Market Like a Pro In No Time Workshop
Part 1 - Online Marketing

As part of the Market Like a Pro In No time Workshop we will show you how to use several online tools that can help make you create your eye catching marketing materials quick & easy.

And you will then learn how to apply these tools to create an entire online marketing campaign (video, social media post & email marketing piece) for yourself &/or of a listing.

If you did the Optional Homework Assignment…..
You should have a folder on your computer with you today that has the following:
- Your Picture & Company Logo
- Pictures &/or Video Clips of a property
- Pre-Written Description of a property
- 5 Slides of the Best Features of the Property
- 5 Slides of Why You are a Great REALTOR

If you did NOT do the homework assignment, no worries….
You can access a folder on Google Drive by going to https://goo.gl/AuQfZh that I've preloaded with stock marketing images for you to choose from or you can use images in canva and not pay for them.

Market Like a Pro In No Time Workshop
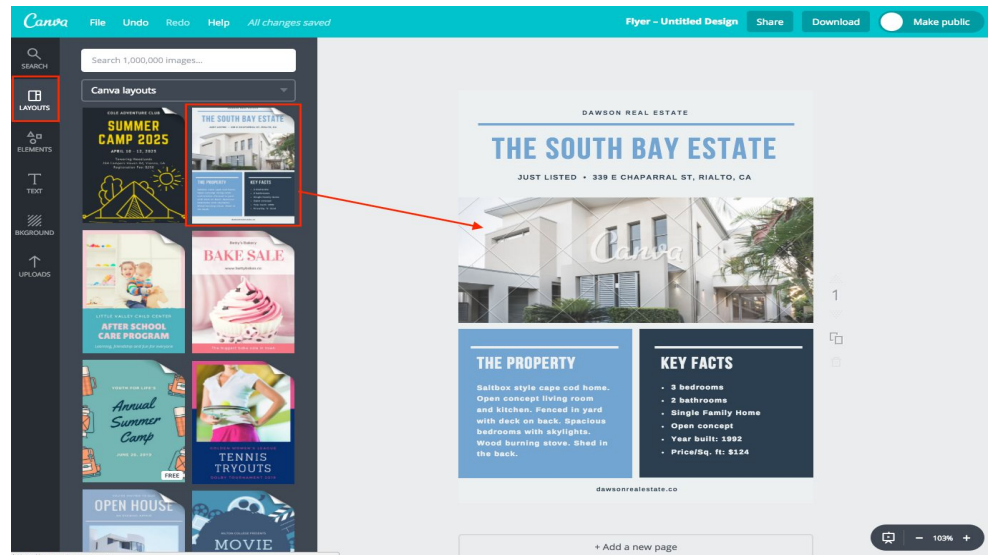# Part 1 - Online Marketing

Flyer

Step 1

Login Your www.Canva.com Account
Click on the More + button in the header, scroll down to Social Media & Email Headers & click on the site you want to make an account header image for (ex. Facebook, Twitter, Instagram, YouTube, etc.)
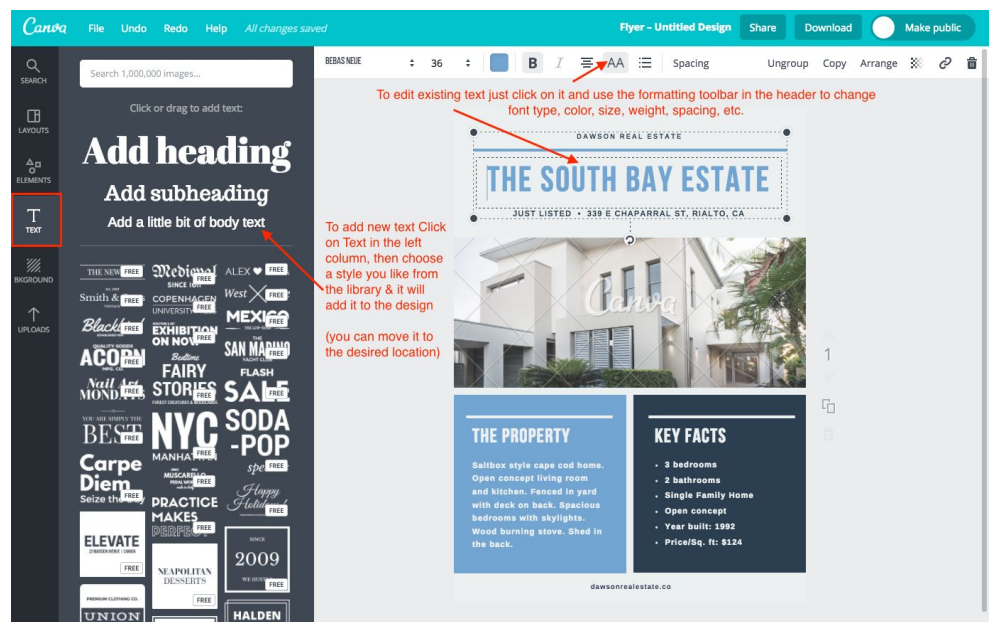
From the Left column, choose/click on Layout and find a Flyer design you like from the library and it will move it over to the right column where you can easily edit/modify it with your Course/Event info.

