

Steal this System for Creating Social Content that Converts

Learn how to create **impactful, repeatable** content for social media without the process taking over your entire life

Presented at Side x Side Feb '23





Tiffany Pantozzi

Founding Partner

Align Real Estate

Tiffany Pantozzi has an unstoppable reputation as a visionary marketing expert, fierce negotiator, informed influencer, and gutsy client advocate. Leading the team at Align Real Estate, Tiffany is recognized as ranking #145 of 42k Central Florida agents, and her network of elite professionals spans 40 U.S. luxury markets.

ALIGN
REAL ESTATE



Top 3:

What you can **take with you** from today's session

3 Takeaways

- Learn from an *informed social influencer and top performing agent* with thousands of followers as she highlights *YouTube as a major player in social strategy speaking from the real estate space*
- *Steal a repeatable social content strategy* to implement and grow your reach and engagement
- Optimize your social video presence *with a focus on YouTube*



01

CREATING YOUR
CHANNEL
OR PROFILE

02

CREATING YOUR
CONTENT

03

POSTING STRATEGY

10 Steps to Set Up Your Page



1. Use your Google account to log into YouTube and select 'Create a Channel'
2. Choose your channel name
3. Upload a profile photo and channel description
4. Add social media links to your page
5. Verify your channel
6. Create channel banner and [add branding throughout](#)
7. Go through channel settings and set defaults
8. Add any channel managers
9. Set up TubeBuddy or VidIQ
10. Upload your intro video and add it as a channel trailer

Define Your Brand

Who You Are

- Your Brand Vision
- Visual Identity – Colors, fonts, logo
- Brand Values & Culture
- Strengths
- Unique Value Proposition

Who You Associate With

- Brands & people you can collaborate with
- Brands & people who have similar audience

Who Your Audience Is

- What is your niche?
- What platforms do your audience use?



Choosing a Niche

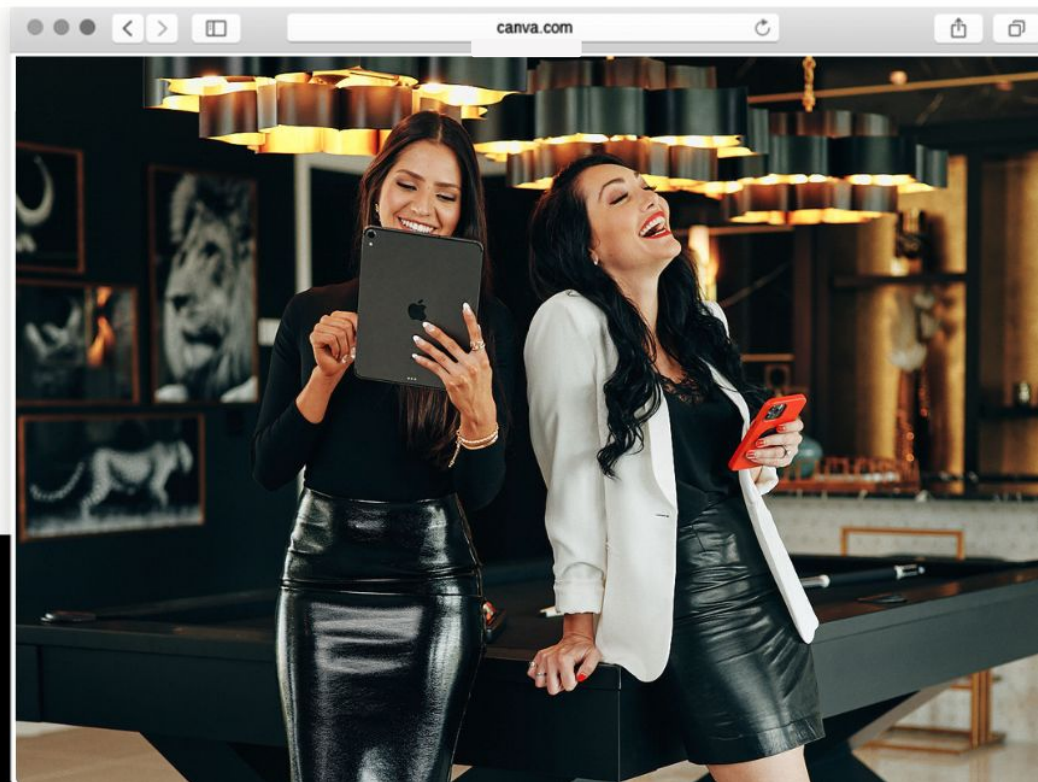
Advertisers are willing to pay more to advertise on your video if your niche is targeted to their desired audience

