The agent should give 1 - 2 things they love about working at your brokerage
- **WHERE:** FaceBook, email, IG, TEXT



Video Distribution

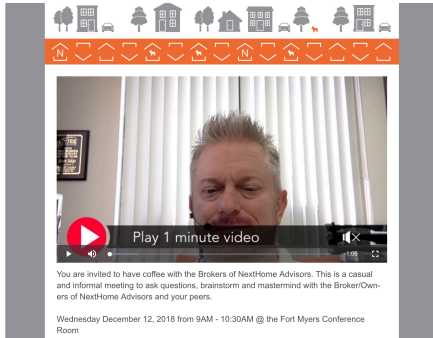
- Text & MMS
- E-Mail
- Vimeo / YouTube Channels
- Social Media (FaceBook, LinkedIn, Instagram)
- Live Stream Video Delivery
- Website (recruiting website)



How to Email Videos

- Use a video email system like BombBomb
- Attach videos to a regular email in Outlook, Google Mail or MacMail
- Use Google Suite and Google Drive
- Use iCloud Drive's Mail Drop
- Use OneDrive (Outlook) by Microsoft
- www.WikiHow.com/Email-Large-Video-Files





Got Views?

- Be Informative
- Be Short and Sweet
- Be Upbeat
- Be Timely
- Be Inspiring



Social Media Strategy

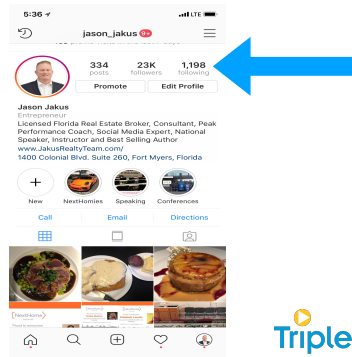
- Facebook (Groups / Career Page)
- Instagram (Stories / Video)
- LinkedIn (Video Blog / Groups)
- Twitter

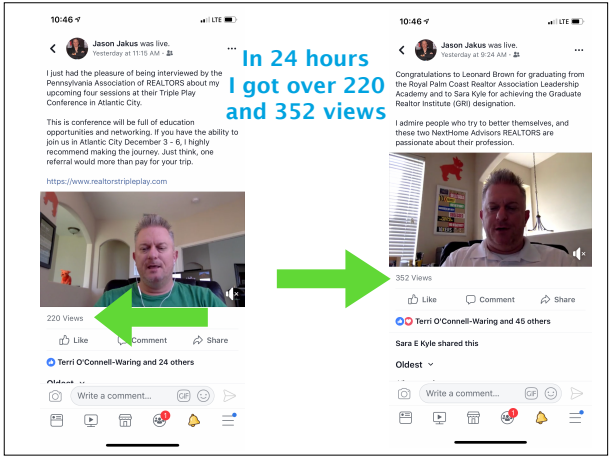


Its all about your REACH



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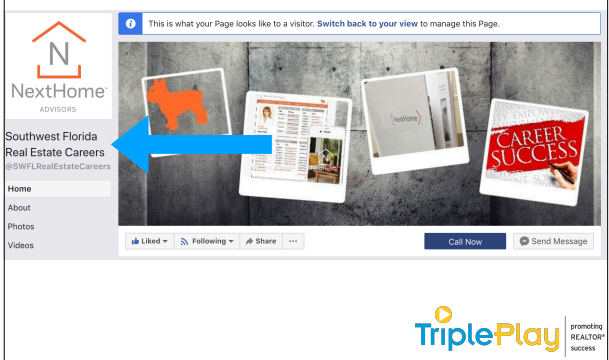


Facebook Strategies

- Develop a career business page
 - Boost “Staple” Videos
 - Share content to your personal page
 - Do Facebook Live
 - Invite people to join your private Facebook Group
 - Post video testimonials from agents



Facebook Page for Recruiting



Facebook Strategies

- Create a Private Facebook Group
 - Deliver coaching content (give vs. receive)
 - Use Facebook Live Events
 - Engage with members
 - The private group will lead to appointments



Closed Group for REALTORS®

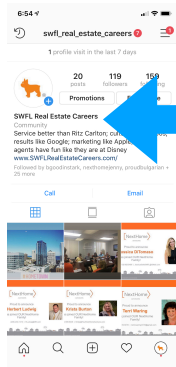


Instagram Strategy

- Upgrade your account to a business account
- Set up an identical IG page as your FaceBook Recruiting Page
- Add content every single day
- Utilize hashtags to gain followers
- Link your IG Recruiting to your FaceBook Recruiting page



Instagram Recruiting Page



Video Equipment



Mevo is the pocket-sized live editing camera. Stream live to Vimeo, Livestream, Facebook, YouTube, Periscope and Twitter.



Video Equipment



Shure MV88
iOS Digital
Stereo
Condenser
Microphone.
Superior sound
and clarity.

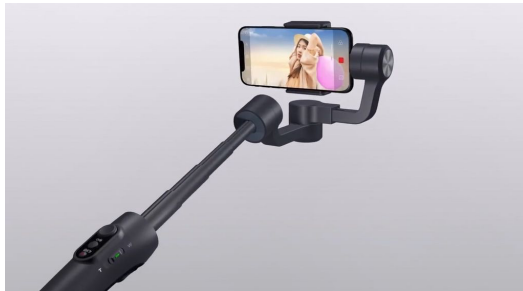


Video Equipment



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Video Ideas for Brokers

- Quick Invite to have coffee (text message)
- Reminder of an appointment (text message)
- Thank you for the appointment (text message)
- Welcome to your company (email)
- Coaching Tip (FaceBook live or email drip)
- Invite to event or class (Facebook live or email)
- Your unique value proposition (Facebook live or email)

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What I learned about Video

- You need to have a strategy and a calendar
- Repurpose and re-use videos (content bank)
- I spend 2 hours a week creating content
- Video builds an affinity and following
- Agents find *value* in the *content* I provide
- Agents can *experience* my *leadership*



QUESTIONS?



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