Note: You can select a premium design, it will not make you pay the $1 unless you opt to save it without the watermarks

Step 2

- To edit existing text just click on it & use the formatting toolbar to change the font type, size, color, etc.

- To add new text, click on the Text option in the left rail and you will see a library of fonts to choose from, click on the one you like & it will add it to the design
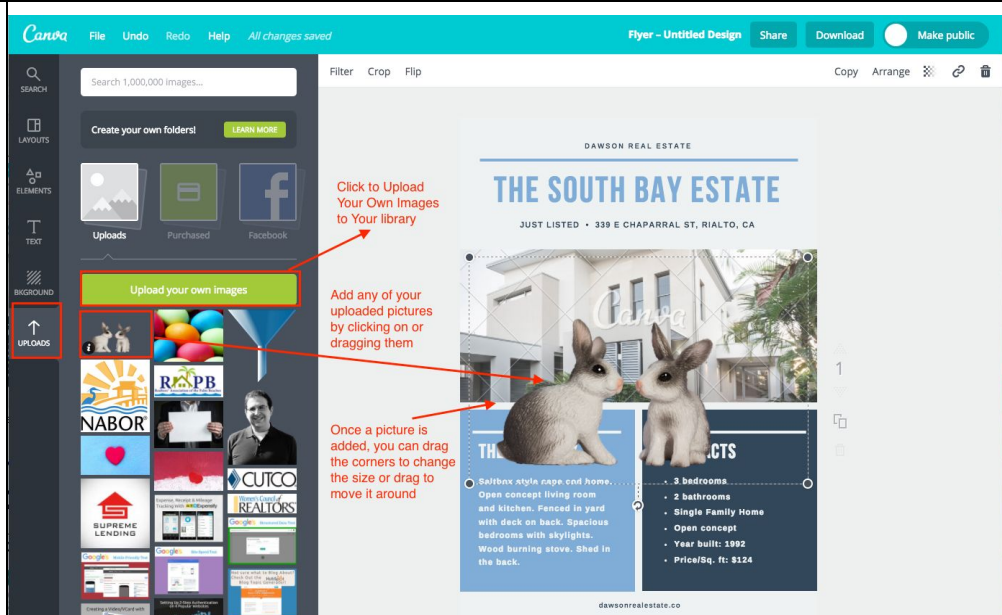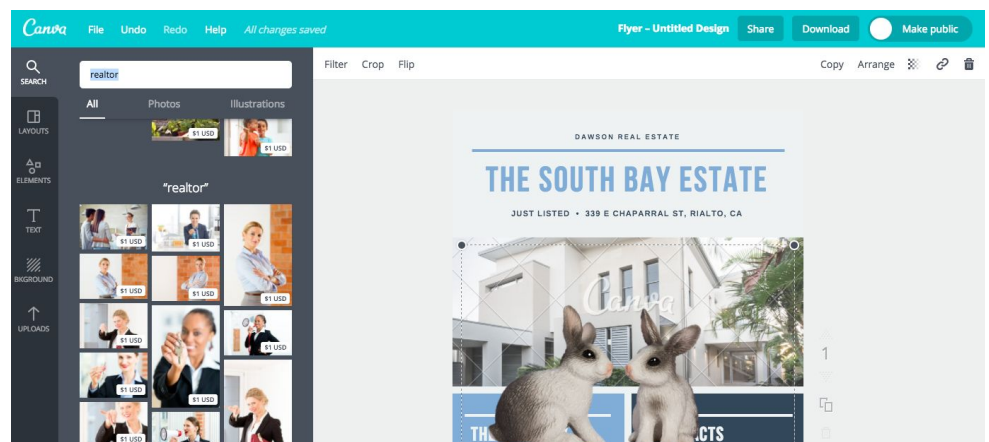
(you can move it)