Ask yourself what you love to talk about for free!

- What is your personal hobby/interest?
- What do you enjoy?

Narrow down and focus on ONE niche first.

- Over time you will be able to open up a bigger audience of other similar niches once you establish your primary target audience.





Branding Your Page

The following parts of your channel should be branded & updated:

- Banner
- About Section
- Thumbnail
- Profile Photo
- Playlists
- Shorts
- Social Media and Contact Info

Always include your brand name real estate affiliation to stay compliant!

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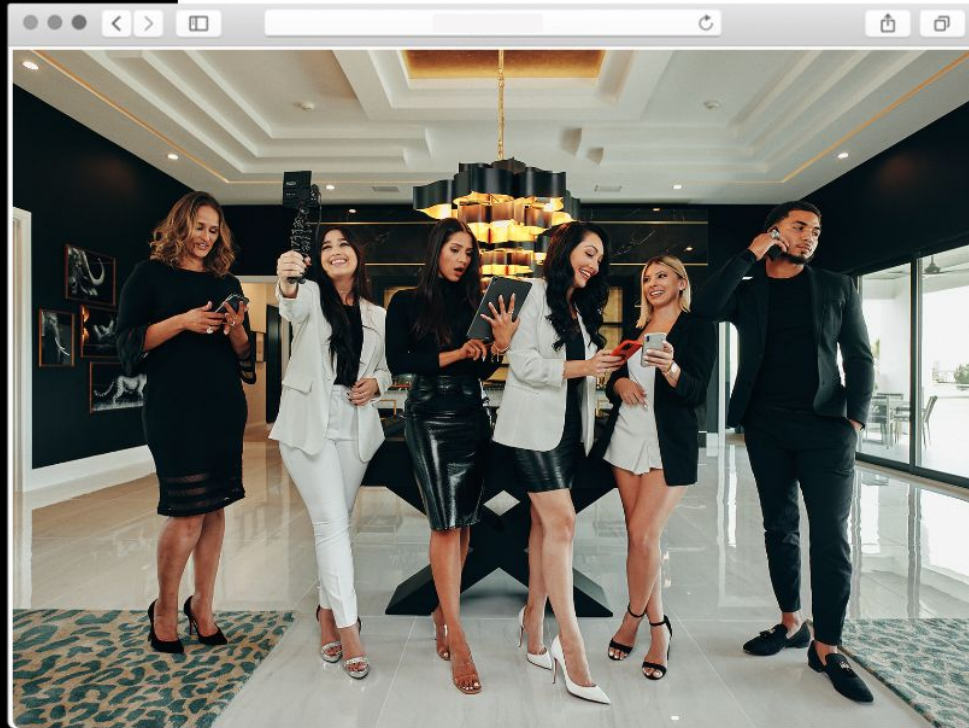


Start Collaborating

Collaboration expands your network and leads to friendships and business relationships



- Make sure they have some level of alignment with your niche
- Offer to provide your skills, knowledge, and value to their channel
- The best way to collaborate with a larger or more successful YouTuber is to approach them with an interview request



Determine your content buckets

- 3 - 6 main categories
- Each target a different part of your audience
- Together reflect the values of your brand

