

IGNITE YOUR
SOCIAL
MEDIA
MARKETING



Disclaimer

- I will be sharing actual sales numbers
- I will be sharing actual commissions
- This is not to brag
- But to validate that this system works

Hopefully by the end of this webinar

- You will discover how it's completely possible to sell an average **100M per year**
- With very little spending on advertising
- Even while enjoying a 2-4 month vacation each year



In 2018 we
had a **4**
month
vacation



In 2019, we
had **2**
months
vacation



This year, we
had **2 weeks**
vacation





And 2 months **ECQ...**

This webinar has 2 parts



WHAT WE DID TO REACH
300M+ IN 3 YEARS



PRACTICAL TIPS & LESSONS
THAT YOU CAN APPLY TODAY

My wife Angie
attended NAO
and got into
the system
March 2017





On her 2nd month, she sold
a 14 million luxury condo

CONGRATULATIONS to my
investing in the luxurious Sh
Mactan. Enjoy your wonder
Thank you for the trust. ❤️

#Myhouseph
#Filipinohomes
#Thankful
#LRVanguard

1 79

Like

Comment

View 4 more comments



Fe Baguio-Keys Wow
so proud of u 😊

Like · Reply · 2y



Fe Baguio-Keys



Kirk Coyoca Congrat
and your client for be
project! 🎉🎉🎉

Like · Reply · 2y



Angie Keys C

Like

Comment

Share

Filipinohomes

Tag Photo Options Send in Messenger

Write a comment...

Sheraton Video



Sheraton

30 million sales

Angie Keys Godornes's Photos
in Mobile Uploads

myhouse.ph
Filipinohomes

Tag Photo Options Send in Messenger

Angie Keys Godornes May 8, 2017 • ...
CONGRATULATIONS to my client Dr Joy for investing in the luxurious Sheraton Residences Cebu Mactan. Enjoy your wonderful seaside condo Doc! Thank you for the trust! ❤️❤️❤️
#Myhouseph
#Filipinohomes
#Thankful
#LRVanguard

79 24 Comments
Like Comment Share

View 4 more comments
Fe Baguio-Keys Wow! Amazing work. Im so proud of u 😊
Like · Reply · 2
Fe Baguio-Keys replied · 2 Replies
Kirk Coyoca Congratulation to you boss and your client for believing in you and the project! 🎉🎉
Like · Reply · 2
Angie Keys Godornes replied · 1 Reply

Write a comment...



Angie Keys Godornes January 8, 2019 • Edited • ...
Congratulations 🎉 to our client from Japan • You are now a proud owner of an ultra luxurious beachfront condo unit in The Sheraton Residences. You no longer need to stay in a 5 star hotel every time you come home to Cebu. Your new home is now a 5 star residence. Thank you for the Trust & Confidence ❤️❤️❤️
#MyHousePH #Filipinohomes #Sheraton

Nyl Enab 2 Comments
Like Comment Share

Marcial A. Godornes Congrats again Dong, do your best where you are destined and happy of what ur doing, God Bless you all
Like · Reply · 52w

Ana Medija Bevan good luck kaau ninyo c baby sky maan gie
Like · Reply · 51w

Write a comment...

22k/mo (12 mo)

17k/mo (30 mo)

6 months after
she joined, I quit
my job and
joined
Filipino Homes



Jtower Video

myhouse.ph
Filipinohomes

 Marc Christian Godornes is with Angie Keys Godornes and 4 others.

April 8, 2019 · 

Last agent here. Closing the day with another reservation for Angie's client in J Tower Residences. Thank you JTower Team! ❤️

#MyHouse #FilipinoHomes #JTower



 Ian Godornes is with Angie Keys Godornes and 5 others.

April 8, 2019 · 

We are now a proud owner of a residence. We are happy that you took you for the Trust & Confidence.



 Marc Christian Godornes is with Angie Keys Godornes and Anthony Orais Leuterio at myhouse.ph.

April 10, 2019 · Cebu City · 

Congratulations to our millennial investors! You are now proud owners of a condo unit in J Tower Residences with a scenic mountain view. Its inspiring that people as young as you are already thinking about your financial future. Thank you for the Trust & Confidence!