To add any pictures you added, click on Uploads & click on any image (or drag it) in your library to add it to the design

Note: If you didn't upload the pictures beforehand, click on Uploads & then the green Upload Your Own Images button, browse to find the folder on your computer & upload all the images in that folder (you can select multiple at once)
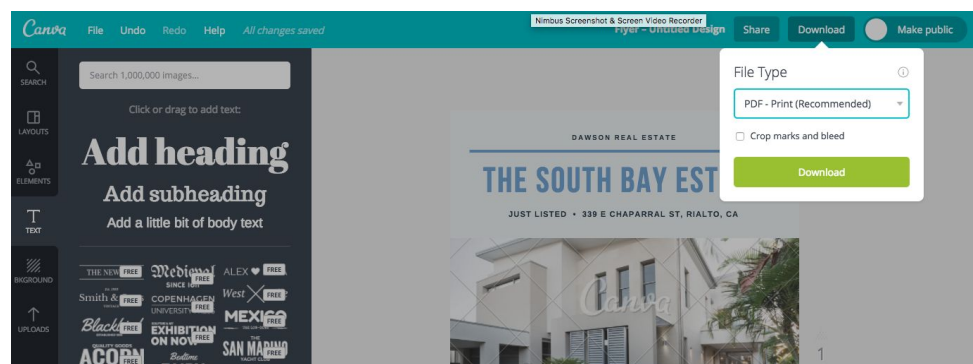

At anytime you can use the search box to find a picture or font out of their library which are free or $1

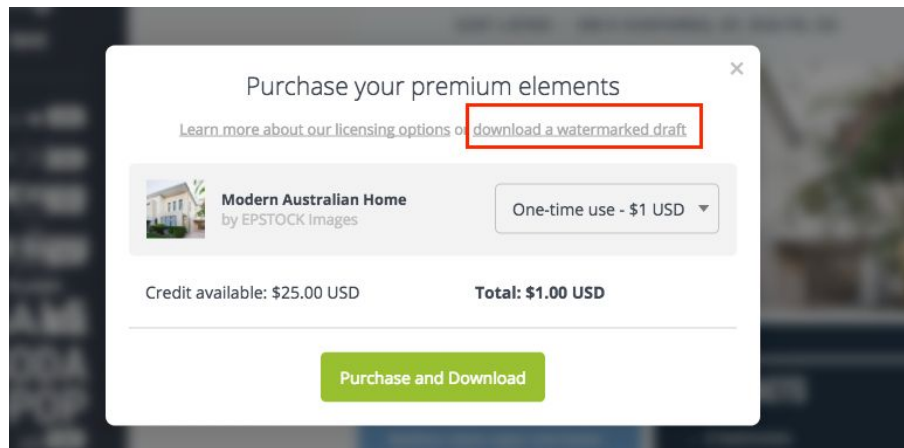(if you save it without the crosshairs)