Business

**Proof of
Success**

Educate

Inspire

Entertain

Lifestyle

Content Creation

sideXside

RISE ABOVE THE TIDE

My Content Buckets

Business



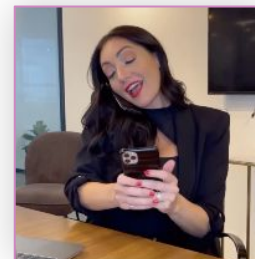
New listings, Luxury tours, New Developments, Business posts, Open house events, Closings, Collabs w/ RE Professionals

Proof of Success



Solds, Testimonials, company successes, company statistics

Entertainment



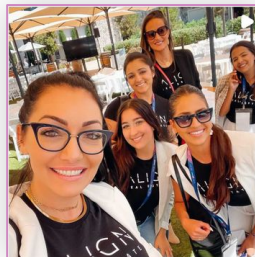
Real estate memes, Comedy, posts that show personality

Educational



Tips & tricks, informational posts, market updates, community updates

Lifestyle



Family, friends, others, client interactions, events, favorite local spots, behind the scenes

Inspirational



Community involvement, philanthropy, quotes, Motivational posts

Master Your Social Media

30 Day Content Builder & Calendar

7 Day Example

Monday	Tuesday	Wednesday	Thursday	Friday
Educate	Proof of Success	Entertain	Educate	Lifestyle
Market Update Reel	Client Testimonial	Luxury Property Tour	Q&A Post	Local Business Highlight



SCAN TO DOWNLOAD

Saturday & Sunday: Free-Style Day

30 Day Content Builder & Calendar

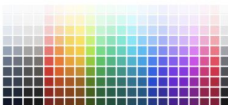
MASTER YOUR SOCIAL MEDIA

LOGO DETAILS

COLORS:

FONT:

COLOR PALETTE



FOCUS KEYWORDS

WHAT PLATFORMS WILL YOU USE TO TARGET YOUR AUDIENCE?

Instagram
YouTube
Twitter
LinkedIn
Other: _____

Google Business
Facebook
TikTok
Pinterest

WHAT IS YOUR NICHE?

1. _____
2. _____
3. _____

WHAT ARE YOUR BRAND VALUES?

YOUR CONTENT BUCKETS



30 DAY CONTENT CALENDAR

EXAMPLE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
FREE-STYLE DAY	EDUCATE MARKET UPDATE REEL	PROOF OF SUCCESS CLIENT TESTIMONIAL	ENTERTAIN LUXURY PROPERTY TOUR	EDUCATE Q&A POST	LIFESTYLE LOCAL BUSINESS HIGHLIGHT	FREE-STYLE DAY

CONTENT IDEAS

Promotions
Property Tours
Community Tours
Recaps
Events
Testimonials
Proof of Success
Industry news
Emerging trends
Q&A/FAQs
Home Inspiration
Giveaways/contests
Day-in-the-life
Other: (think your niche!)

Recommendations
Tutorials
Tips
Market updates
Memes
Storytelling
Collaborations
Motivational
Before & Afters
Local Business Spotlight
Free-Style Day

NICHE EXAMPLES

Luxury
Multi-Families
Commercial
Condos
Age Restricted
New Construction
Farm and Ranch
Vacation Home
Waterfront Properties