#MyHousePH #Filipinohomes #JTower

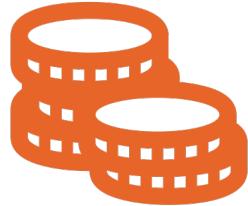




The background of the image is a photograph of a city skyline at dusk or night. The sky is filled with soft, pastel-colored clouds in shades of pink, orange, and blue. Several modern skyscrapers are visible, their glass facades reflecting the warm light from the setting sun. One prominent building on the left has a dark, angular design, while others are more traditional rectangular towers. A large, curved skyscraper on the right is particularly eye-catching due to its unique shape.

55 Million in Sales

I boosted that video



300 Pesos per day

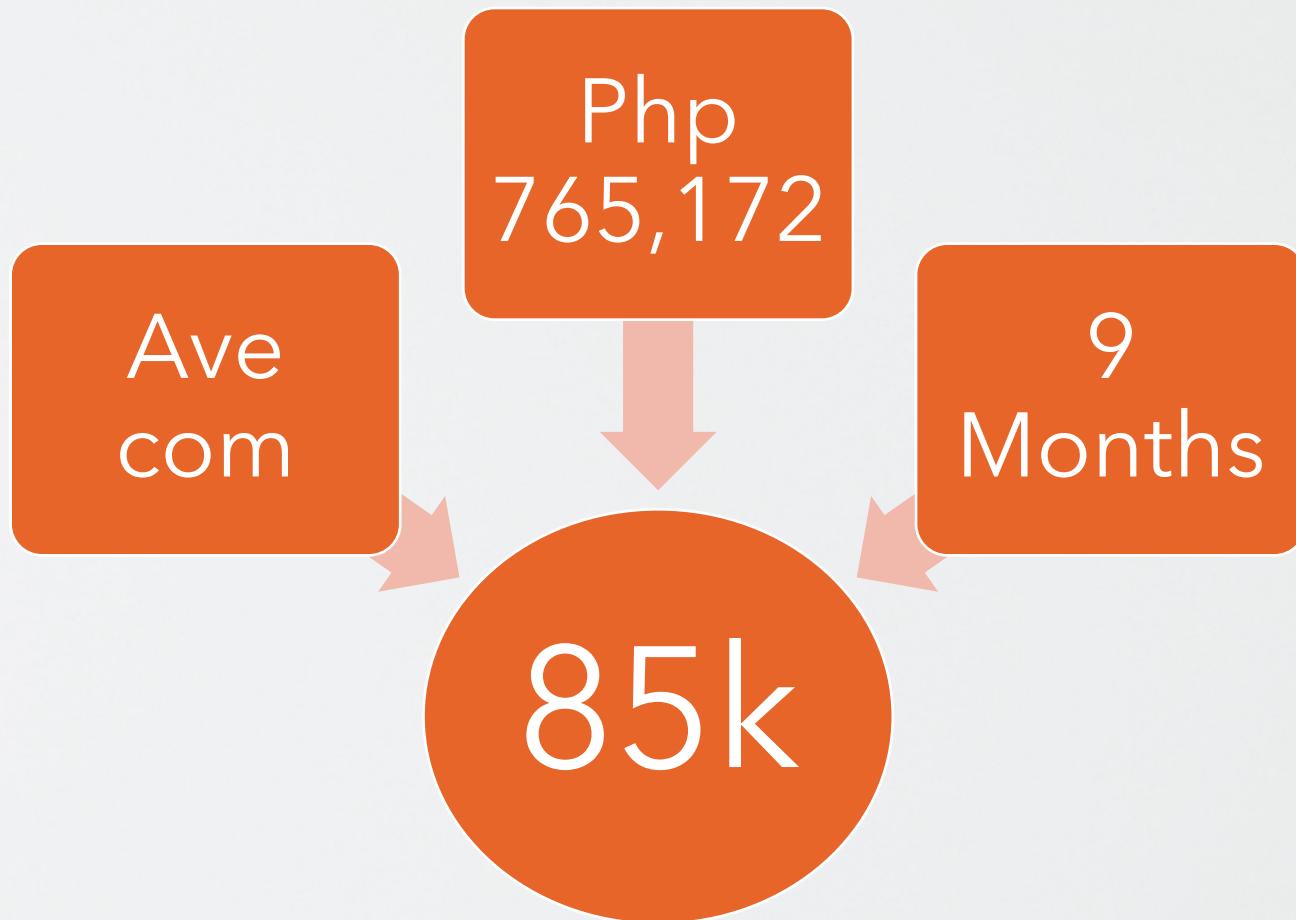


4 months



36,000 pesos

9 months Commission



BROKERAGE TRAINING



SPEAKER:
CHRIS MALAZARTE

CO-FOUNDER, RENT.PH / VP FOR BROKERAGE SELLING
FILIPINO HOMESSOCIAL MEDIA EXPERT / BUSINESS COLUMNIST
PROPERTY INVESTMENT GURU