Step 3

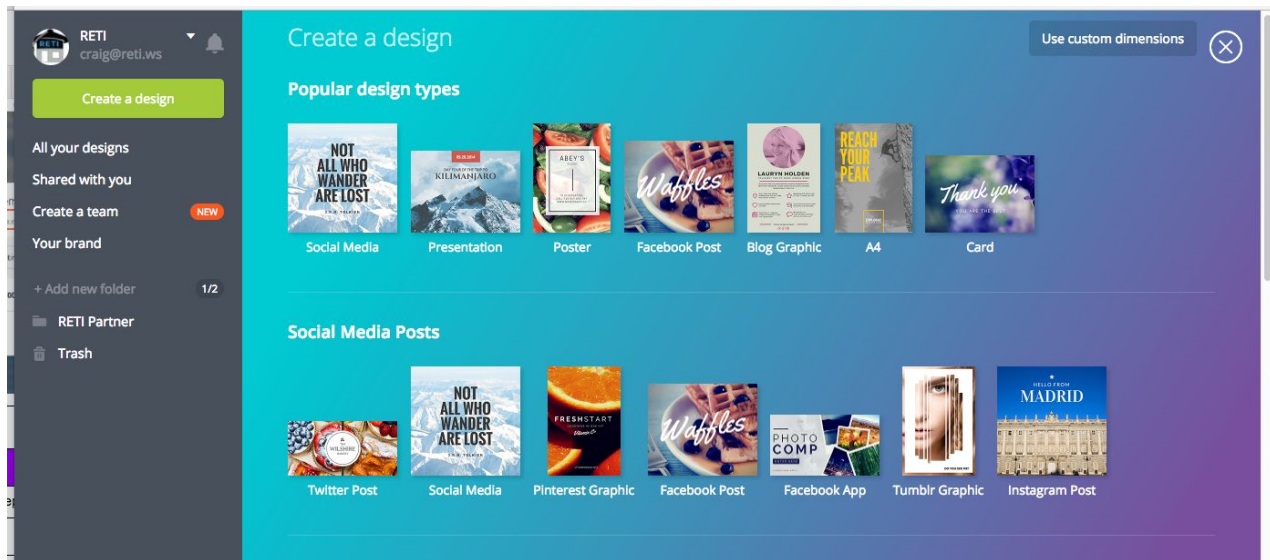When you are done, click on Download & choose the File Type (jpg, png, pdf standard or pdf printable) & then click the green download button.

If you do not wish to pay for it, click on the Download a Watermarked Draft link.

Social Media Post

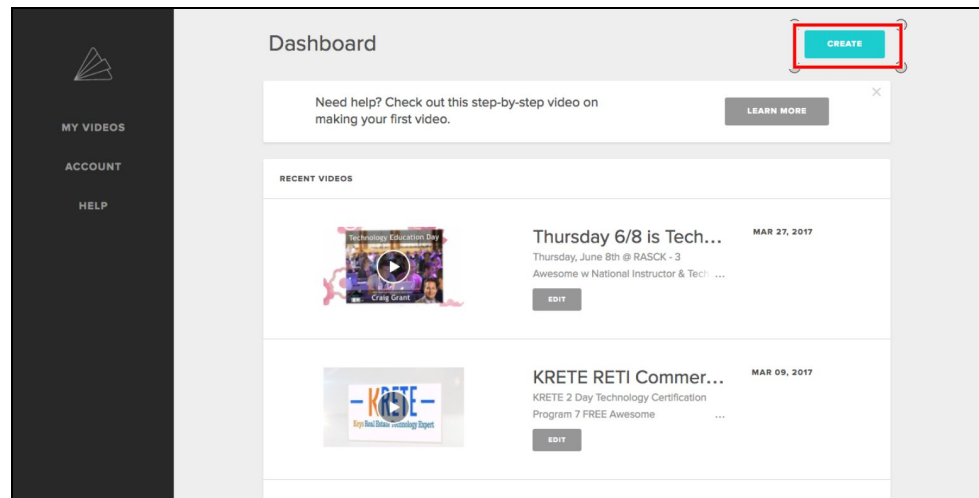Repeat the exact process from Flyer except choose **Social Media Posts** in Step 1

