



## How to Set Up Your YouTube Channel (and Why You Should Do It)

The brave new world of Web 2.0 can be intensely overwhelming, but then it's incredibly exciting to think about all of the opportunities that the Internet affords you for engaging with your prospects and clients.

We all know that people like pictures – it's why the listings that sell most quickly are the ones with lots of beautiful photographs. But here's something even better: video. It captures all of the benefits of photos, and then some:

- You can talk – just another way to get your message across
- If you appear in your videos (you should), they can be a way for prospects to get to know you – which is important in a business as relationship-based as this real estate
- YouTube videos aren't something that everyone is doing, so you can stand out
- You can easily make a transcript of your video and post it to your blog for the search engines to find

With YouTube, it's incredibly easy to broadcast your videos to the world. You can film and upload your video right from your Smartphone! And now, you can even have your own YouTube channel (check out the [Castelazo Marketing Ltd. You Tube Channel](#) for example). Here's how. . .

### BUILDING YOUR YOUTUBE CHANNEL

**Step 1: If you don't already have one, [sign up for a YouTube account](#) (it's free).** After you create your YouTube account, you can link it into your Google account for easier access.

**Step 2: [Design your YouTube channel](#).** You can get fancy with custom graphics or you can keep it really simple. At least choose a color scheme to match your brand and upload your logo and photo.

**Step 3: Under the Settings tab, list your website URL and name your channel** – your company name is a good idea. Then take some time to think about your tags – these are the keywords people will use to find your channel. Include your company name, your own name, the name of your agency, and the names of the cities where you focus your business (for example, "Homes in Scottsdale AZ").

**Step 4: If you have already uploaded videos to YouTube, choose one that will become your Top Video** – it's the one that automatically plays each time someone visits your channel. Think about a simple "weekly market update" or a special "welcome" message.

### BROADCASTING YOUR VIDEOS

**Step 1: The point of YouTube is not to have a professionally-produced, well-edited video;** in fact, that kind of video would seem weirdly out of place. Using a simple flip-screen camera, or even your phone, is not only acceptable on YouTube – it's preferable.

**Step 2: When you're ready to upload your video,** click on the [Upload](#) link at the very top of your YouTube channel screen. You can also record from their using your webcam – that can be a quick and easy way to film a market update from your desk.



**Step 3: As you upload your video, you'll be able to create a title and tags for it.** These are the keywords by which people will find your video, so choose wisely. If your video is a market update, then maybe the title is "Phoenix Arizona Real Estate Market Update." If your video is a listing maybe you title it "New Phoenix Home for Sale: 123 Anystreet Lane."

**Step 4: Once you've uploaded your video, share the link to it** on [Twitter](#), on [Facebook](#), on [ActiveRain](#) and your other social networking sites. You can also embed the video code into your blog and post it to <http://www.TubeMogul.com>.

### **SOME POINTS TO KEEP IN MIND**

As with social media and blogging, your YouTube channel is about interaction. Invite viewers to send you a question about buying or selling homes. Then answer the question in your next video.

You can also use your YouTube video to talk about current events in your market area – maybe it's the new store that opened, or last weekend's parade. Whatever you talk about, remember to always include a call to action – give viewers a reason to get in touch with you.

**If you'd like some help setting up your YouTube channel, writing your vlog scripts, or otherwise using social media to build your real estate business, we can help (that's what we do).** Call us at 480-987-7958, email [molly@cmrealestatemarketing.com](mailto:molly@cmrealestatemarketing.com) or visit [www.CMRealEstateMarketing.com](http://www.CMRealEstateMarketing.com).

### **Learn More/Get in Touch**

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