

Hosted by National MI

Living in a Visual World: How to Step Up Your Video Marketing Game

By: Kristin Messerli & Sarah Vita
kristin@culturaloutreach.com
sarah@culturaloutreach.com

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M3 NEWSLETTER
MILLENNIAL. MULTICULTURAL. MEDIA.
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OCTOBER 2018

We are very excited to announce the first iteration of the M3 Monthly Newsletter, sponsored by National MI! Instead of sending weekly emails, we've created this monthly newsletter to highlight, feature, and inform you about content, webinars, and helpful tips to supplement your journey on expanding your outreach with young and diverse markets. Same quality content, fresh new look!

- OCT. WEBINAR: REACHING HISPANIC & LATINO HOMEBUYERS
- INTERVIEW WITH MARCIA DAVIES, COO OF MBA
- THREE STEPS TO CREATE A CAUSE-DRIVEN CAMPAIGN




VIDEO
INTERVIEW WITH **HYEPIN IM**
CEO/FOUNDER OF FACE

CLICK HERE TO WATCH THE INTERVIEW

Kristin Messerli interviews Hyepin Im, founder and CEO of FACE, Faith and Community Empowerment, an organization that provides homebuyer education focusing on the immigrant community. Hyepin shares how FACE has grown to partner with over 500 companies to host outreach events and provide resources that cater to untapped markets including Korean, Chinese and African immigrant and church groups.

Learn more about FACE: www.facela.org



ARTICLE
HOW TO REACH **UNDERSERVED MARKETS**

CLICK HERE TO READ THE ARTICLE

Minority and rural communities have historically been underserved in accessing resources and services towards home-ownership and building wealth. In the article, **How to Reach Underserved Markets**, Kristin Messerli explores the reasons why a disproportionate gap exists and offers practical and realistic steps companies and business professionals can take to increase opportunities for these markets.

Subscribe to our YouTube page!

Cultural Outreach

The image shows a screenshot of the YouTube channel page for 'Cultural Outreach'. At the top, there is a navigation bar with the YouTube logo, a search bar, and icons for video upload, grid view, notifications, and a 'SIGN IN' button. Below the navigation bar is a large banner image showing a diverse group of people in an office setting, smiling and engaged in conversation. The channel name 'Cultural Outreach' is prominently displayed, along with a red 'SUBSCRIBE' button and the subscriber count '16 subscribers'. Below the channel name are navigation tabs for 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', and 'ABOUT'. The 'Uploads' section is active, showing three video thumbnails with their titles and durations: 'Interview with Juan Rodas - SVP Secondary Mortgage,...' (12:06), 'Interview with James Wong on Personal Branding and...' (10:35), and 'Interview with Christine Beckwith, AnnieMac Home...' (5:43). On the right side, there is a 'POPULAR CHANNELS' section featuring 'The ACE Family', 'David Dobrik', and '5-Minute Crafts', each with a 'SUBSCRIBE' button. A left-hand sidebar contains navigation options: Home, Trending, History, and 'BEST OF YOUTUBE' categories like Music, Sports, Gaming, Movies, TV Shows, News, Live, Spotlight, and 360° Video.

YouTube

Search

SIGN IN

Home

Trending

History

BEST OF YOUTUBE

Music

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News

Live

Spotlight

360° Video

Browse channels

Cultural Outreach

16 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

COMMUNICATION IS KEY 12:06

Interview with Juan Rodas - SVP Secondary Mortgage,...

77 views • 1 day ago

#2: THE BRAND 10:35

Interview with James Wong on Personal Branding and...

1 view • 2 days ago

CHRISTINE BECKWITH 5:43

Interview with Christine Beckwith, AnnieMac Home...

3 views • 5 days ago

POPULAR CHANNELS

The ACE Family

SUBSCRIBE

David Dobrik

SUBSCRIBE

5-Minute Crafts

SUBSCRIBE

Follow us on Instagram: **@CulturalOutreach**

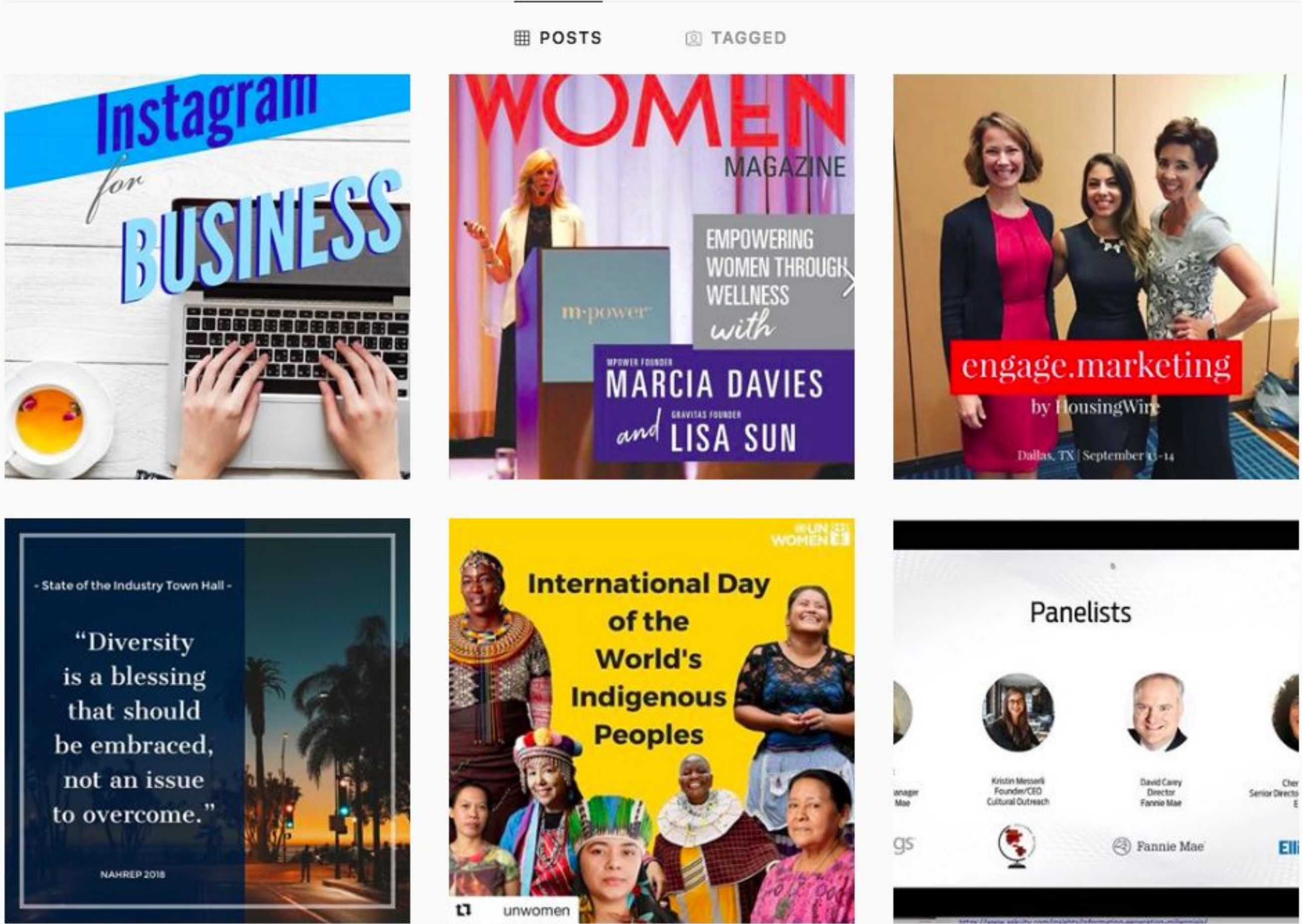
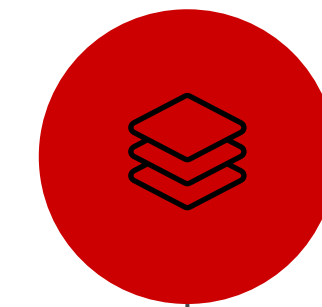
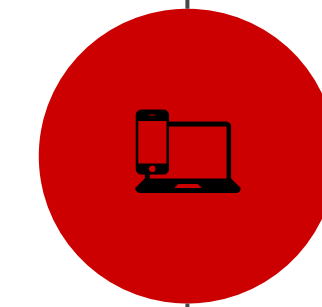


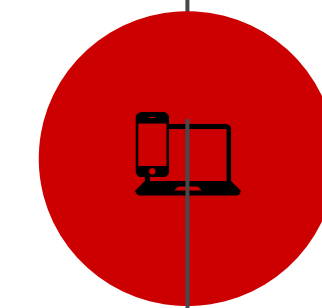
TABLE OF CONTENTS



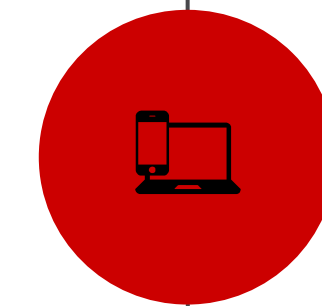
Introduction



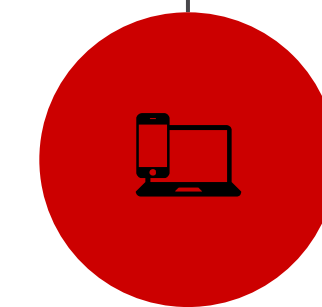
**Types of Video
Content**



**Production Best
Practices**



**Build a Distribution
Strategy**



How To's



Section 01

Introduction

The impact video has had on business marketing

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The average consumer watches more than an hour and a half of online video content per day, with around 15% averaging more than three hours

Source: "Video Marketing Statistics 2018", Wyzowl, 2018.

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- 72% of people prefer to learn about a company via video over text
- 93% of businesses reported gaining a new customer as a direct result of a video posted on social media



Of businesses using video marketing, 76% reported an increase in traffic to their website due to video

Source: "Video Marketing Statistics 2018", Wyzowl, 2018.

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Reasons Why Video Is King

Consumers remember visual content - especially video

Because of its visual nature, 80% of users
can recall a video ad they've seen in the
past 30 days.

A hand holding a white alarm clock. The clock face is visible, showing numbers 9, 6, and 3. The background is a blurred image of a hand holding the clock.