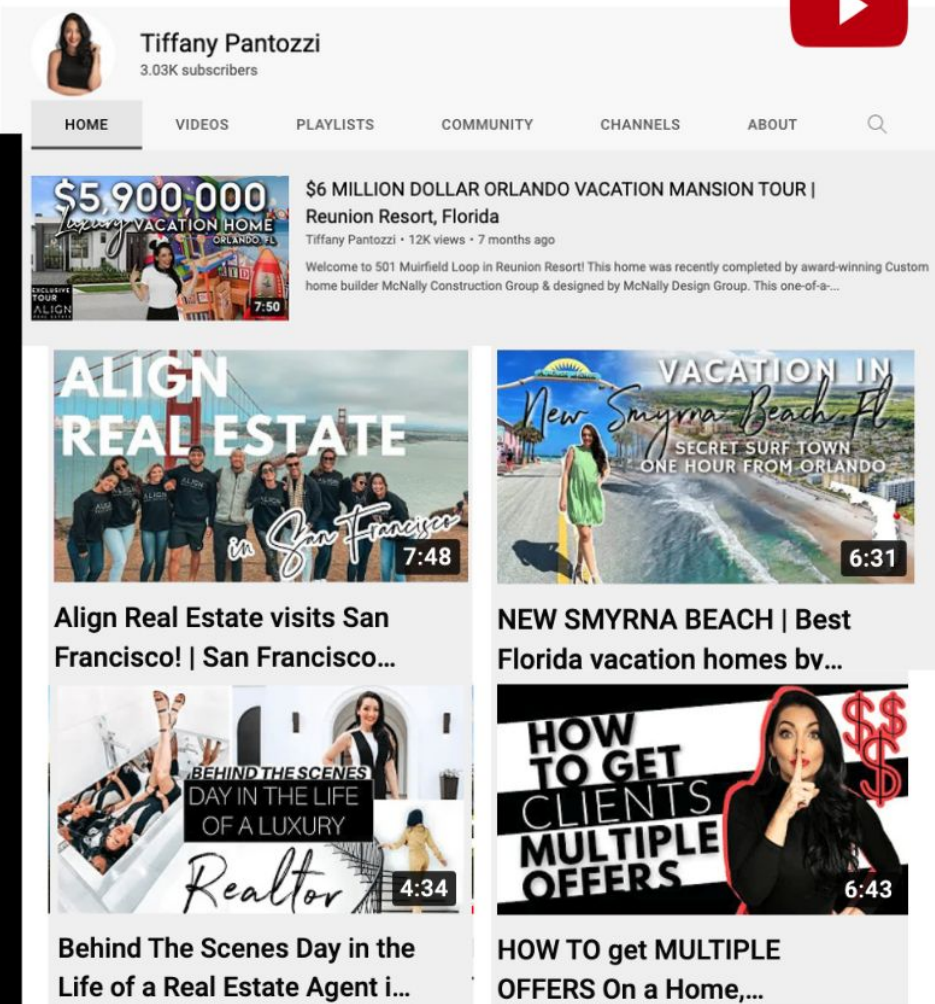
Historic Districts
Investors
Social Groups
1st Time Homeowners
Short Sales
Bank REO/Foreclosures
Corporate Relocation
Empty Nesters



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CONTENT IDEAS

- Vlog Style - Day in the Life
- Community Feature
- Interviews with agents in feeder markets
- What's New In your Market
- Local Business Feature
- Home Tours
- Tips for Investors
- Tips for other agents
- Shorts (60 second or less videos)



Tiffany Pantozzi
3.03K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

\$5,900,000
Luxury VACATION HOME
ORLANDO, FL
7:50

\$6 MILLION DOLLAR ORLANDO VACATION MANSION TOUR |
Reunion Resort, Florida
Tiffany Pantozzi • 12K views • 7 months ago
Welcome to 501 Muirfield Loop in Reunion Resort! This home was recently completed by award-winning Custom home builder McNally Construction Group & designed by McNally Design Group. This one-of-a-...

ALIGN REAL ESTATE
in San Francisco
7:48

Align Real Estate visits San Francisco! | San Francisco...

VACATION IN
New Smyrna Beach, FL
SECRET SURF TOWN
ONE HOUR FROM ORLANDO
6:31

NEW SMYRNA BEACH | Best Florida vacation homes by...

BEHIND THE SCENES
DAY IN THE LIFE
OF A LUXURY
Realtor
4:34

Behind The Scenes Day in the Life of a Real Estate Agent i...