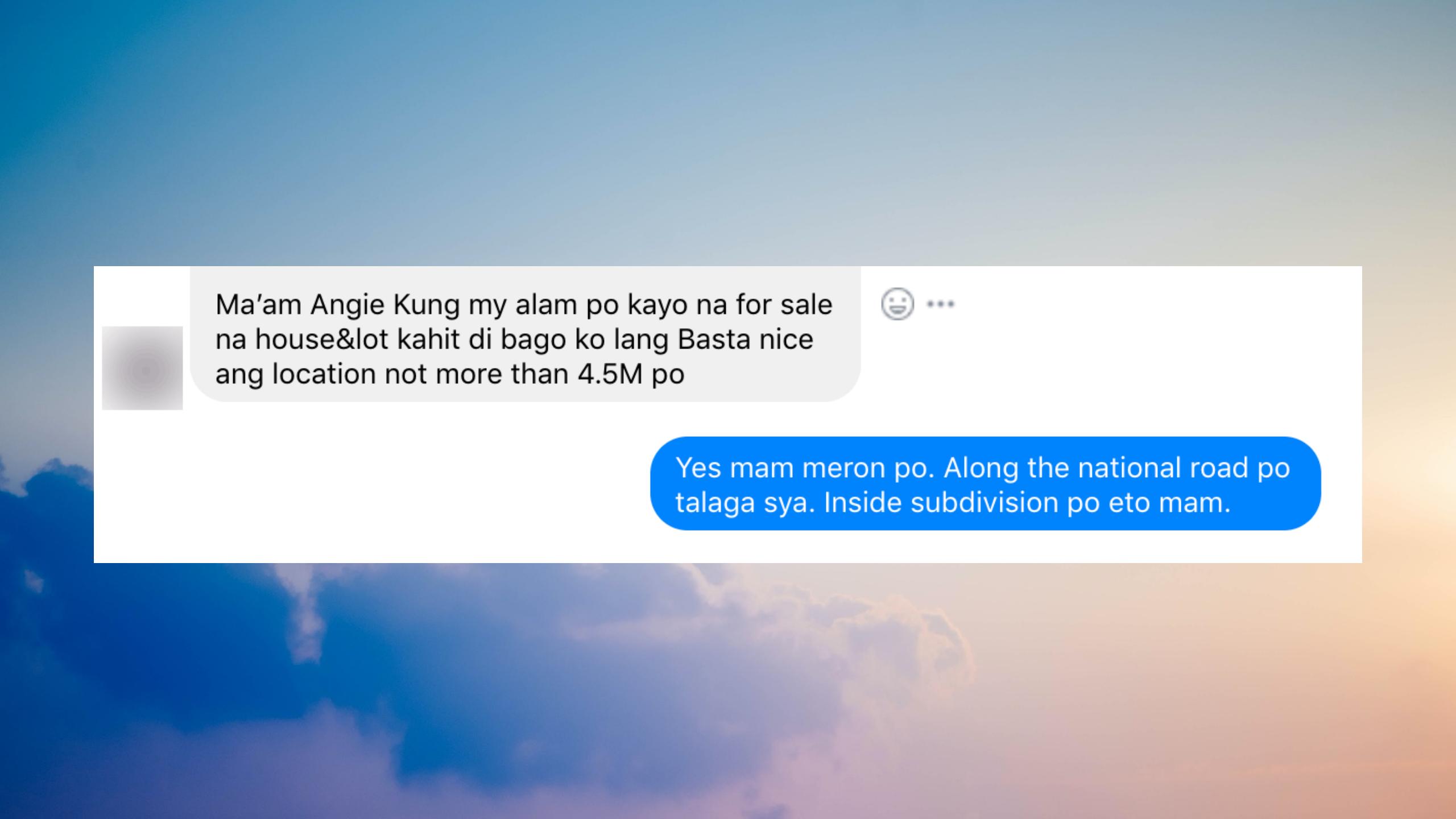
Facebook Live
Listing



Ma'am Angie Kung my alam po kayo na for sale
na house&lot kahit di bago ko lang Basta nice
ang location not more than 4.5M po



...



