

Video First Marketing Matters

"Welcome Home Series" Outline

Production

- Identify Local Business/Partner to Feature in Upcoming Video
 - Ensure Business/Partner Fits the Idea of "Partners Making You Look Bigger Than We Are"
 - Ensure Business/Partner is Local to Annapolis, Baltimore and/or Eastern Shore
- Secure Business/Partner Participation, Location of Shoot, Time and Agreement that We May Use Video in all Marketing Pieces, in Perpetuity.
- Storyboard a 3 - 5 Minute Video
 - Review Video w/ Phil
- Shoot Video
 - Shoot 3 Intro Video Clips
 - 15 Second Show Clips
 - Example: "On this Episode I'm Talking About... Swipe Up", "You Don't Want to Miss Out", "This May Make You Want to Change Your Weekend Plans"
 - Shoot Video Thumbnail Photo
 - Shoot 3 Quote Card Photos
- Have Video Transcribed
 - Proof Read Transcription
- Create 3 Quote Cards

***Suggested Release: 4th Week of Month**

***When following the post schedule, always hashtag your video subject. i.e.**

"#DidYouKnow, #WelcomeHome"

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"Did You Know" Outline

Production

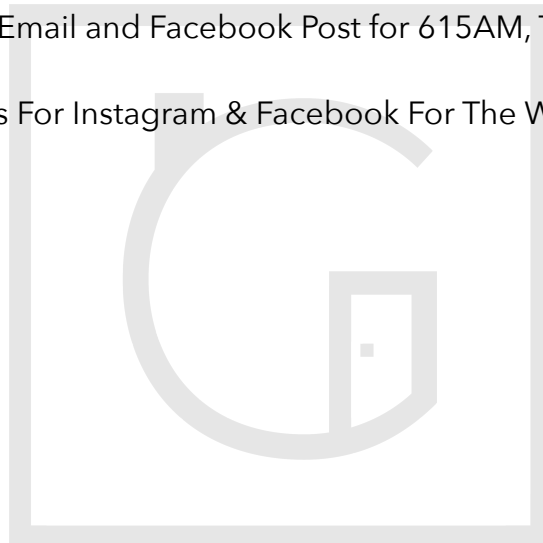
- Identify Video Topic
 - Secure Location of Shoot & Time
 - Storyboard a 1 - 3 Minute Video
 - Review Video w/ Phil
 - Shoot Video
 - Shoot 3 Intro Video Clips
 - 15 Second Show Clips
 - Example: "On this Episode I'm Talking About... Swipe Up", "You Don't Want to Miss Out", "This May Make You Want to Change Your Weekend Plans"
 - Shoot Video Thumbnail Photo
 - Shoot 3 Quote Card Photos
 - Have Video Transcribed
 - Proof Read Transcription
 - Create 3 Quote Cards
- *Suggested Release: 2nd Week of Month**

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Release Schedule

Monday

- 11AM Video Uploaded to Youtube
- Video Added to MDLuxuryRealEstate.com
- Transcription Added as Blog to MDLuxuryRealEstate.com
- Transcription Added as Blog to LinkedIn
- Transcription Added as Blog to Medium.com
- Schedule MailChimp Email and Facebook Post for 615AM, Tuesday
- Create ALL Story Posts For Instagram & Facebook For The Week



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Tuesday

- MailChimp Promo Email Auto Sent - 615AM
- Business Page Facebook Post Auto Posted - 615AM
- Facebook Boost - 11AM (\$20 Boost in a 10 mile Radius of Area)
 - Tag Video Participants
 - Share w/ All Relevant Groups
 - *Thumbnail cannot have a PLAY button
- Post Video to Phil's Personal Page - 11AM
 - Tag Video All Team Members



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Wednesday

Post Intro Video Clip #1 At 9AM

- IG Story
 - Regular format (no border)
 - "Quick! Turn Your Sound On!" (Above Video)
 - "Watch Now!" "Swipe Up!" (Below Video)
 - Add "#DidYouKnow"
 - Connect bit.ly Link to Story
- IG Wall
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio #DidYouKnow"
- Facebook Story
 - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
 - "New Video! Don't Miss Out! (Above Video)
 - Follow The Link! bit.ly Link" (Below Video)
 - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Wall
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
 - Tag All Team Members
- Facebook Business Page
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow"
- LinkedIn
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
- Twitter
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"

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Wednesday

Post Quote Card Photo #1 At 4PM

- IG Story
 - Regular format (No Border)
 - "Quick!" (Above Photo)
 - "Watch Now!" "Swipe Up!" (Below Photo)
 - Add "#DidYouKnow"
 - Connect bit.ly Link to Story
- IG Wall
 - Whitagram Photo (Frame, 15)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio! #DidYouKnow"
- Facebook Story
 - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
 - "New Video! Don't Miss Out! (Below Photo)
 - Follow The Link! bit.ly Link" (Below Photo)
 - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Page
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
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- LinkedIn
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
- Twitter
 - Regular Format (No Border)

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- "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"



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Thursday

Post Intro Video Clip #2 At 9AM

- IG Story
 - Regular format (no border)
 - "Quick! Turn Your Sound On!" (Above Video)
 - "Watch Now!" "Swipe Up!" (Below Video)
 - Add "#DidYouKnow"
 - Connect bit.ly Link to Story
- IG Wall
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio #DidYouKnow"
- Facebook Story
 - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
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 - Follow The Link! bit.ly Link" (Below Video)
 - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Wall
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
 - Tag All Team Members
- Facebook Business Page
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow"
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 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
- Twitter
 - Regular Format (No Border)

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- “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link #DidYouKnow”

Friday

Post Intro Video Clip #3 At 9AM

- IG Story
 - Regular format (no border)
 - “Quick! Turn Your Sound On!” (Above Video)
 - “Watch Now!” “Swipe Up!” (Below Video)
 - Add “#DidYouKnow”
 - Connect bit.ly Link to Story
- IG Wall
 - Regular Format (No Border)
 - “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link Also In Bio #DidYouKnow”
- Facebook Story
 - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
 - “New Video! Don’t Miss Out! (Above Video)
 - Follow The Link! bit.ly Link” (Below Video)
 - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Wall
 - “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link #DidYouKnow”
 - Tag All Team Members
- Facebook Business Page
 - “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow”
- LinkedIn
 - “New Video! Don’t Miss Out! Click The Link Now! bit.ly Link #DidYouKnow”
- Twitter

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Friday

Post Quote Card Photo #3 At 4PM

- IG Story
 - Regular format (No Border)
 - "Quick!" (Above Photo)
 - "Watch Now!" "Swipe Up!" (Below Photo)
 - Add "#DidYouKnow"
 - Connect bit.ly Link to Story
- IG Wall
 - Whitagram Photo (Frame, 15)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Also In Bio! #DidYouKnow"
- Facebook Story
 - Create IG Story, Add Text, Save Video, Post to FB Story (Do Not Post to IG)
 - "New Video! Don't Miss Out! (Below Photo)
 - Follow The Link! bit.ly Link" (Below Photo)
 - DO NOT Share Story As A Post To Newsfeed!
- Facebook Personal Page
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"
 - Tag All Team Members
- Facebook Business Page
 - Regular format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link Make Sure You Like Our Page! #DidYouKnow"
- LinkedIn
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 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"

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- Twitter
 - Regular Format (No Border)
 - "New Video! Don't Miss Out! Click The Link Now! bit.ly Link #DidYouKnow"



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