HOW TO GET CLIENTS MULTIPLE OFFERS
6:43

HOW TO get MULTIPLE OFFERS On a Home,...



Video Gear

We recommend the following gear to record your videos with:



Camera
Any phone camera with
around 12 Megapixels



Microphone
Lavalier Lapel Microphone



Tripod
UBeesize 60" Phone Tripod



Teleprompter
Free Teleprompter App



Gimbal
DJI OM 4




Ring Light
Amazon



Green Screen
Amazon

YouTube Outline & Script Process

YOUTUBE
VIDEO OUTLINE&SCRIPT

 YouTube

VIDEO TITLE: _____

VIDEO CATEGORY _____

DATE RECORDED _____

TARGET PUBLISH DATE _____

LOCATION: _____

GOAL: _____

CONCEPT

TALKING POINTS

CHECKLIST

VIDEO SHOTS & B ROLL

KEYWORDS/TAGS


INSPIRATION/NOTES



YouTube Outline & Script Process

YOUTUBE

VIDEO OUTLINE&SCRIPT



VIDEO TITLE: _____

VIDEO CATEGORY _____

DATE RECORDED _____

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LOCATION: _____

GOAL: _____

CONCEPT	TALKING POINTS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

CHECKLIST	VIDEO SHOTS & B ROLL
<input type="checkbox"/> Concept finalized	• _____
<input type="checkbox"/> Schedule Videographer	• _____
<input type="checkbox"/> Outfits Ordered	• _____
<input type="checkbox"/> Talking points drafted	• _____
<input type="checkbox"/> Script drafted	• _____
<input type="checkbox"/> Thumbnail Captured	• _____
<input type="checkbox"/> Shoot Completed	• _____
<input type="checkbox"/> Voiceover Completed	• _____
<input type="checkbox"/> Video Revisions Complete	• _____
<input type="checkbox"/> Receive final video	• _____
<input type="checkbox"/> Prep Title, Description, KW & Tags	• _____
<input type="checkbox"/> Create Thumbnail	• _____
<input type="checkbox"/> Schedule to post	• _____
<input type="checkbox"/> Boost Video	• _____
<input type="checkbox"/> Social Media Teaser	• _____
<input type="checkbox"/> Respond to video comments	• _____

KEYWORDS/TAGS	INSPIRATION/NOTES
_____	_____
_____	_____
_____	_____
_____	_____

Video Outline

ON CAMERA SHOT / HOOK:

- INTRO VIDEO / TEASER PLAYS

Intro:

I'm [NAME], [YOUR COMPANY] in [YOUR MARKET].

VIDEO HOOK

Keep watching to see _____. Don't forget to like and subscribe below so you don't miss any of the great tips that I share to _____.

Pop up on the screen:

Like & Subscribe animated button
YOUR CONTACT INFO
Instagram and Youtube
Company Logo

B Roll:

Key Talking Point #1:

Pop up animations and verbiage on screen:

B Roll
On Camera
Voice Over

Key Talking Point #2:

Pop up animations and verbiage on screen:

B Roll
On Camera
Voice Over

Key Talking Point #3:

Pop up animation and verbiage on the screen:

B Roll
On Camera
Voice Over

Outro:



SCAN TO DOWNLOAD

YouTube Tools

We recommend the following tools to optimize your videos:



Edit Your Videos

- [Movavi](#) - Self-editing
- [Fiverr](#) - CurlsNMints
- [Dava](#) Marketing - Full Services editing & Management
- [In Shot](#) (REELS)



Rank Your Videos

[vidIQ](#)
[TubeBuddy](#)



Create Your Thumbnails

[Canva](#)
[PicMonkey](#)

Content Creation

sideXside

RISE ABOVE THE TIDE

Repurposing Content

WHY?