**Fits short attention span of
today's consumer**

Video is consumable on-the-go



Dynamic storytelling platform

5

Easy for creating bundles or series of content

Quick to produce and promote



Section 02

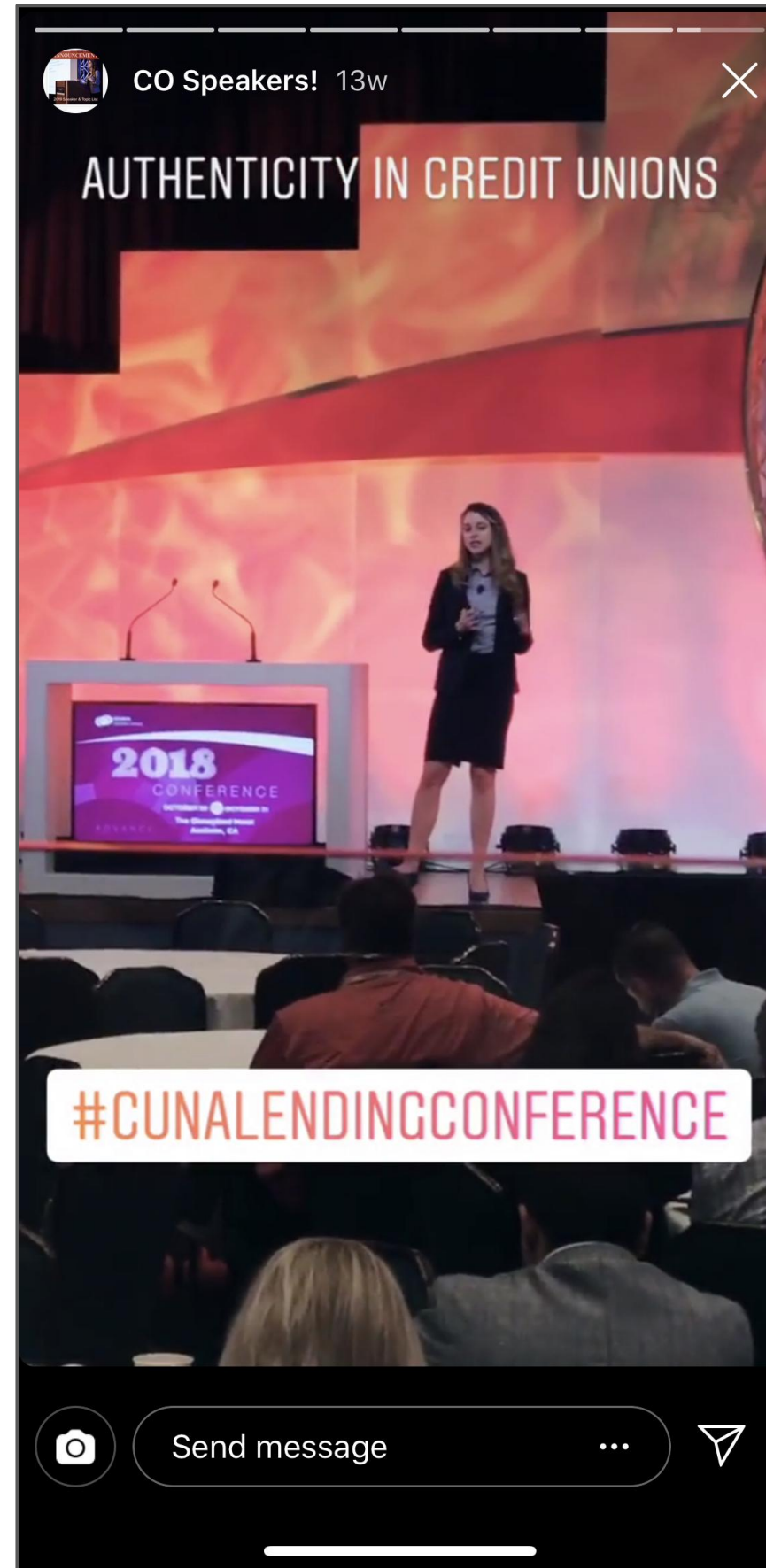
Types of Video Content

Understand what kind of content serves different messaging

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Short form stories & long form interviews



Synergy One Lending, Inc., NMLS ID 1025894 + Follow ...
2,605 followers
1w • Edited •

A large portion of the younger generation have a hard time trusting lenders. In this edition, we tackle this problem with the help of some advice from [HousingWire](#) columnist, [Kristin Messerli](#).

The fastest news for mortgage and real estate professionals, made for mortgage and real estate professionals. This is "This Week Today" with your host [Chase Majerus!](#)

Check it out Now!

[#SynergyOne](#) [#TWT](#) [#innovation](#) [#digitalmarketing](#) [#modernmortgage](#) The New York Times CNBC National Association of REALTORS® Mortgage Bankers Association [#realestate](#)

This Week Today 02.24.20

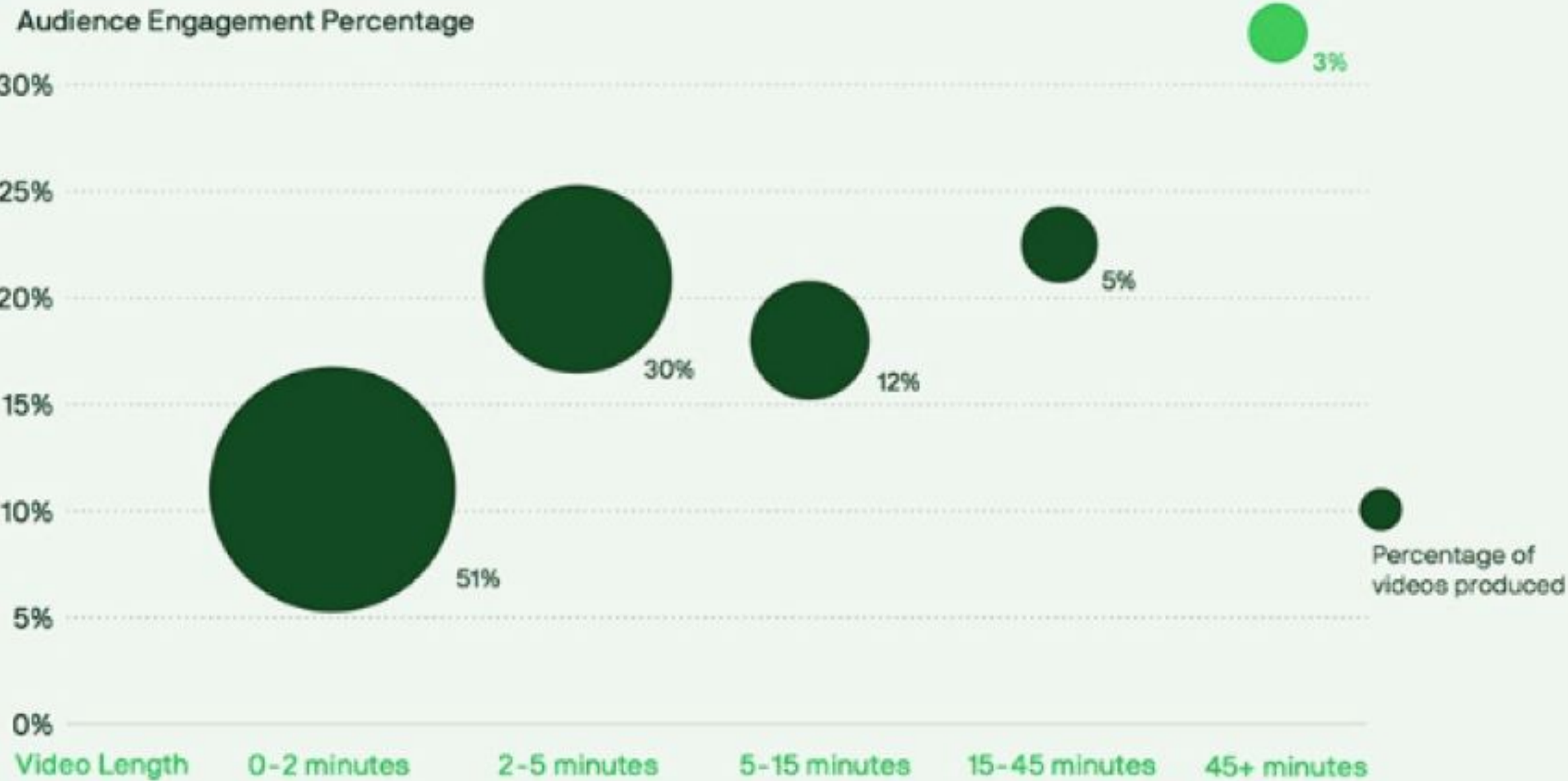
Short Form vs Long Form

- Short form: 30 seconds or less
- Long form: 2 - 6 minute for social media posts
- Mix of both: Teaser videos, interviews, clips to promote

Videos can last longer than **90** seconds

How much time do people spend watching a video?

Longer pieces of content engage more but marketers produce shorter videos





80% of videos produced are under 5 minutes, but these account for less than a third of video engagement. Longer pieces of content engage more but marketers produce shorter videos. Videos longer than 15 minutes account for 50% of all video engagement, but only account for 8% of all video content produced.



Rise of Long Form in 2020

- While shorter videos are easy to consume and great for on the go/social media...
- longer content allow brands to form the emotional connection that makes them memorable to consumers