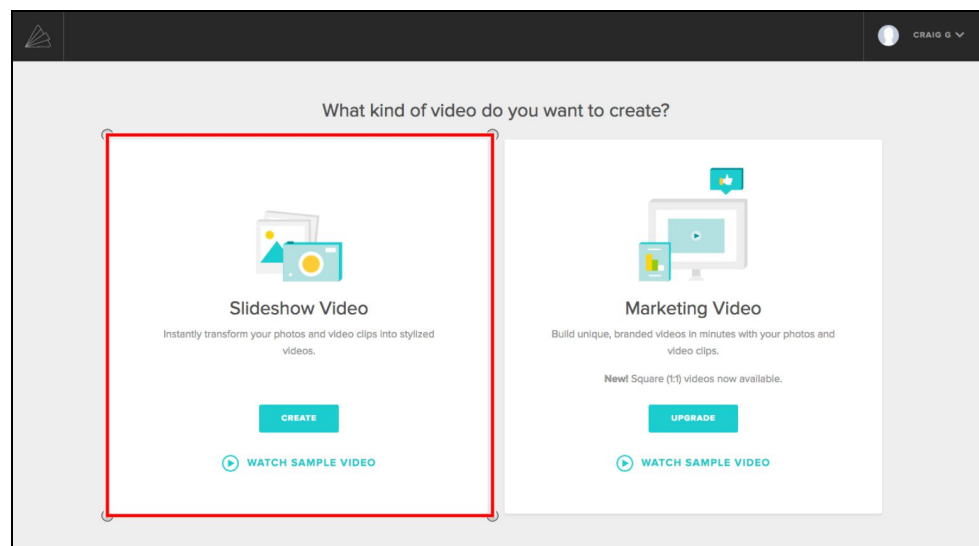# Market Like a Pro In No Time Workshop
Part 1 - Online Marketing

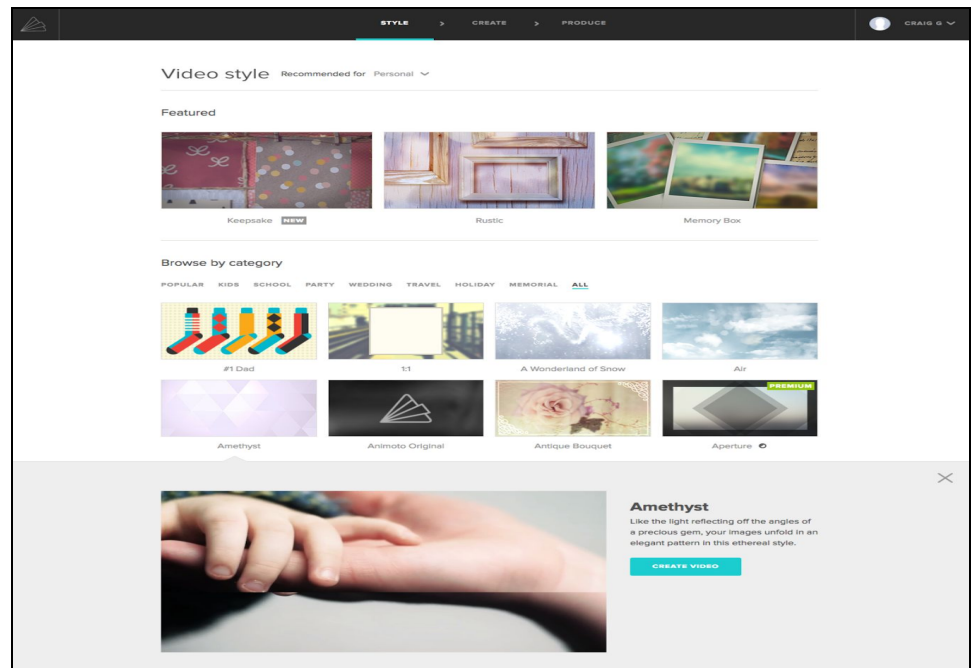| Video Commercial	
Login to Your www.Animoto.com account Then click on the teal **Create** button	
Choose **Slideshow Video** option	

Click on **All** & then browse through the **Video Style library** to find one you like

To **preview a Video Style** click on it & it will expand to play that video.

