

BAYEAST

EDUCATIONAL OPPORTUNITIES



Intro to YouTube Marketing for REALTORS®

YouTube is not just a forum for finger-biting babies, dogs on skateboards, and kids who really like Star Wars. Ranking as the number two search engine, it's also an opportunity to market your business to millions of people for next to nothing.

Lots of companies are now using web videos to reach out to current and potential customers. They're building more personal relationships with their client base and reaping the benefits of this creative indirect marketing strategy.

This platform is perfect for REALTORS®. There are no big budgets required - just a video camera (although that's not always needed), a little creativity, and this class!

Here is what to expect:

- You'll learn three things your videos must do to get your message across to your client
- Understand the five things that will ensure the success of your videos
- What kind of videos to do
- How to "brand" yourself on YouTube
- Ways to get your video seen by thousands

You'll be most comfortable with this class if you already have a YouTube account and are familiar with navigating around YouTube as we will be looking at advanced topics and techniques. When you leave this class you will know how to harness the awesome potential of YouTube in your business!

Date: Friday, September 17, 2010

Time: 9:00 - 10:30 a.m.

**Location: Bay East Conference Center
7901 Stoneridge Dr. #121
Pleasanton, CA 94588
(925) 730-4060**

Fees* (please check one):

- Bay East Education Advantage - \$15.00
- REALTOR® - \$20.00
- Non-REALTOR® - \$40.00

***Payment must be included with registration
Registration is subject to availability

Your Instructor:

Jerry Kidd

<http://www.JerryKidd.com>

Name: _____ NRDS/Member #: _____

Phone: _____ Email: _____

I Authorize \$ _____ to be charged to my Visa MasterCard Check payable to "Bay East"***

Name on Credit Card: _____ Signature: _____

Account #: _____ Exp. Date: _____

Verification Code (3 digit code on back of card): _____ Billing Zip Code: _____

****If mailing your payment, please be sure to mail at least 5 business days prior to the class to ensure payment is received on time. If payment is not received by the day of the class, we can not guarantee you will be able to attend.**

Is special assistance required? If so, please describe: _____

CANCELLATION POLICY: If you cancel your registration less than 24 hours before the class or are more than 15 minutes late, your registration fee will not be refunded and registration fees cannot be transferred. Bay East reserves the right to cancel or reschedule courses due to lack of registration. If cancellation occurs Bay East will issue a full refund. In the event of rescheduling, Bay East will send immediate notification and transfer all reservations (including payment) to the new date.

If you have any questions please call Bay East Association of REALTORS® at (925) 730-4060

The views expressed in class are those of the Speaker/Instructor and do not necessarily reflect the views of the Bay East Association of REALTORS®.

Mail to BEAR, 7901 Stoneridge Dr. #150, Pleasanton, CA 94588 or Fax to (925) 730-0253

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