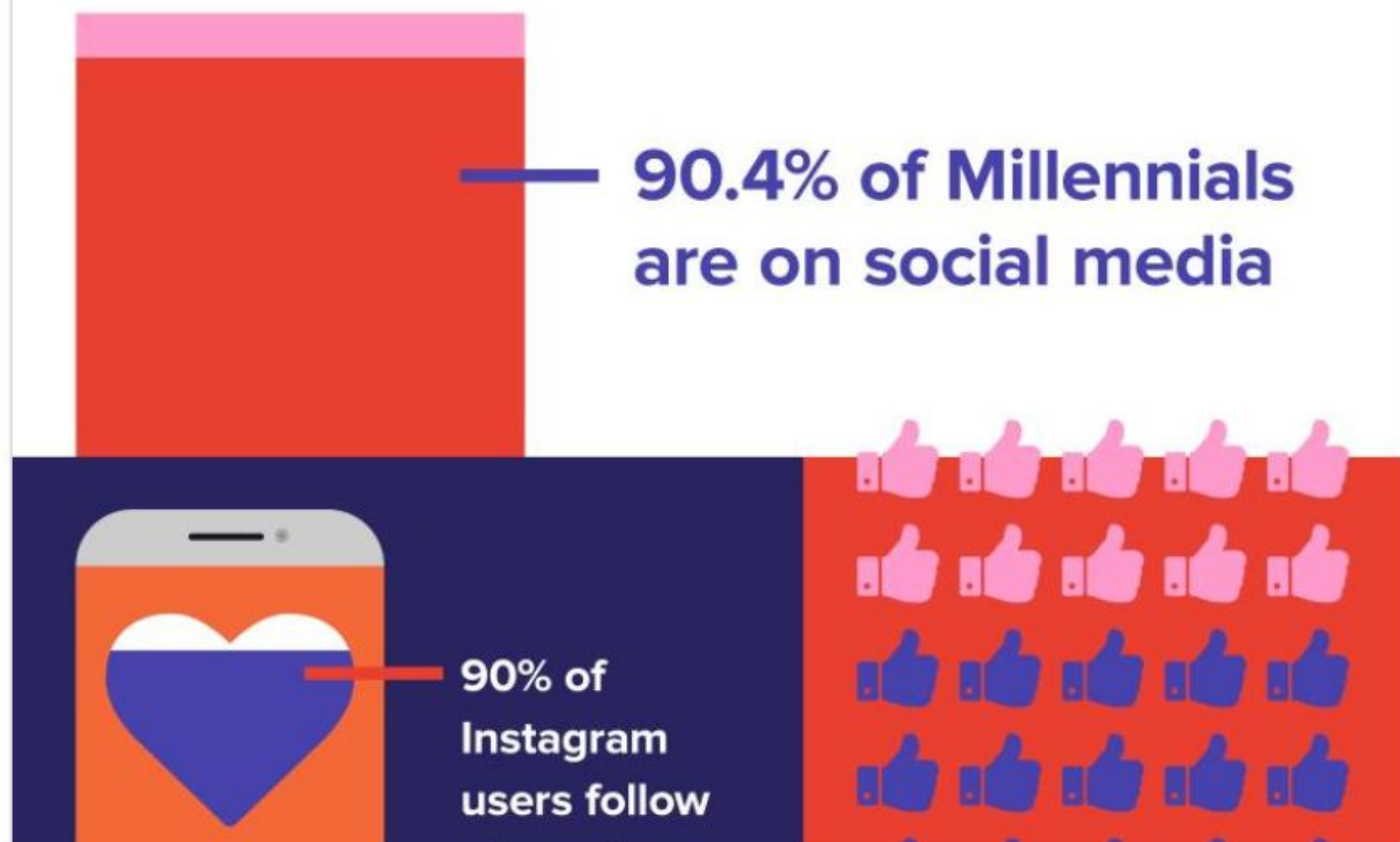
Re-post

 **Lisa Green** • 1st
Vice President Allen Tate Mortgage
4d • 

Social selling is key to success in today's market, great stats below! [#wearehome](#)
[#allentatemortgage](#)

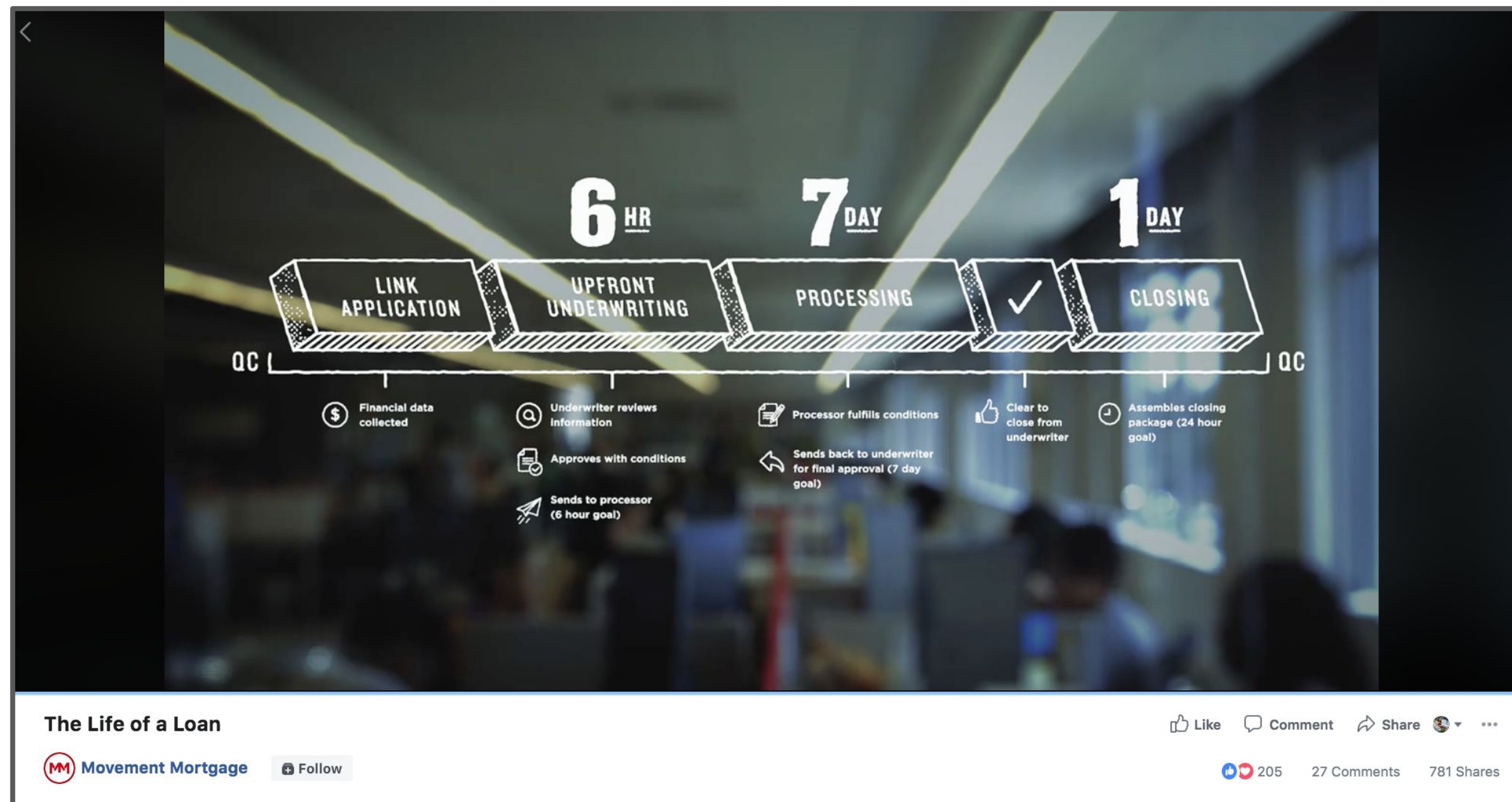
 **Kristin Messerli**
Reaching Next Gen & Underserved Markets in Housing
1w • 

It has been really interesting to see how much people have evolved to embrace brands on social media as long as they share interesting and engaging content, not a sales message. Here's a couple stats from our webinar yesterc ...see more



- Shout outs/mentions
- Educational: homebuying process, financial terms
- Inspirational: TED talk
- Career / Finance: money saving hacks, financial wellness
- Family-friendly: appeal to children
- Viral: appropriate, funny, challenge

Movement Mortgage “The Life of a Loan”



Create Your Own Content

- Authentic way to build your personal brand
- Provides transparency and accessibility
- Communicates legitimacy during online research



Section 03

Production Best Practices

If everyone is using video, how can you stand out?

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Quality

You don't need to hire a production team but quality makes your content legitimate and worth watching

**Note: People also remember bad quality; you
want to be remembered for the
RIGHT REASONS**

What you need for quality video

Equipment	Basic	Advanced
Camera	iPhone camera	DSLR camera
Good lighting	Natural daylight works best	Quality lighting system in poor lit areas
Sound	Quiet setting	Microphone attachment for phone
Editing	iMovie; free app	Hire an editor to add title slides & transitions



Consistency

Become a routine part of people's newsfeeds





Make a video content plan

- Start with a goal to shoot 2 videos per month
 - Advanced 1 video per week
- More casual videos can be done 3x a week or daily
 - i.e. Stories



Be mindful of your brand

- No cat videos or random finds if your brand is very polished
- Your audience should learn to expect a certain type of content

Be Authentic

Find your unique voice that shows you're the expert but also relatable

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How to find authenticity

- Avoid sounding salesy
- Make it personable
- Appeal to families, not profits



top 5 mistakes first home buyers make

my millennial money



176 likes

[mymillennialmoney](#) In the home buying process, it's so easy to get swept up in the emotion and make a hasty decision. The cushions are perfectly placed, the... more

Data-driven approach

- A one-size-fits-all strategy no longer applies
- Ensure you're targeting the right audience with the right messaging



Casey Hughes-Wade • 2nd

Visionary, Relationship Nerd, National Business Development Manager ...

2w • Edited •

#femalefriday It just so happens that my first official **#femalefriday** video is going live on nonother than **#valentinesday** aka **#galentinesday**! **Kristin Messerli** is an amazing fresh voice in our industry and she shares her **#female** tips for navigating a **#successful** career that is on the rise. **#risingstar**

Be **#fearless**

Be **#authentic**

Be **#prepared**

Special S/O to **Josh Pitts** for always pushing me forward.

#mortgagelending #mentorship #mortgageindustry #banking

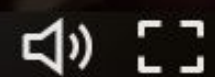
#mortgagebanking # #lending #mortgagetech #loanofficer

#brandingtips #SimpleNexus

[Watch LinkedIn video](#)



0:00 / 2:29



84 • 25 Comments • 3,026 Views

Personalization

- 72% of consumers say they will now only engage with marketing messages that are personalized
- Allows you to build a relationship with your audience

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Source: SmartInsights



Tell a Compelling Story

Draw from personal experiences and existing customer base



How should the viewer feel after watching your video?

- More educated?
- More confident in homebuyer dreams?
- Made a new friend?
- Found a trustworthy expert?

Be Well Prepared

The more prepared you are, the more confident you'll appear onscreen



Pre-production

- Establish a clear goal
 - Keeps it focused
- Plan ahead
 - Find a good, well-lit quiet location
 - Write a script or bullet-points of what you want to say



Section 04

Build a Distribution Strategy

Know where to post your content for the best engagement

A smartphone is shown at an angle, displaying a colorful bokeh pattern on its screen. The background is dark with soft, out-of-focus light spots in shades of blue, green, yellow, and pink. The text "Know Your Platforms" is centered over the phone's screen.