Yes mam meron po. Along the national road po
talaga sya. Inside subdivision po eto mam.



Marc Christian Godornes is with Angie
Keys Godornes and 7 others. ...
1 August • 🌎

CONGRATULATIONS 🎉 to miss MJ, Mr K 🇯🇵 and family! You are now proud owners of a 200sqm ultra modern house and lot designed by the famous Archt. Alcoba, one of the designers of our newest Mactan Airport ✈️ We are happy and honored to be part of your journey. God bless all of you. Thank you for the Trust & Confidence ❤️❤️❤️ ... See More



Brokerage Sale!

9.5 million

**Php 475,000
commission**

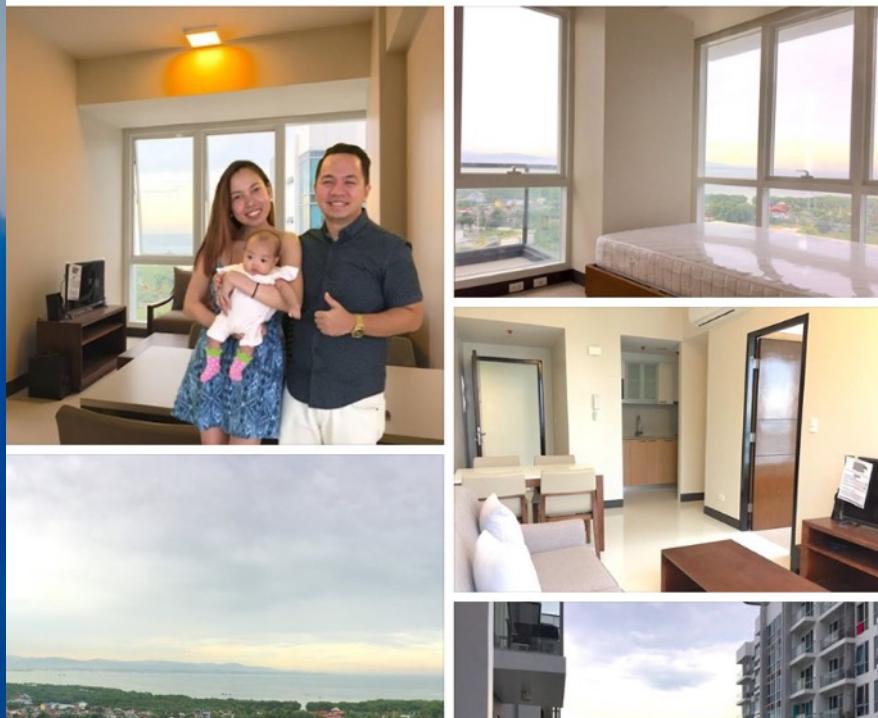


Marc Christian Godornes is with Angie Keys Godornes and 5 others.

31 August at 10:33 AM ·

...

CONGRATULATIONS to our Japanese client 🇯🇵 for investing in this furnished 1 bedroom corner unit with an amazing sea view in One Pacific Residences - Mactan Newtown. May your new vacation home bring you much joy and happiness. :) Thank you for the Trust & Confidence ❤️❤️❤️
#MyHousePH #FilipinoHomes #MactanN... See More



Brokerage Sale!

7.2 million

**Php 360,000
commission**

A medium shot of a man with short dark hair, wearing a light-colored button-down shirt with a subtle pattern. He is positioned on the right side of the frame, looking directly at the camera with a slight smile. In the background, there's a white sofa with several pillows (one with a prominent black and white geometric pattern) and a wall decorated with five framed pictures. To the right of the sofa, a window with blue vertical blinds is partially visible. The overall lighting is warm and indoor.

FB Live Baseline

Globe 5:51 PM 100%

Marc Christian Godornes

Filters Manage Posts

Marc Christian Godornes is with Angie Keys Godornes and 4 others at Cebu Landmasters, Inc. ...

11 May • Cebu City •

CONGRATULATIONS🎉 to my longtime friend Miss K and her sibling Mr S. You are now a proud owner of a condo unit in Baseline Premiere. May this unit serve as your HQ as you and your brother pursue your dreams. And as they say, third times the charm! Thank you for the Trust & Confidence❤️❤️❤️

Thank you boss Rochie Murcia Cespedes... See More



See More

3

Baseline Prestige Spot Cash

5.7 million

Php 190,000
commission

August 2018 Commission

Php 475,000

Php 360,000

Php 190,000

Total 1,025,000

What's the point of this story?



