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LANSNER ON REAL ESTATE



By Jonathan Lansner and Jeff Collins

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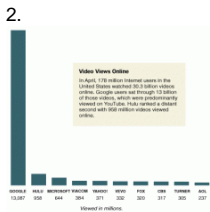
June 27th, 2010, 12:00 pm by Jon Lansner



Using video correctly can be a powerful online marketing tool. But sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer Morgan Brown (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 6 ...

Congratulations on making it this far. By now your video is shot, edited and ready to go to work for you. The last piece of the puzzle is figuring out what to do with it. While there are a myriad of video sites that you can choose to use to post your video, it really comes down to a few must-haves. The rest are nice-to-have and have pros and cons depending on your specific video hosting needs. Remember, we're talking about video for your business, so we're going to avoid sites that have Terms of Service that prohibit business advertising or commercial content on their networks. That immediately excludes: blip.tv <<http://blip.tv>>, Vimeo, and Daily Motion. Be sure to check the terms of service before posting your video on any video site. These networks are diligent about removing advertising and advertising-like video content. With those out of the way, let's look at what I feel are the top 3 must have places for including your video (plus we'll toss in one bonus tip at the end.)

1. **Your Website.** Hopefully this is a no-brainer, but you want to put your video in a prominent location on your website. Depending on the type of video you've made you may post your video on the home page <<http://www.evernote.com/>>, on the testimonials page <<http://37signals.com/>>, on a product page <<http://www.zappos.com/tretorn-skyrama-canvas-goat-ombre-blue>> or as part of a video blog <<http://www.ianwatt.ca/RealEstateVideos>>. Click on the links to see examples of how some companies have leveraged video on their website in each instance. You can add video to your site by either using your own video player (there are plenty of options for video player and management solutions, from using YouTube's player to free plugins for WordPress to opensource video players to paid hosting and management services like Ooyala <<http://www.ooyala.com/>> and Brightcove <<http://www.brightcove.com/>>.) You'll have to determine what your needs are to make this decision, but like anything it can be as easy or as elaborate as your business needs dictate.



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YouTube. More than 40% of all videos watched on the Web are watched on YouTube <<http://bits.blogs.nytimes.com/2010/06/01/youtube-dominates-online-video-views/>>. See the below graph from the New York Times – there isn't any comparison in traffic and video views when it comes to YouTube and its competitors. Are there questions

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about whether your brand should be on YouTube? There may be, but more and more the most trusted and reputable brands in the world are reaching out to YouTube's massive audience – and you should too. Get your video in front of potential customers right where they're watching the most video. Get your video on YouTube.

3. **Facebook.** Facebook is quickly becoming a video powerhouse. With more than 2 billion videos viewed each month <<http://newteevee.com/2010/06/08/facebook-2b-videos-viewed-per-month/>>, Facebook is a top-five video site. Plus, by using the native Facebook player you can take advantage of the social features inherent in the platform (such as 'Liking' and sharing.) Post it to Facebook and let your friends and family know it's live, then ask them to share it with their friends. It's a quick and easy way to get exposure for your video on the social network.

4. **Twitter.** Twitter? Really? A 140-character messaging platform is good for video? Yes indeed. While you obviously can't play your video on Twitter you can Tweet a link to the video on YouTube, your site or your Facebook Page. Recent studies have shown that videos are watched longest by viewers coming from Twitter <http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=127761>. People that click on your video link will watch your video longer than a viewer from anywhere else – including Google and Facebook. So Tweet it out and grab some views from your devoted followers.

5. **Distribute it far and wide.** Your video can do even more. Check out services like TubeMogul <<http://www.tubemogul.com/>>, my company TurnHere <<http://video.turnhere.com/>>, and sites like YELLOWPAGES.COM <<http://YELLOWPAGES.COM>> and Yelp <<http://officialblog.yelp.com/2010/06/video-my-that-makes-me-wanna-buy.html>> to get your video in more places and in front of more viewers who will watch, pick up the phone or visit your store.

Remember, the more people you get it in front of the more new business you're likely to generate. A February 2010 BIA/Kelsey study showed that of Internet users who viewed a video ad, 21% went on to make a purchase from that advertiser. Now that's what I call putting your marketing to work for you.

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YouTube best video host for beginners

June 20th, 2010, 10:57 am by Jon Lansner



Using video correctly can be a powerful online marketing tool. But sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer Morgan Brown (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 5 ...

It's easy to get wrapped around the axel with trying to choose where and how to publish your video. Should you host the video yourself? Should you use YouTube or Vimeo or Vidler? Or should you use a company like Brightcove or Ooyala? These are all important questions and considerations in a long-term video strategy.

However, if you're just trying out video to see if it will work for you I recommend starting with YouTube. It's free, it's easy to use, and it gets by far the most traffic. If video starts to work for you then I recommend revisiting your publishing strategy. There's a lot to think about here, but when you're just getting started, start with YouTube.

More than 30 billion videos are viewed each and every month on the Web. Three out of every four Internet Users in the US watch at least one video each month – the average user watches 96. There are 35 million searches for "how to" videos every month on YouTube alone. Video is 50 times more likely to get to page one on Google than a website. Start reaching this massive audience by giving video a shot.

Once you've created your video it can be used everywhere and lasts far longer than a blog post or status update. Whether you do it yourself or use a professional, online video is a great way to tell your story in a compelling way that helps you stand out from the competition and generate more business from the Web.

Have you tried video for your business on the Web? What's worked and hasn't worked for you? What tips would you share with people considering using video for their business? I'd love to hear your thoughts in the comments.