Know Your Platforms

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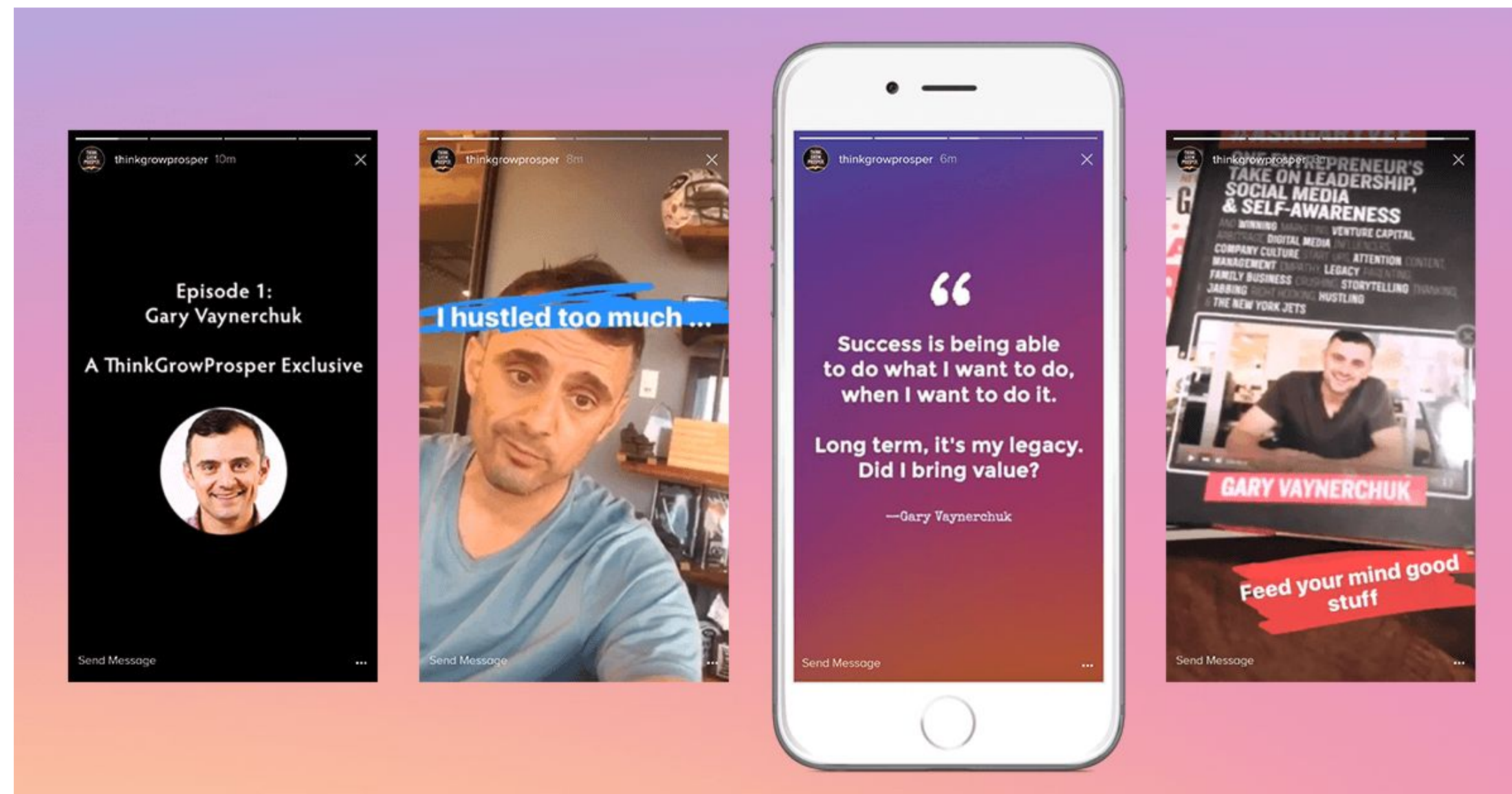
Instagram

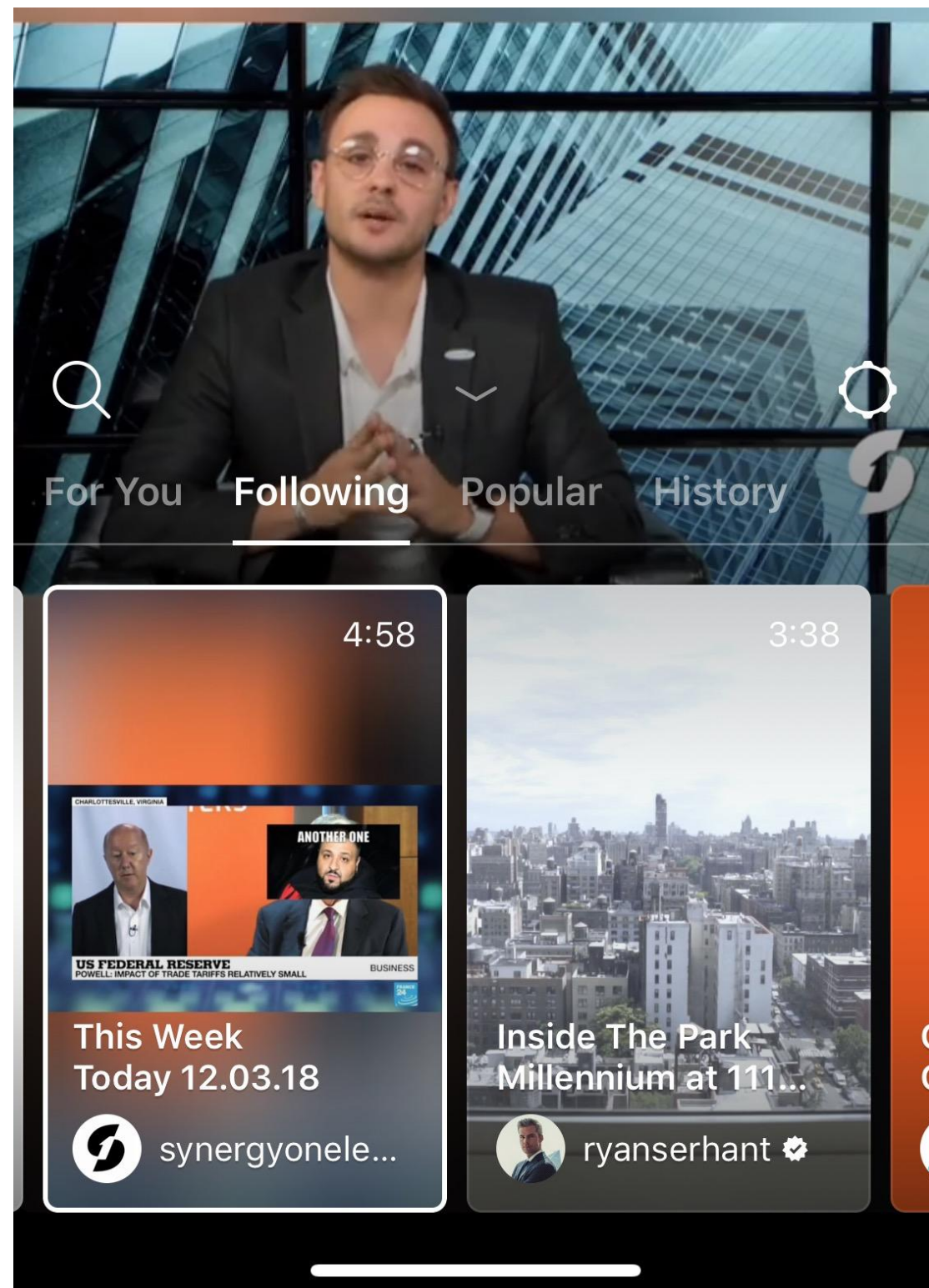
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Instagram Story

- Length: 15 sec max
- Audience: Millennials and Gen Z
- Vibe: Casual, authentic, showcase personality
- Content:
 - Behind-the-scenes, a day in the life of..
 - Travel
 - Influencer takeover





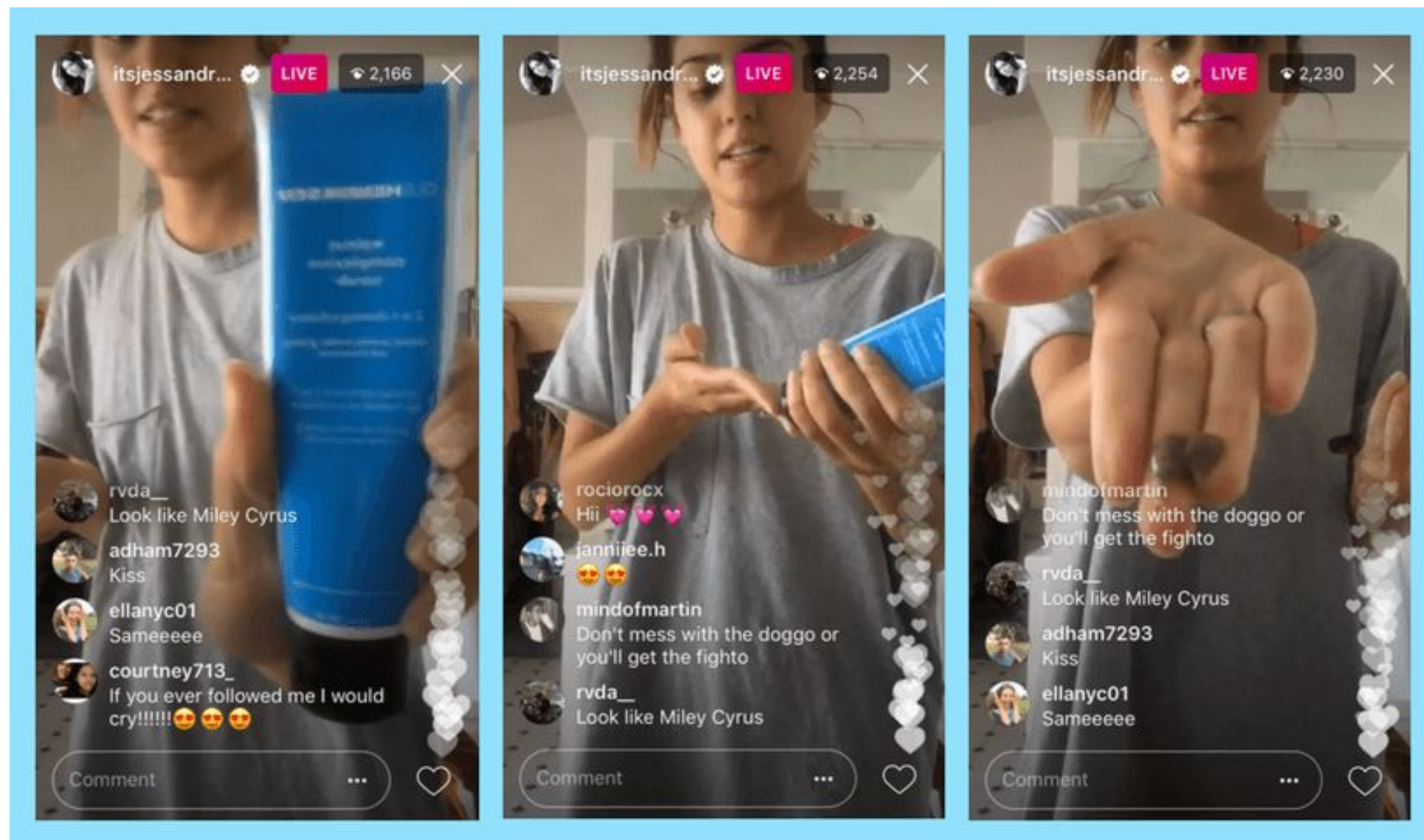
IGTV (Instagram TV)

- Length: 15 sec - 1 hour
- Audience: Millennials and Gen Z
- Vibe: Mobile friendly (vertical format only), authentic, more staged than stories
- Content:
 - Personal stories
 - Interviews
 - Upload podcasts, vlogs
 - Educational content
 - How-to's (i.e. how to apply for a loan)
 - Product / Service launches