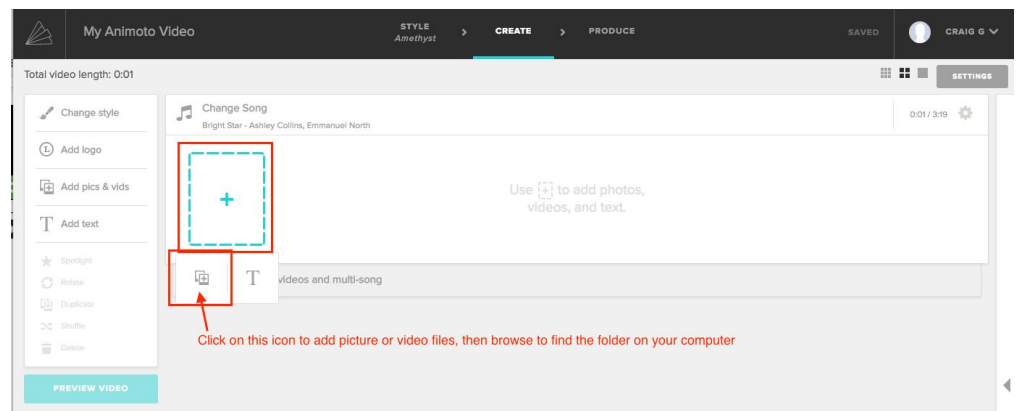Once you find the Video Style, click **Create Video** to proceed to the next step

Note: The preview has placeholder pictures and music, but you will be able to add your own pictures & select the style of music you desire.

To add your Pictures &/or Video clips:

Click on the **+** in the box, then choose the **file** icon
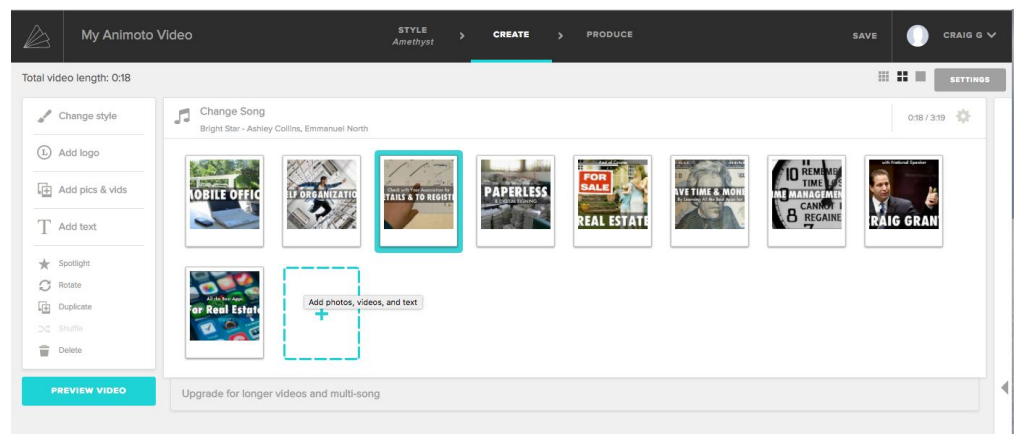
Then click Upload to browse to find the files from the folder on your computer

To Add Text
Click on the **+** in the box, then choose the **T** icon

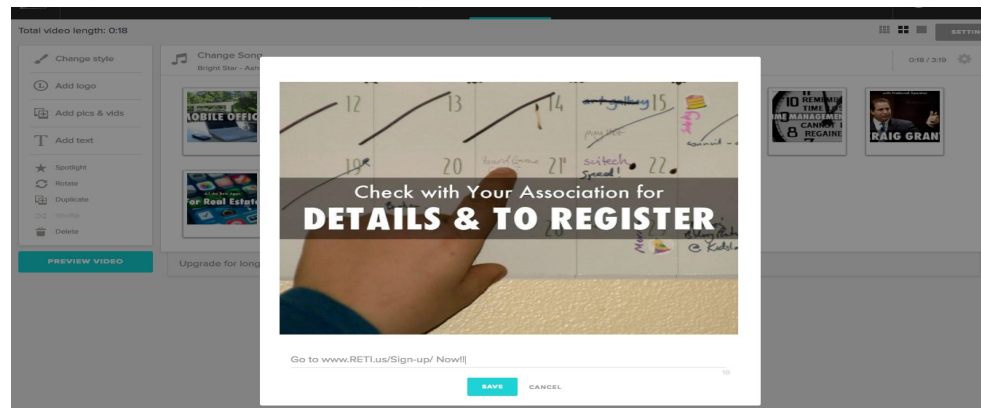Note: You can drag any content box to put them in your preferred order