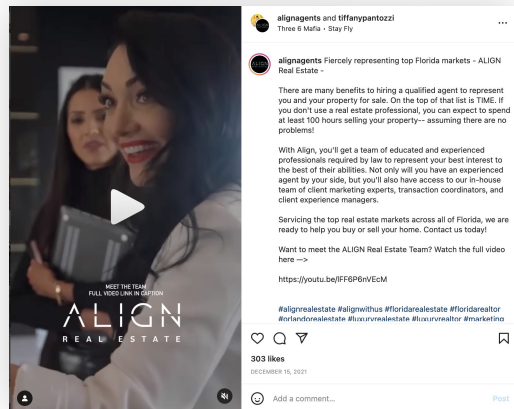
- You don't have to reinvent the wheel!
- Reinforce your brand's messaging
- Give content a SEO boost
- Reach different audiences on different platforms

HOW

- Adapt social content for cross-platform sharing
- Revamp high-performing posts
- Create a series of posts from a single idea
- Schedule posting on different days for different platforms



BEHIND THE SCENES: Meet the ALIGN Real Estate Team



Instagram Reel



**Original
Instagram Post
(2020)**

sideXside RISE ABOVE THE TIDE



**Original YouTube
Video (2020)**



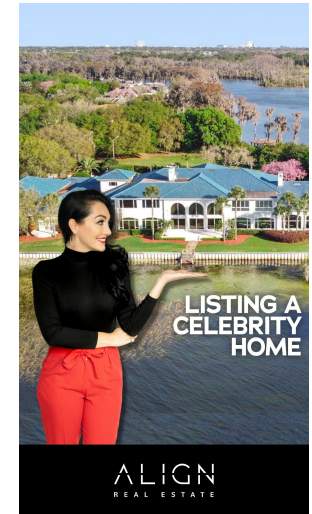
Fun TikTok (2021)



Celebrity home tour ✨ #lu...



**Repurposed
Instagram Reel
(2022)**



Content Creation

TubeBuddy

TubeBuddy is a browser extension tool that integrates as a YouTube tool, with publishing and content management capabilities that assist in the optimization and growth of your YouTube channel.

TubeBuddy's features assist with:

- Productivity
- Bulk processing
- Video SEO
- Promotion
- Data and Research
- Tags
- Video Titles

The screenshot displays the TubeBuddy browser extension interface. At the top, the user's profile 'Tiffany Pantozzi' is shown with a 'License: Pro' status. The main navigation bar includes 'Tools', 'Industry News', and 'Milestones'. A sidebar on the right lists various features: Dashboard, Videos | Live Streams, Playlists, Comments, Analytics | Realtime, Extension Tools, Keyword Explorer, SEO Studio, Video Topic Planner, Tag Lists, Best Time to Publish, Click Magnet, Website Tools, My Account, Community, Support, and a link to 'Love TubeBuddy? Review Us!'. The main content area is titled 'Popular Tools & Features' and includes a 'Keyword Explorer' section with a description: 'The ultimate keyword research tool for YouTube. Uncover what people are searching for on YouTube, rank higher in search results, get relevant video topic ideas and ultimately drive more views to your videos.' Below this, there's a 'Videolytics' section showing a 'SUMMARY' of channel metrics: 4.85M Total Views, 6.97K Comments, and 156K Likes. It also displays 'SEO' metrics: 3/20 for Suggested, Ranked Tags, and a 100% SEO Score. Further down, it shows 'CHANNEL' metrics: 1.20K Likes, 3 Upvotes, and 208 Mentions. The 'BEST PRACTICES' section lists several optimization tips, such as 'High Res. Thumbnail', 'Info Cards Added', 'End Screen Added', 'Comment Pinned', 'Liked on Facebook', 'Captions Added', 'Comment Hearted', and 'Chapters Added'. A large red 'tb' logo is overlaid on the center of the interface.