Instagram Live



- Length: Live broadcast up to 1 hr
 - Suggest less than 30 min
- Audience: Millennials and Gen Z
- Vibe: Eventful, “don’t want to miss it”
- Content:
 - Events or award ceremony
 - Important announcements
 - Guest interviews
 - Webinar



Facebook

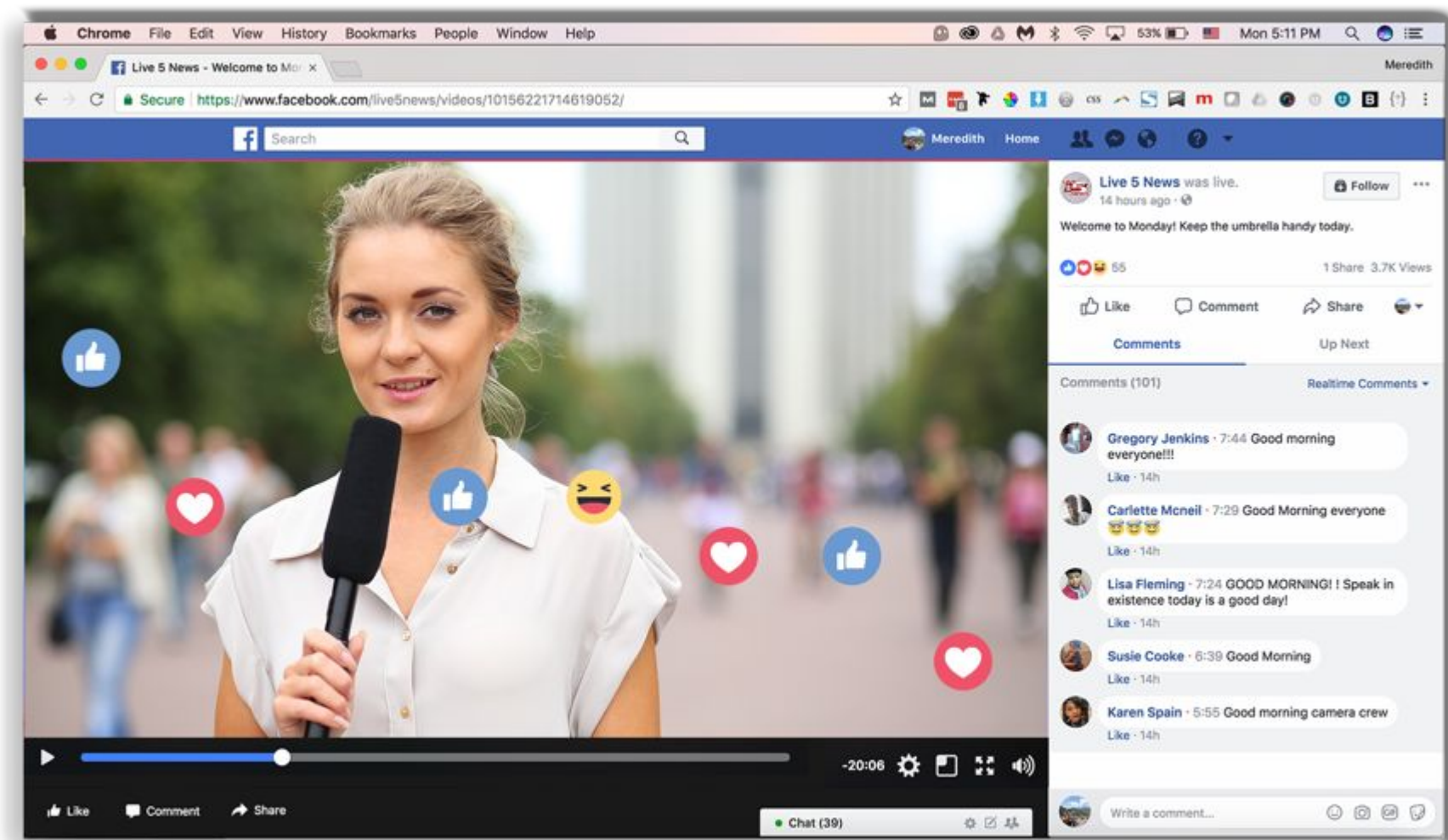
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Facebook Live



- Length: Live broadcast up to 1 hr
 - Suggest less than one 1 hr
- Audience: Baby Boomers, Gen X, Millennials
- Vibe: Eventful, “don’t want to miss it”
- Content:
 - Events or award ceremony
 - Important announcements
 - Guest interviews
 - Webinar



Facebook Newsfeed



- Native video: Upload video directly to newsfeed
- Post a link to YouTube video
- Share a video post from colleagues or customers (don't forget to tag!)

YouTube

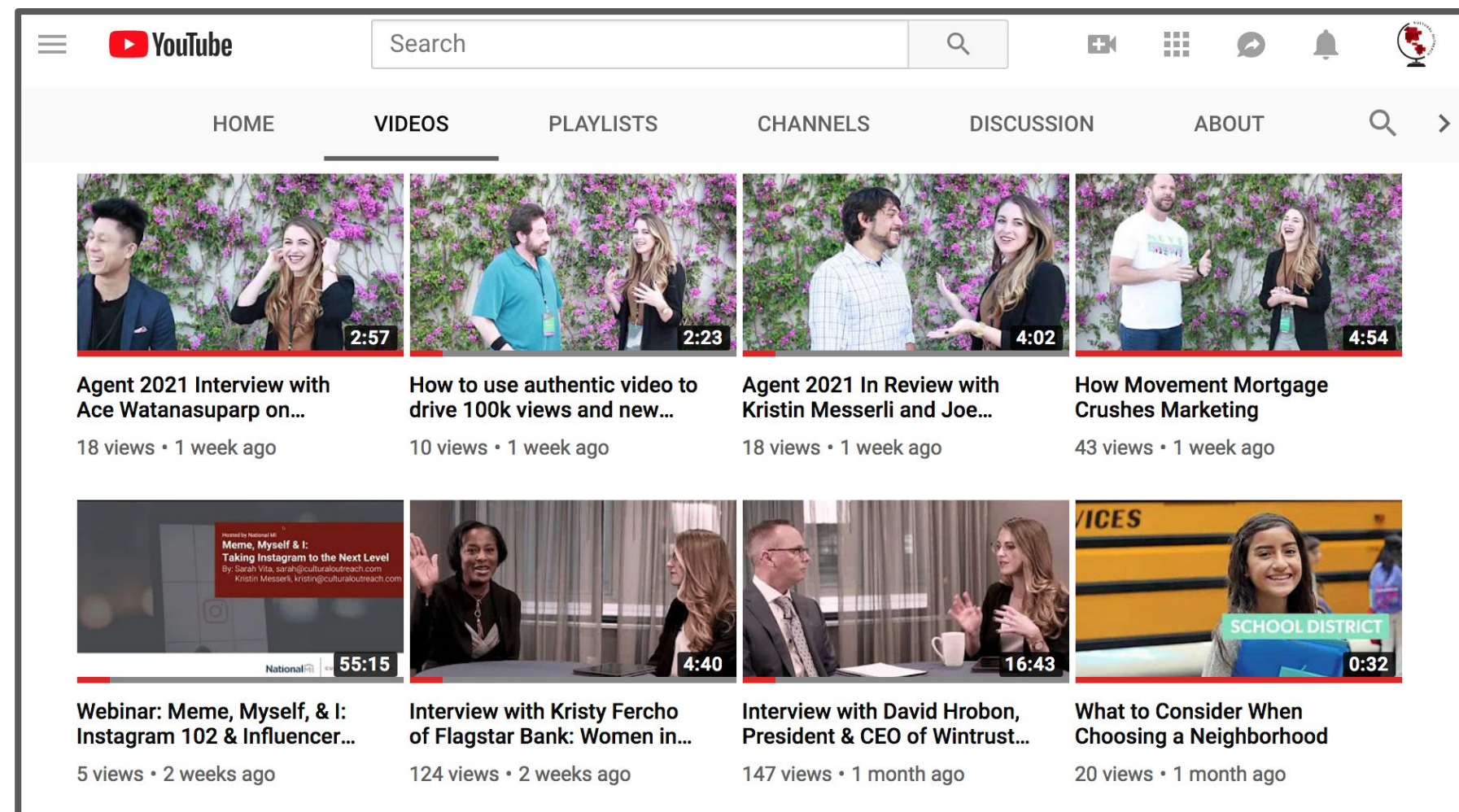
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YouTube: Length



- Length:
 - Short videos suggest 2 min - 5 min
 - Longer videos suggest keeping under 1 hr
 - Best to break up into 12 min - 15 min segments
- Default upload max length is 15 min default but can be increased up to 12 hrs with verified account