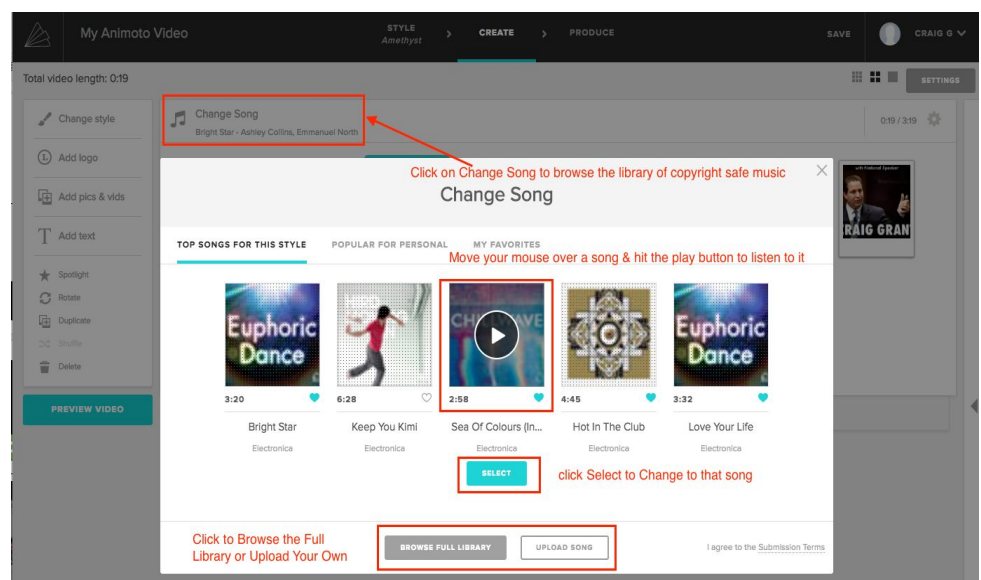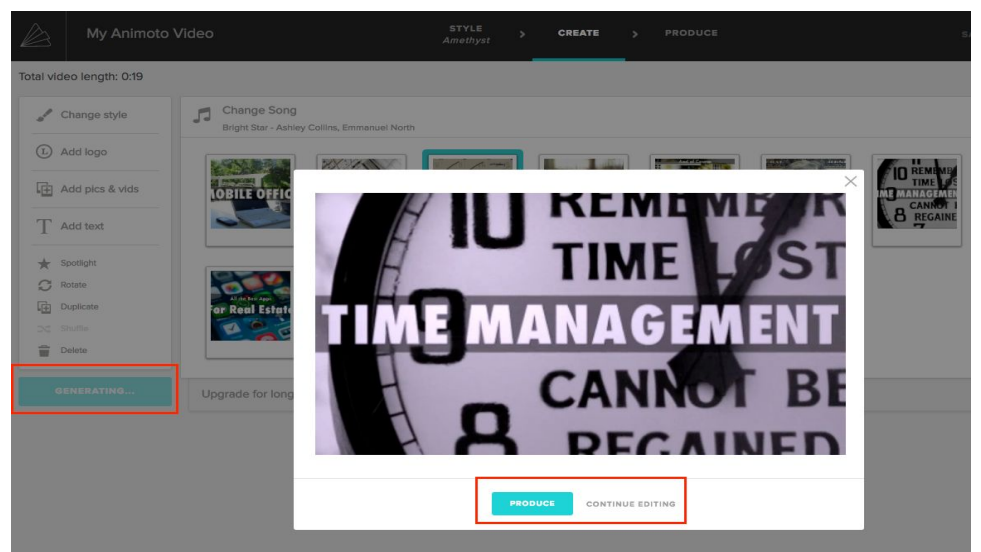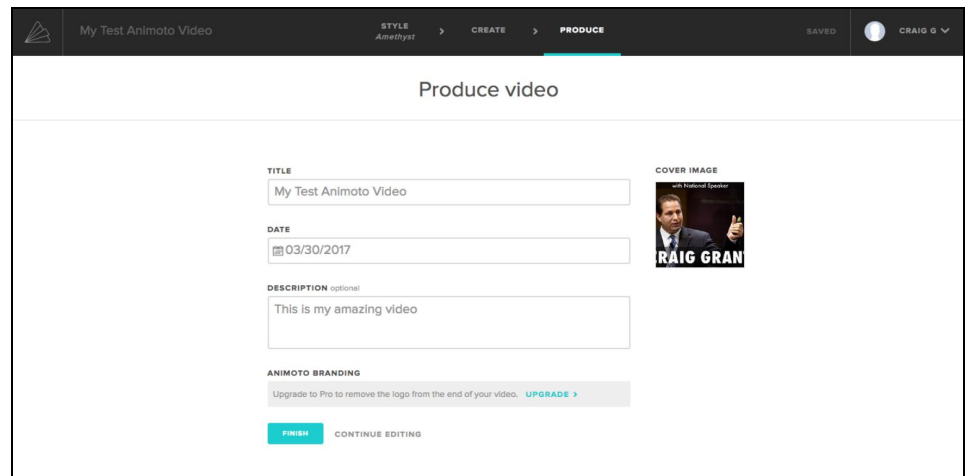|	
You can also double-click on any image content box and **add a caption** Note: You cannot add caption to video clip content boxes	
Click on **Change Song** to access the library of copyright safe music Mouse over & click the Play button to listen to any song Click **Select** to change to that song	
Click **Preview Video** to watch your video If happy, click **Produce** to finish/save it If you want to make any changes, click **Continue Editing**	