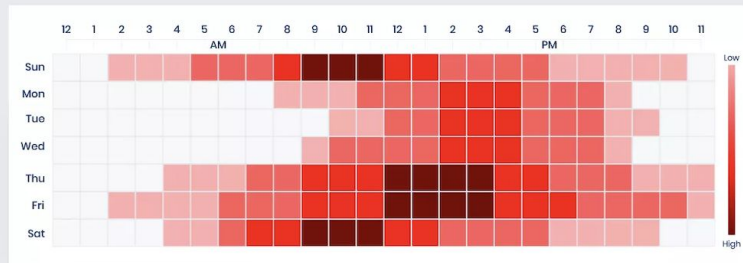
Schedule Posts

When and how often should I post?

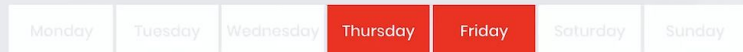
- At least 3x per week
- Preferably daily on all platforms
- Check your analytics page to see what time/day your audience is most active.



Best Time To Post On



Best Days To Post On YouTube:



Worst Day To Post On YouTube:



*All times are expressed in CST

Schedule Posts

Use a Scheduling App

To note: Many social media platforms now allow you to schedule posts!

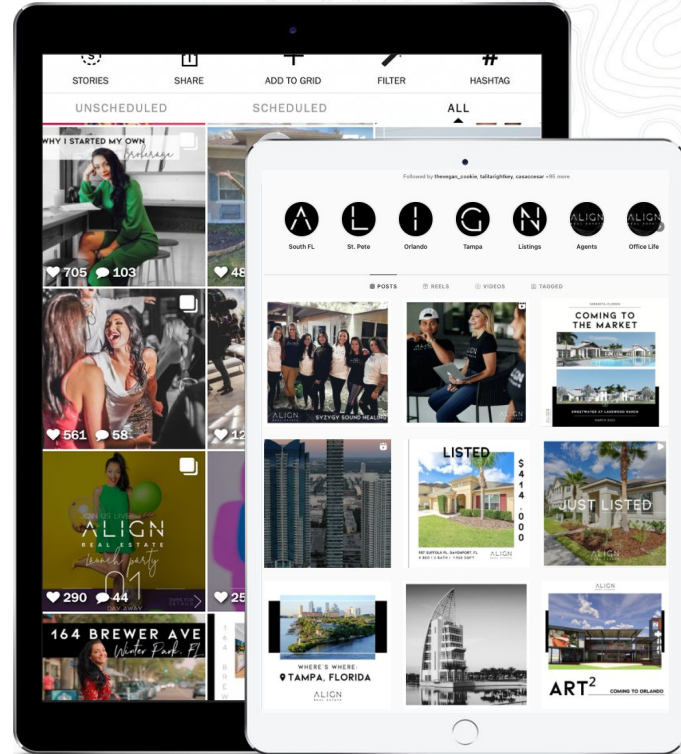
- YouTube
- Instagram
- Facebook

Independent apps are also great tools:

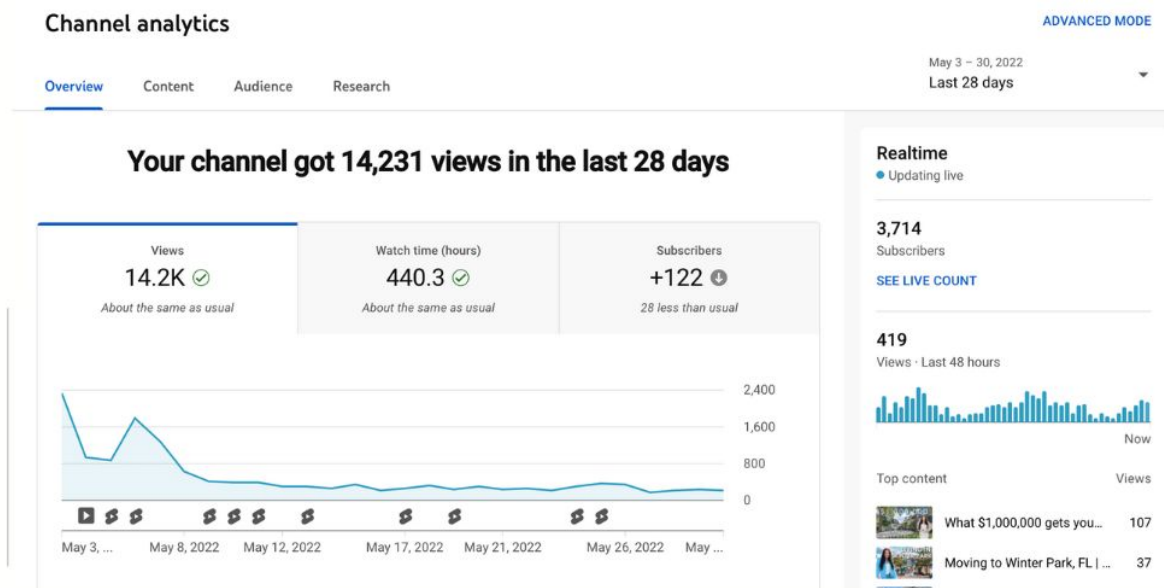
- Later.com
- Planoly
- Sprout Social
- Hootsuite