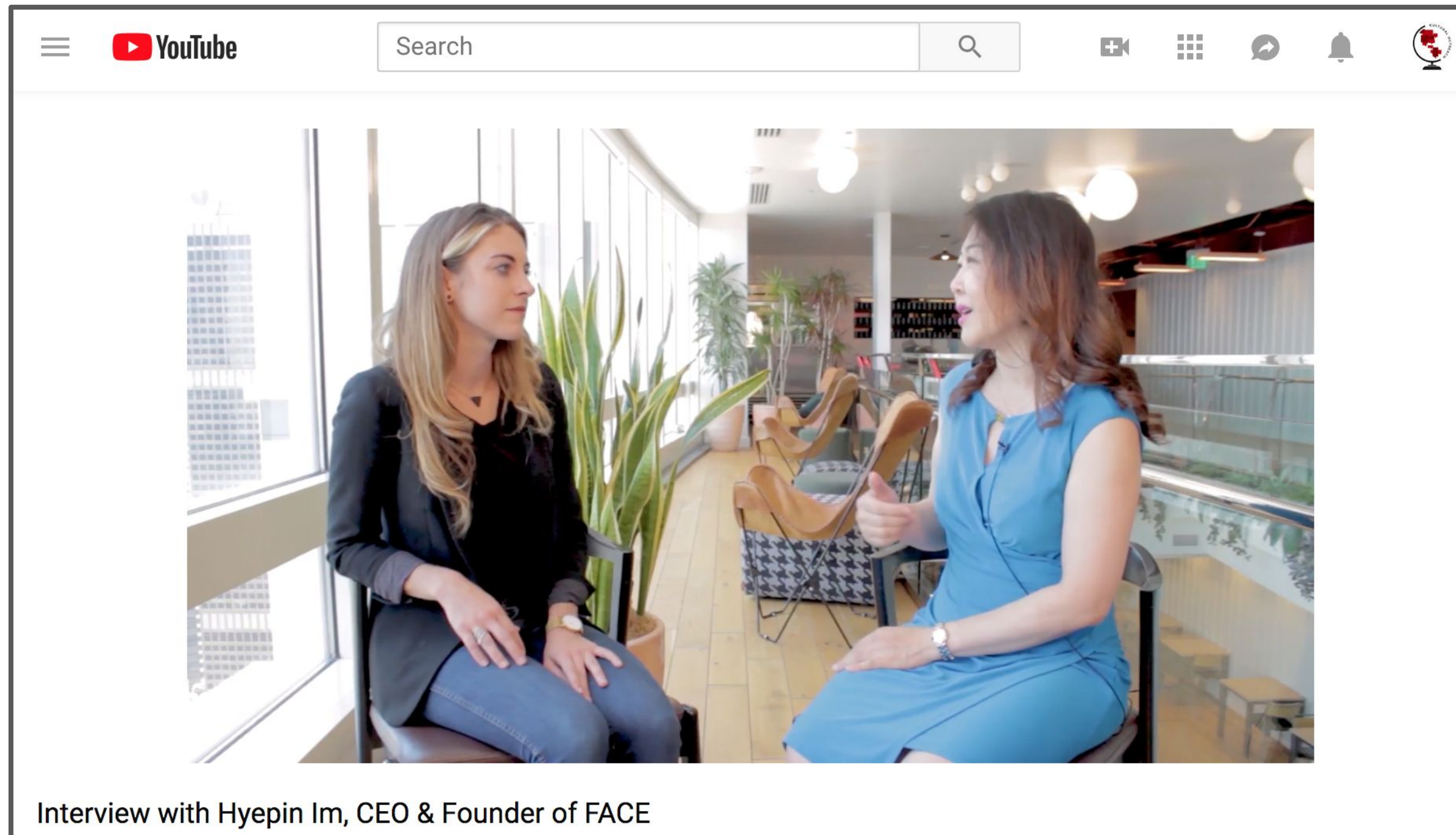


YouTube: Audience & Vibe

- Audience:
 - Longer videos - Baby Boomers and Gen X
 - Shorter videos - Millennials and Gen Z
- Vibe: More “traditional” video formats

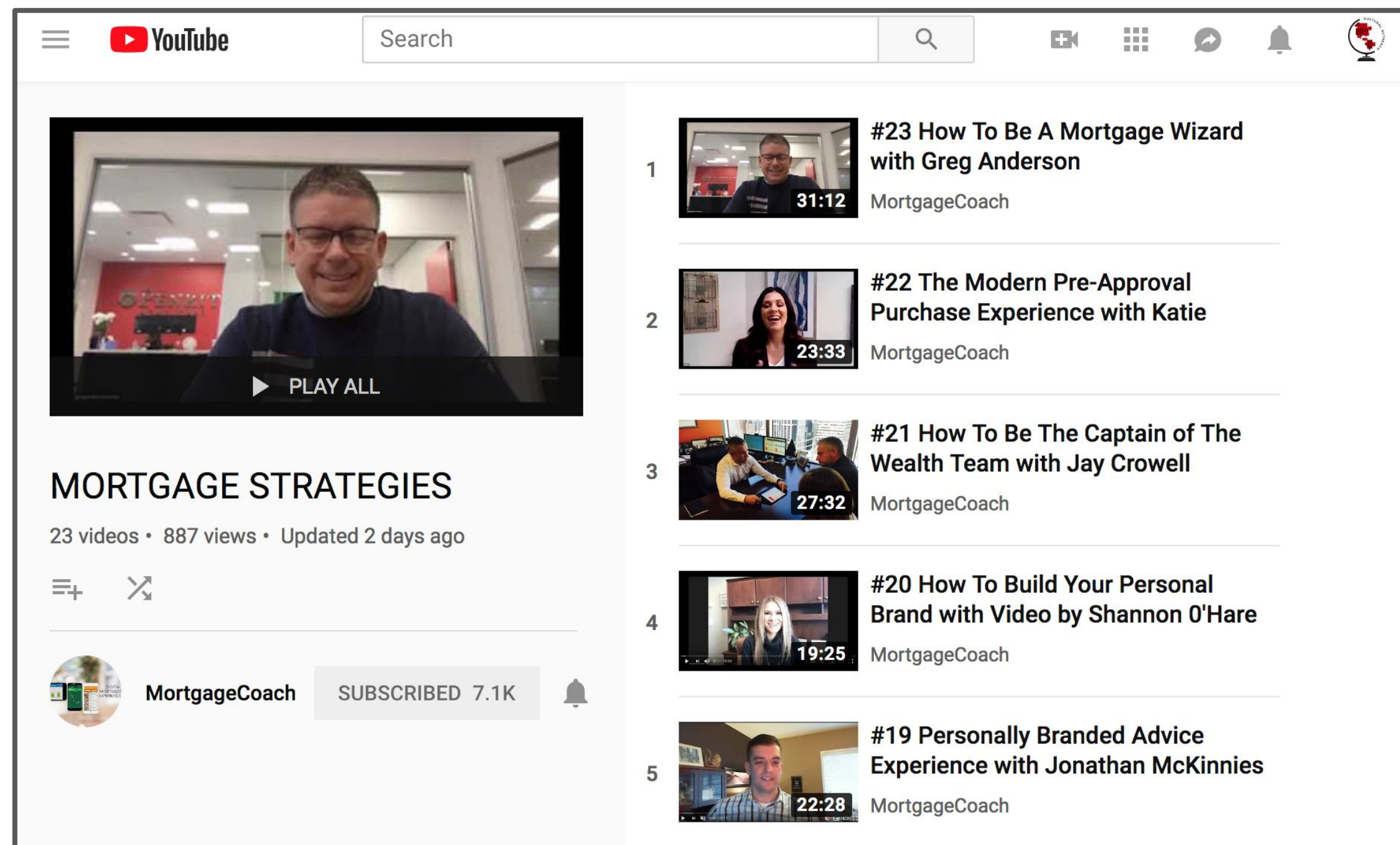
YouTube: Content

- Recorded industry interviews or roundtables
- Short narrative documentary
- Customer success stories
- Community partnerships
- Promote new initiative or service
- Educational content



YouTube: Content (cont.)

- Educational content
 - Recorded webinar
 - FAQ segments
 - Mortgage & personal finance tips



The screenshot shows a YouTube playlist page for 'MortgageCoach'. The main video player on the left displays a man speaking, with a 'PLAY ALL' button overlaid. Below the player, the playlist title 'MORTGAGE STRATEGIES' is shown, along with '23 videos • 887 views • Updated 2 days ago'. The channel name 'MortgageCoach' and a 'SUBSCRIBED 7.1K' button are also visible. On the right, a list of five videos is displayed, each with a thumbnail, a number, a title, and a duration:

- 1 #23 How To Be A Mortgage Wizard with Greg Anderson with Greg Anderson, 31:12, MortgageCoach
- 2 #22 The Modern Pre-Approval Purchase Experience with Katie, 23:33, MortgageCoach
- 3 #21 How To Be The Captain of The Wealth Team with Jay Crowell, 27:32, MortgageCoach
- 4 #20 How To Build Your Personal Brand with Video by Shannon O'Hare, 19:25, MortgageCoach
- 5 #19 Personally Branded Advice Experience with Jonathan McKinnies, 22:28, MortgageCoach



Section 05

How To's: YouTube

Step-by-step instructions for using the platform

How to Create a YouTube Business Channel

YouTube "Sign-in"