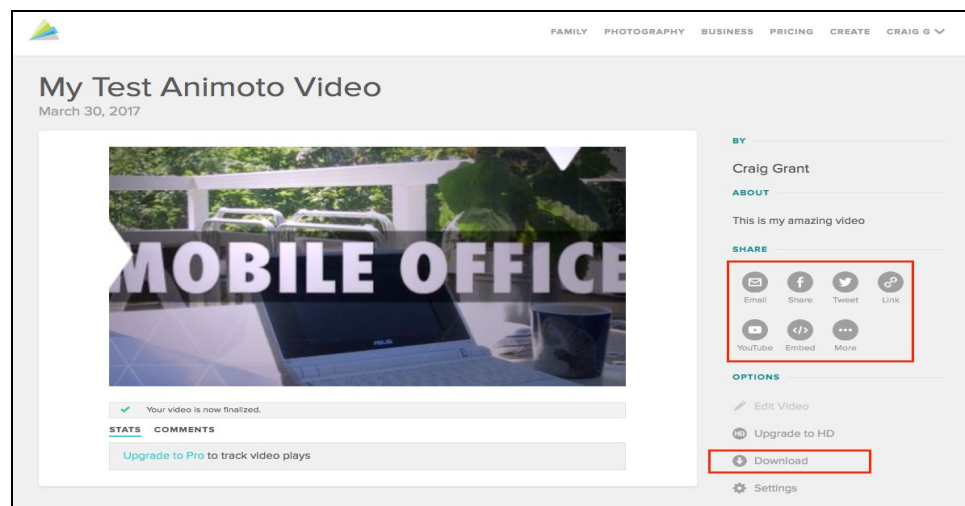|	
If you clicked **Produce** Fill in the **information** (title, date, description) and select your **Cover Image** Then click **Finish**	*(screenshot: Produce video page with TITLE "My Test Animoto Video", DATE 03/30/2017, DESCRIPTION "This is my amazing video", ANIMOTO BRANDING, FINISH and CONTINUE EDITING buttons, COVER IMAGE shown)*
The video will then process and you can either email it to yourself or download it as a file to your computer If you configure them with your Animoto account you can also post it to social media or your YouTube account.	*(screenshot: My Test Animoto Video, March 30, 2017, by Craig Grant, About: This is my amazing video, Share options Email, Share, Tweet, Link, YouTube, Embed, More, Options: Edit Video, Upgrade to HD, Download, Settings)*
Bonus Set Up Your YouTube Channel	YouTube - as a bonus (not required) you can create a YouTube account & channel. Click here for instructions or go to http://youtu.be/E2gVGLbpoQw. Then from your Animoto account, click on the Account button, then Settings & add YouTube as a connected service (this will allow you to upload videos from Animoto to YouTube if desired)