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O.C. home price mood ring

For the 22 business days ending April 14 -- DataQuick stats -- we eye OC's buying mood: Market vs. year ago! Slices **GAINING** in prices/sales are **GREEN**; **MIXED** trends are **YELLOW**; and **FALLING** prices/sales **RED**!

Slice	Price	Ch.	Sold	Ch.
House	\$510,000	+20%	1,690	+10%
Condo	\$300,000	+20%	831	+14%
New	\$527,000	+17%	156	+49%
All OC	\$435,000	+15%	2,677	+13%

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Size matters (think short) when editing video

June 13th, 2010, 12:01 am by [Jon Lansner](#)



Using video correctly can be a powerful online marketing tool. But sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer [Morgan Brown](#) (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 4 ...

The secret of creating interesting video is in the editing. Watch a few videos and you'll quickly realize that the original video captured on the shoot has been reassembled to tell a story. This is more of an art than a science, but one of the biggest mistakes people make is simply shooting their footage and posting it on the Web.

Because editing is difficult and time consuming you might want to start out by shooting video that requires less storytelling and is more straightforward. Try shooting a customer testimonial or a product walkthrough. These are easier to produce because they typically require less storytelling and are more linear – making it easier edit. Here are a few things to think about when putting together your video:

Shorter is better – The average time spent watching a video online is under 3 minutes.

Make that your high water mark. 60 to 120 seconds is probably more than enough. If you're doing product support or training consider breaking up your videos into easy-to-digest parts instead of creating one long video.

Include music and graphics – Include an intro slate and identify people with their names using the graphics capability in your editing software. Choose some royalty free music to open and end the piece.

Include a call to action – It's important to include your business name, website address and/or your phone number with a call to action. It gives your viewers a next step to take after watching the video. What do you want your viewer to do? Visit your store? Your website? Sign up for your newsletter? Or share your video with their friends? Give them something to do after watching.

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3 secrets to eye-catching online video

June 6th, 2010, 12:24 pm by [Jon Lansner](#)



Video is a powerful online marketing tool. But sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer [Morgan Brown](#) (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 3 ...

Get Shooting! Once you've got the gear it's time to get shooting. Whether you're working with a professional or doing it yourself think about the following before you turn on the camera:

Find a visually appealing place – Shooting in your white conference room isn't going to make for appealing video (trust me.) Instead look for a background with some visual variety and depth. Avoid shooting right up against a wall. It almost never looks good.

Pay attention to light – This is especially a problem in office buildings. Overhead florescent light can cast less-than-flattering shadows and a greenish tinge to your video. Natural light works best, so find a place that is well lit, open up the shades and let the sun in!

Find a quiet place to shoot – Background noise can be a real problem. Find a quiet

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location to shoot your video so that the audio is crisp, clear and clean.

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Equipment key to online video success

May 30th, 2010, 12:14 pm by Jon Lansner



Video is a powerful online marketing tool. But

sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer Morgan Brown (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 2 ...

Video doesn't have to be complicated, expensive or time consuming. And it can be an efficient and effective way to create more business for your business from the Web. And here's advice on how to choose equipment. If you're the DIY-type you can get everything you need to shoot a quality video for under \$500. While you can start just with a Flip camera for less than \$200, it makes sense to invest a bit more to create polished content that people will enjoy watching.

Camera – While the Flip is the most popular, I actually prefer the Kodak Zi-8. The Kodak not only shoots in HD, but it has a key feature that's missing on the Flip – an audio input port that lets you plug a microphone into the camera.

Microphones – Consider getting a wireless lavalier mic or using a "shotgun" mic to capture your audio. Poor audio can make video unwatchable, even with excellent content. If you've ever tried listening to a bootleg concert recording you know that bad audio can ruin everything.

Tripod – Shaky camera work should be left to your kids' birthday parties and soccer games. Putting the camera on a tripod ensures you'll get steady shots and smooth moves – all part of making great video.

Editing software – As with any equipment, you can geek out and go as high-market as you want. But if you're using a Mac, iMovie works great; or you can take a step up to Final Cut Express, Sony Vegas or Adobe Premiere.

Next: [Get Shooting](#)

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Online video isn't so scary to do

May 23rd, 2010, 12:00 pm by Jon Lansner



Video is a powerful online marketing tool. But

sOCial sunday can tell you it isn't easy to do. So we got Orange County marketer Morgan Brown (@morganb) to create for you a 6-part guide to getting started with online video. Here's Part 1 ...

When I talk about using online video for small business it's easy to spot the point in the conversation where I've lost the other person. I call it the "this is way too complicated for me" face. It's the precise moment where our Hollywood-informed beliefs about making video kick in and it's decided that there is no way that video will work for our business.

If you've had this conversation, or thought about online video marketing for your business, you've probably had a similar moment where it seemed that using video was too complicated, too time intensive or too expensive. I'm here today to let you know

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that it doesn't have to be complicated, expensive or time consuming. And it can be an efficient and effective way to create more business for your business from the Web. The secret: Have a game plan! It's true. There's a lot to consider when making video – everything from production to publishing – and it can be overwhelming trying to figure it out all at once. So the first thing to do is come up with a plan. You can probably fit this all on the back of a napkin; but before you shout "action," try to answer the following questions:

What's the goal of using video? – Are you trying to get more customers? Achieve better ranking on Google? Are you creating social media content? Or positioning yourself as an expert advisor in your field?

Will you make them yourself or hire someone? – You can shoot your own video for less than \$200, but do you have the time to shoot and edit your videos? Or do you want to hire a professional?

What type of video will work for your business? – Will you use video to demonstrate how to use your product? Showcase your place of business? Highlight customer testimonials?

What will you do with it when you're done? – Where will the video live on the Web?

YouTube? Facebook? Your website or blog?

Next: Choosing Equipment

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