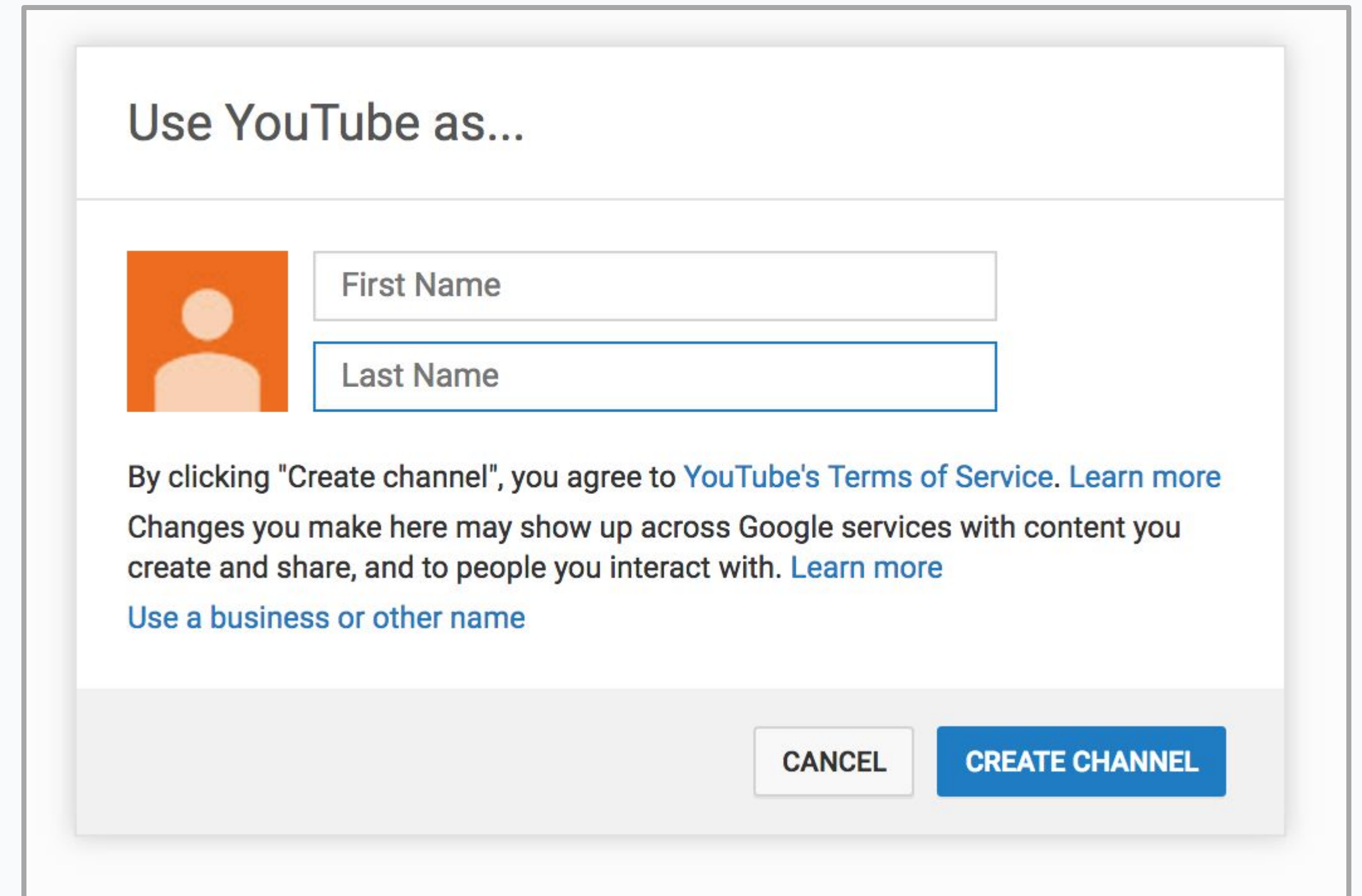
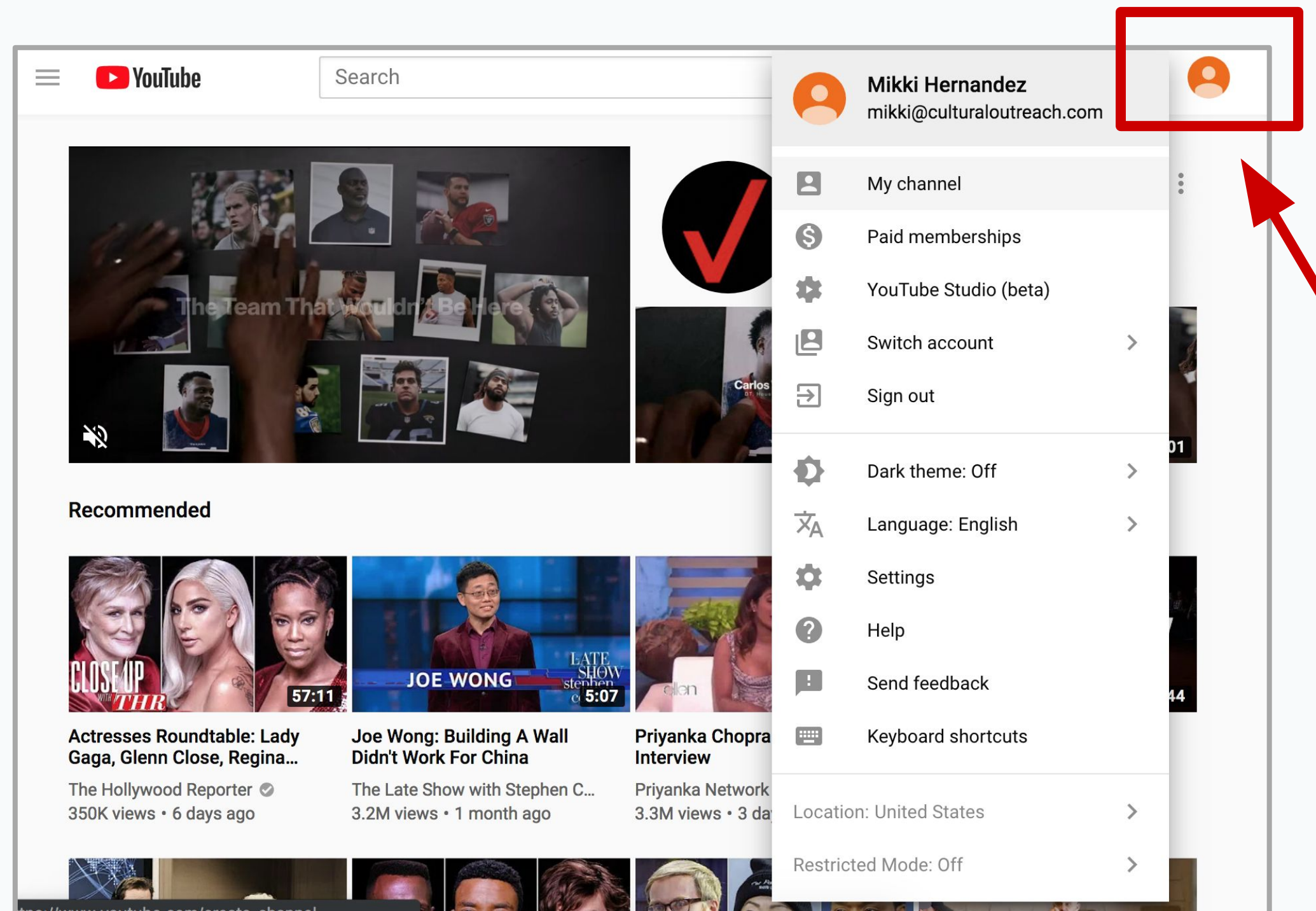
Create or use existing Google account

The screenshot shows the YouTube homepage interface. At the top, the YouTube logo is on the left, and a search bar is in the center. To the right of the search bar are icons for video upload, grid view, share, and a menu. The 'SIGN IN' button is highlighted with a red box, and a red arrow points to it from the right. Below the navigation bar, there is a featured video player on the left and a carousel of video thumbnails on the right. The first video in the carousel is titled 'The Team That Wouldn't Be Here' with a red checkmark icon and a 'Verizon' ad label. Below it are two smaller video thumbnails for 'Carlos Watkins' and 'Carson Tinker'. Further down, a 'Trending' section displays four video thumbnails: 'Hobbs & Shaw (Official Trailer)', '3 x 20ft Shipping Containers Turn Into Amazing Compact...', 'I Went Back To 1st Grade For A Day', and 'Steve Harvey Roasts the NFL's Elite in Opening...'. Each thumbnail includes the video title, channel name, and view count.

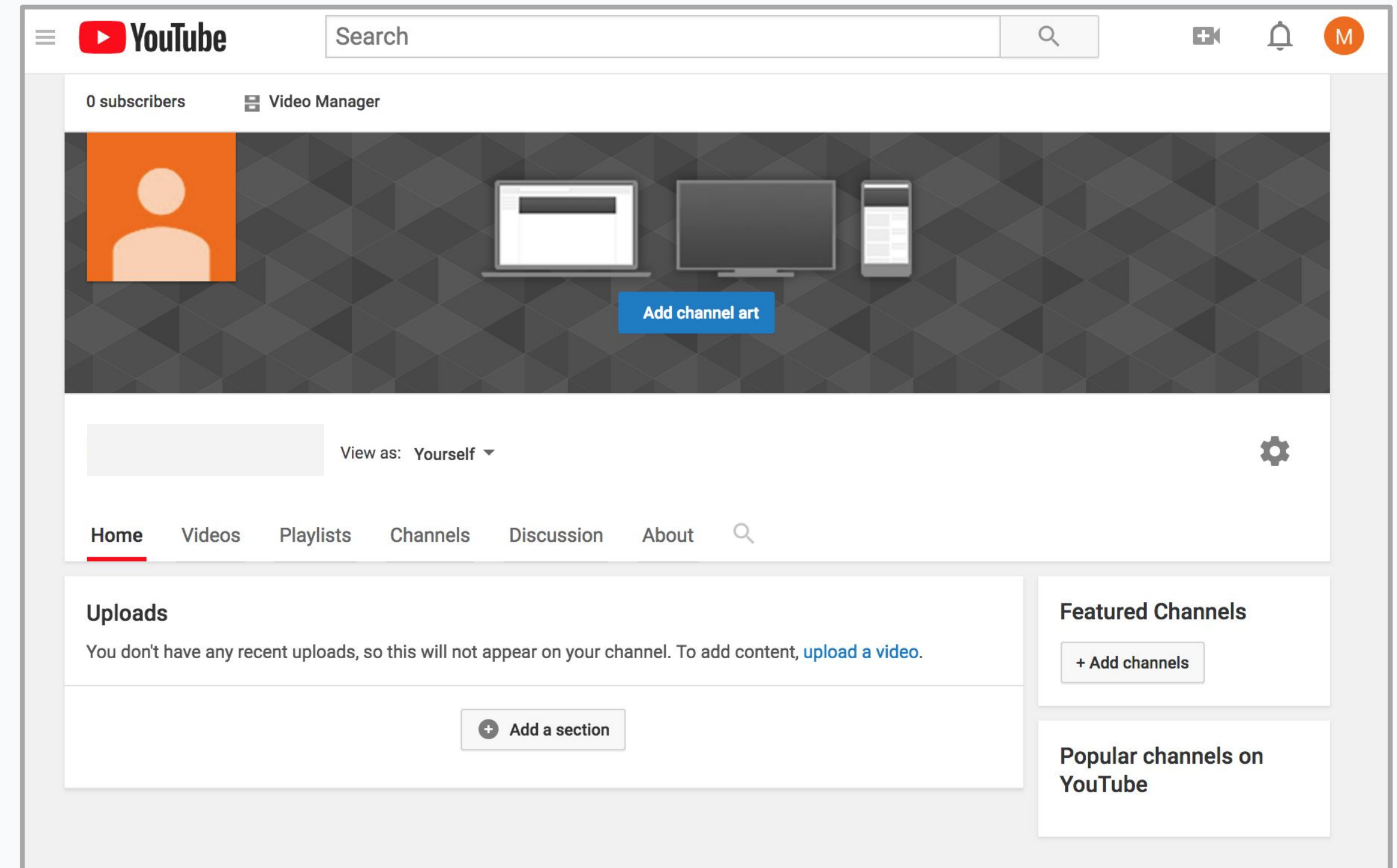
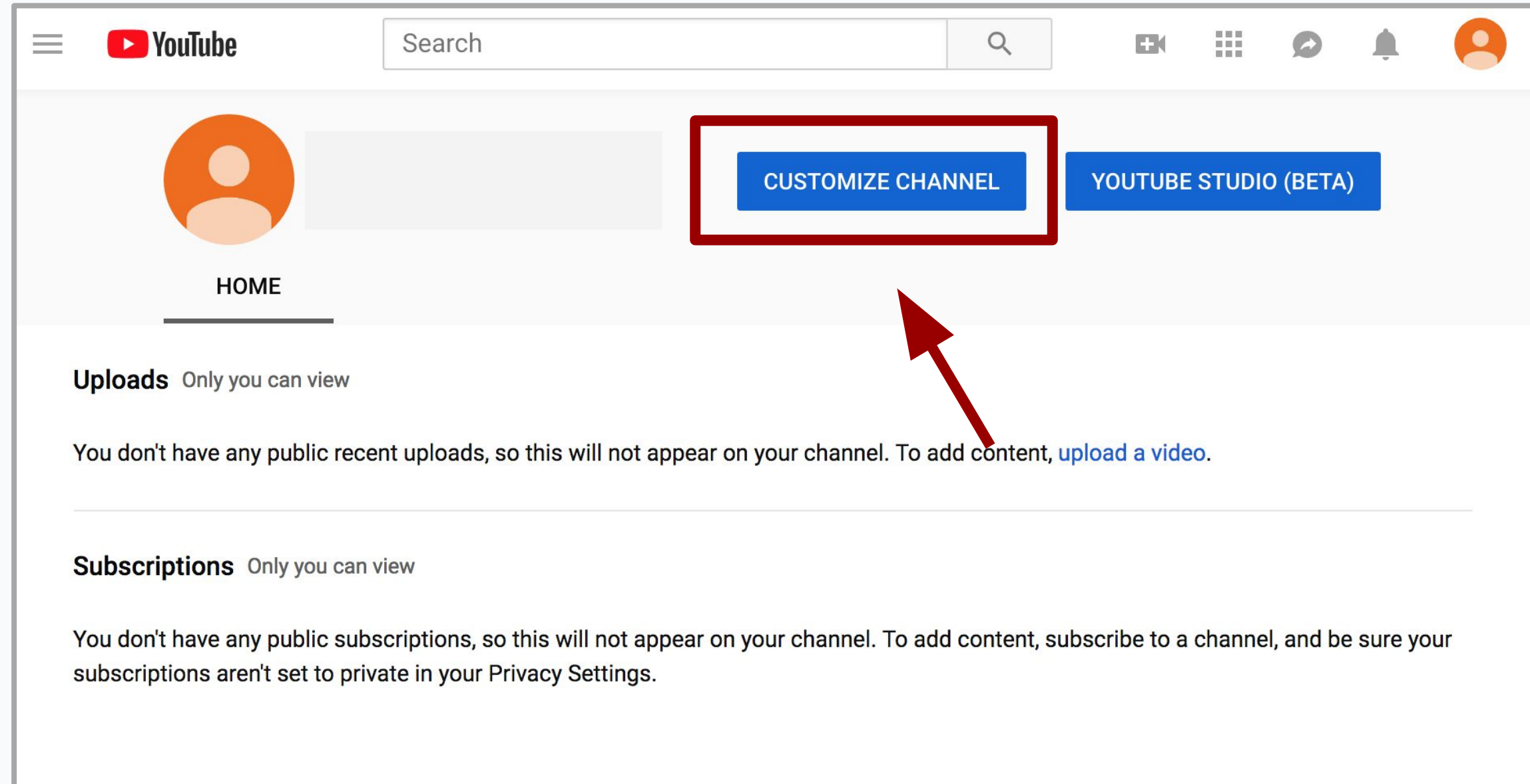
The screenshot shows the Google Sign-in page for YouTube. At the top, the Google logo is displayed. Below it, the text reads 'Sign in to continue to YouTube'. There is a text input field labeled 'Email or phone'. Below the input field are links for 'Forgot email?' and 'Not your computer? Use Guest mode to sign in privately. Learn more'. At the bottom of the page, there are links for 'Create account' and a blue 'Next' button. The footer includes 'English (United States)' with a dropdown arrow, and links for 'Help', 'Privacy', and 'Terms'.