Videos are **more powerful** than photos



Video is both a short- and long-term cost-effective solution for **lead generation** and **sales**



With Photos, you need to **PAY** to **PLAY**



With Videos, you **SET** and **FORGET**



Are videos effective
during **QUARANTINE?**

In the last 15 days with
ECQ...

We closed 4 properties



2BR worth **9.7M**





2BR worth **11.1M**

TOWER 1

TOWER 2





CASA MIRA TOWERS
MANDAUE

Studio worth **2.4M**



House worth **4.7M**

Anthony

**28M Total Sales in 15
days with ECQ**





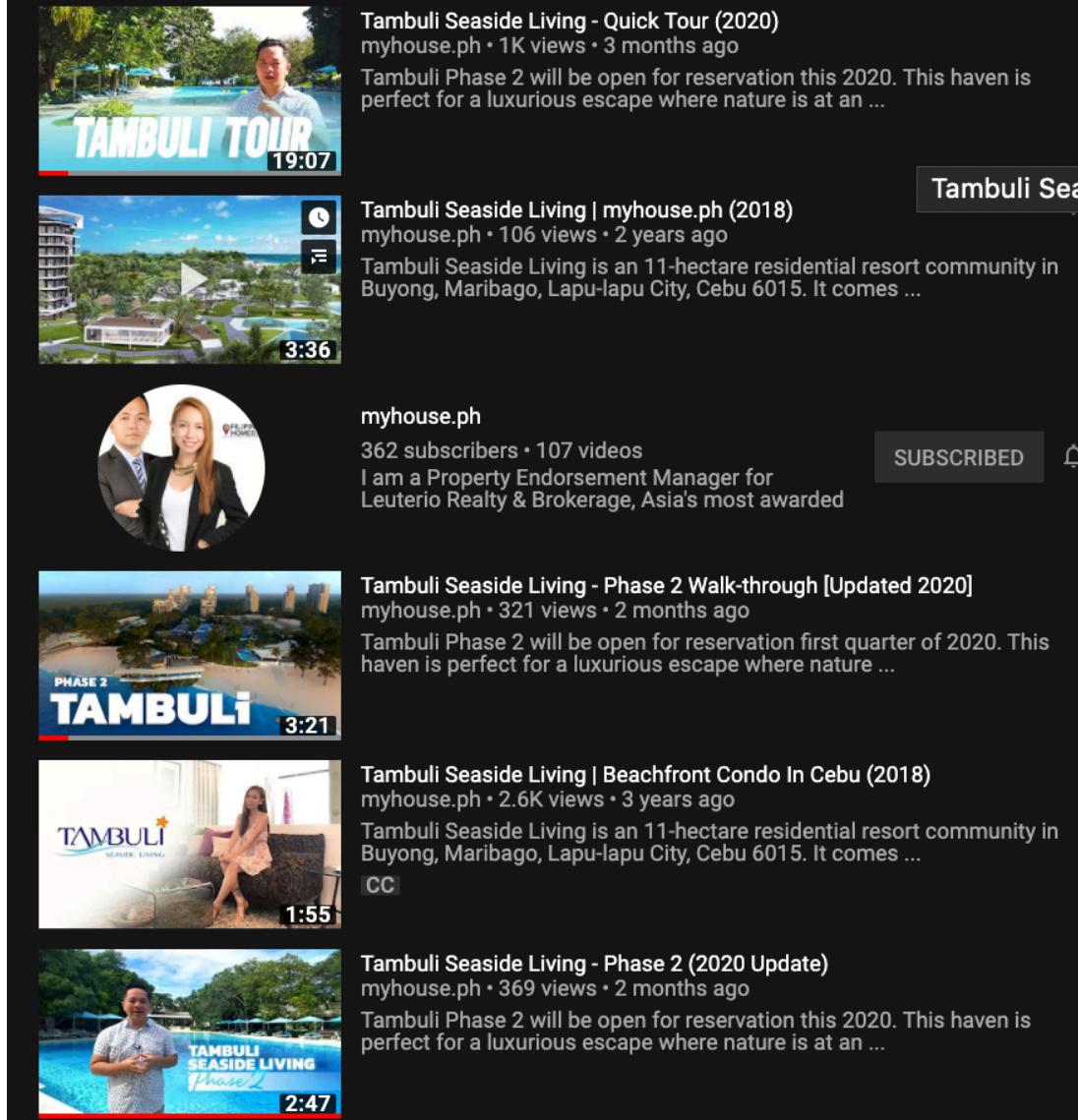
So what's the **SECRET?**

The videos you make isn't
always what you will close



Bombard Youtube with Videos

We have 5 Youtube videos
about Tambuli

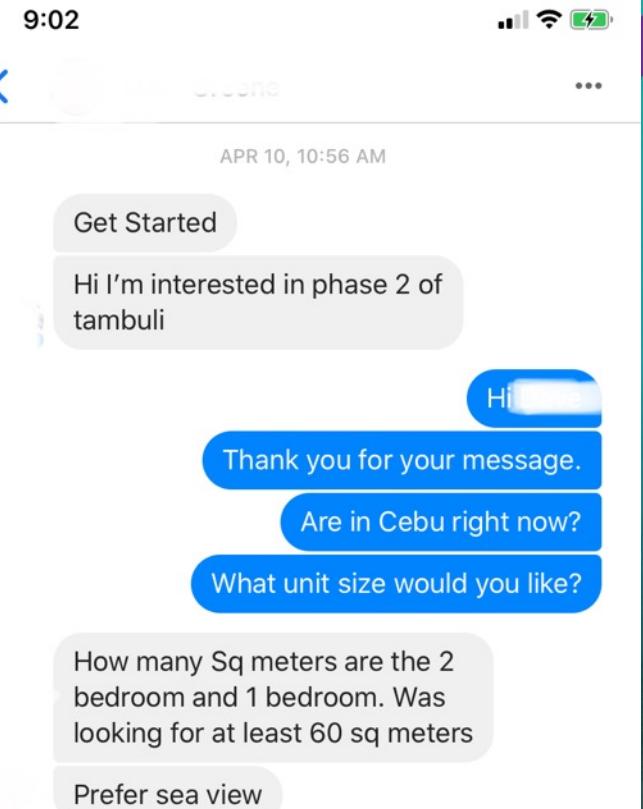


The screenshot shows a YouTube channel page for 'myhouse.ph'. The channel has 362 subscribers and 107 videos. A circular profile picture of two people is displayed. A 'SUBSCRIBED' button is visible. The channel features five video thumbnails:

- Tambuli Seaside Living - Quick Tour (2020)**
myhouse.ph • 1K views • 3 months ago
Tambuli Phase 2 will be open for reservation this 2020. This haven is perfect for a luxurious escape where nature is at an ...