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Leveraging YouTube Analytics



Look at the engagement tab on YouTube analytics



Revise your video strategy



Seek your target audience



See when people are dropping off during your videos

Make sure to not repeat the same mistake in your next video

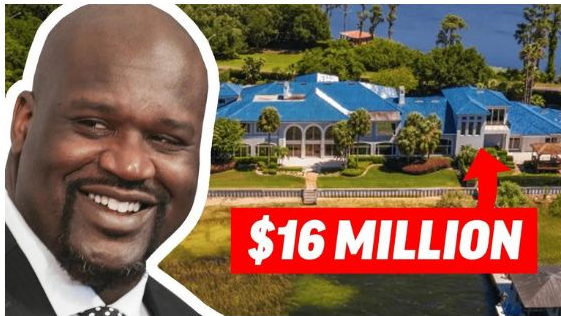
Look at the best time and day for you to post and view what other videos your audience is watching to get ideas for future content

Success Stories

By providing value through my channel, I've been able to attract leads and convert them into clients.

► Real estate listings that have at least one video receive 400% more inquiries

► 51% of home buyers use YouTube as their number one source of home research



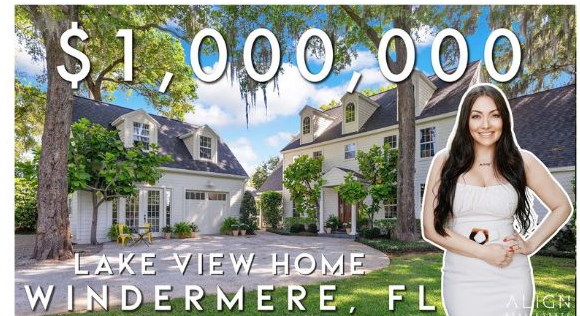
#shaqulionel #OrlandoRealEstate
Tiffany Pantozzi 4.41K subscribers
166 likes, 1 share, 1 download

INVESTMENT: \$2,500
ROI: Priceless



Moving to Windermere Florida | What You Should Know
Tiffany Pantozzi 4.41K subscribers
253 likes, 1 share, 1 download

INVESTMENT: \$1,200
3 direct buyers secured
\$5.5M closed in 2022
\$137,500 commission



What \$1,000,000 gets you in WINDERMERE, FL | Homes For Sale Windermere, Florida
Tiffany Pantozzi 4.41K subscribers
328 likes, 1 share, 1 download

INVESTMENT: \$1,500
13 offers on home
New listing secured, Price point \$1.3M
Commission: \$37,500



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RISE ABOVE THE TIDE

Questions?

Tiffany Pantozzi

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Let's Connect!



Youtube.com/TiffanyPantozzi



@TiffanyPantozzi | @Alignagents



@TiffanyPantozzi | @Alignagents