“My Channel”

Use a business or other name



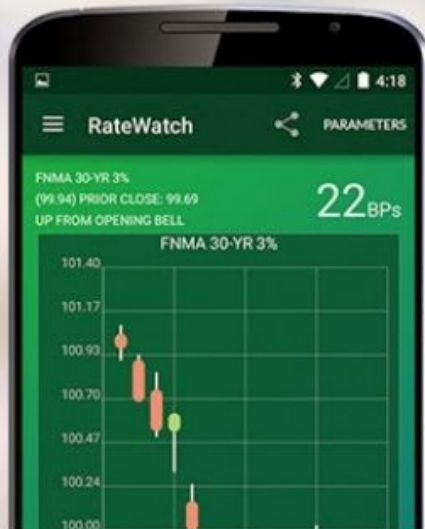
Create channel name and customize your page



How to Optimize Your YouTube Channel

The Essentials

1. High res profile image & cover photo
2. Use program for scheduling, tracking, responding to comments
3. Choose simple & relevant titles
4. Fully fill out description
5. Clean and clear thumbnails
6. Use Google Adwords keyword planner
7. Include contact details



DIGITAL MORTGAGE EXPERIENCE

Website G+



MortgageCoach
7,178 subscribers

SUBSCRIBE 7.1K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT



The Modern Mortgage Experi...

17,117 views • 4 years ago

Sign up for Demo at
<http://mortgagecoach.com/der>

Subscribe to our YouTube channel to learn the real-world scripts, strategies and success
READ MORE

RELATED CHANNELS

Todd Duncan TV
SUBSCRIBE

@SalesRemastered
SUBSCRIBE

The Core Training, Inc.
SUBSCRIBE

How to Promote Your YouTube Channel

1

**Include “Subscribe” link in
email list & email signature**

Share on social media channels

VIDEO SERVICES

Paid advertisement

Partner with a creative platform to create your video ad

Whether you have your own video or need to create one from scratch, these services can help bring your business to life on YouTube.



4

Create playlists based on different themes

FINANCE



5

Q&A videos “You asked, we answer”

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6

Ask a colleague or influencer to share

In summary...

- Embrace video for building an authentic personal brand
- Create a content plan, be prepared and produce quality stories that are engaging
- Promote video through your network on a consistent basis

Questions?

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Access free resources at
www.culturaloutreach.com

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AND DIVERSE MARKETS**

Reach the fastest growing markets:



Subscribe to our YouTube page!

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YouTube

Search

SIGN IN

Home

Trending

History

BEST OF YOUTUBE

Music

Sports

Gaming

Movies

TV Shows

News

Live

Spotlight

360° Video

Browse channels

Cultural Outreach

16 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

COMMUNICATION IS KEY 12:06

Interview with Juan Rodas - SVP Secondary Mortgage,...

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1 view • 2 days ago

CHRISTINE BECKWITH 5:43

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POPULAR CHANNELS

The ACE Family

SUBSCRIBE

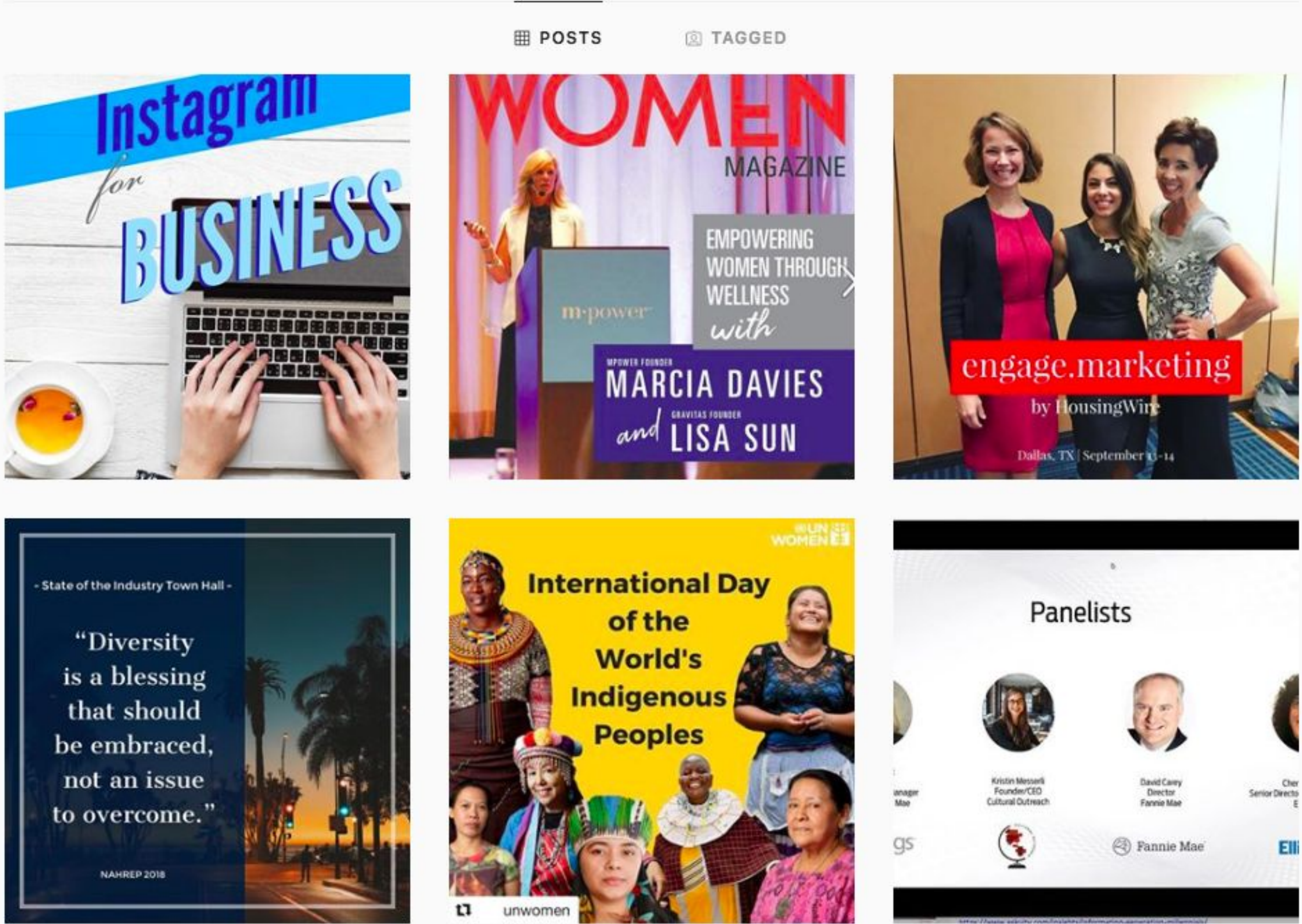
David Dobrik

SUBSCRIBE

5-Minute Crafts

SUBSCRIBE

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Access free resources at www.discoverm3.com



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MEET THE TEAM

SUBSCRIBE



Downloads
7 Mistakes to Avoid on Social Media: Shareable infographic



Webinars
How to Use Instagram to Grow Your Business



Video
Watch: An Interview with Marcia Davies



Articles
How to Approach Gender Bias in the Mortgage Industry


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OCTOBER 2018

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- OCT. WEBINAR: REACHING HISPANIC & LATINO HOMEBUYERS
- INTERVIEW WITH MARCIA DAVIES, COO OF MBA
- THREE STEPS TO CREATE A CAUSE-DRIVEN CAMPAIGN



VIDEO
INTERVIEW WITH **HYEPIN IM**
CEO/FOUNDER OF FACE

CLICK HERE TO WATCH THE INTERVIEW

Kristin Messerli interviews Hyepin Im, founder and CEO of FACE, Faith and Community Empowerment, an organization that provides homebuyer education focusing on the immigrant community. Hyepin shares how FACE has grown to partner with over 500 companies to host outreach events and provide resources that cater to untapped markets including Korean, Chinese and African immigrant and church groups.

Learn more about FACE: www.facela.org

ARTICLE
HOW TO REACH UNDERSERVED MARKETS

Minority and rural communities have historically been underserved in accessing resources and services towards home-ownership and building wealth. In the article, **How to Reach Underserved Markets**, Kristin Messerli explores the reasons why a disproportionate gap exists and offers practical and realistic steps companies and business professionals can take to increase opportunities for these markets.

CLICK HERE TO READ THE ARTICLE

www.culturaloutreach.com

kristin@culturaloutreach.com

sarah@culturaloutreach.com



NationalMi.

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