- Tambuli Seaside Living | myhouse.ph (2018)**
myhouse.ph • 106 views • 2 years ago
Tambuli Seaside Living is an 11-hectare residential resort community in Buyong, Maribago, Lapu-lapu City, Cebu 6015. It comes ...
- Tambuli Seaside Living - Phase 2 Walk-through [Updated 2020]**
myhouse.ph • 321 views • 2 months ago
Tambuli Phase 2 will be open for reservation first quarter of 2020. This haven is perfect for a luxurious escape where nature ...
- Tambuli Seaside Living | Beachfront Condo In Cebu (2018)**
myhouse.ph • 2.6K views • 3 years ago
Tambuli Seaside Living is an 11-hectare residential resort community in Buyong, Maribago, Lapu-lapu City, Cebu 6015. It comes ...
- Tambuli Seaside Living - Phase 2 (2020 Update)**
myhouse.ph • 369 views • 2 months ago
Tambuli Phase 2 will be open for reservation this 2020. This haven is perfect for a luxurious escape where nature is at an ...



We converted a **Tambuli** Inquiry to **Vertex Coast Sale**



Tambuli Video



Tambuli



Breeza Coves Video

What is the purpose of making videos?



LEAD GENERATION



SALES
PRESENTATION



ONLINE
REPUTATION

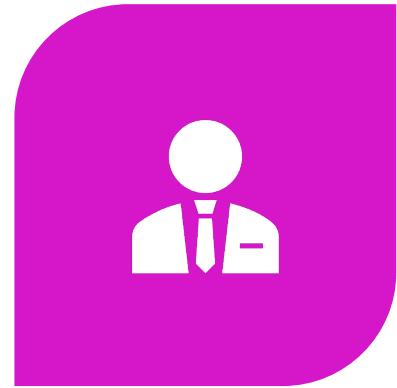
3 Types of Real Estate Marketing Videos



PROPERTY VIDEOS



INFORMATIVE
VIDEOS



VLOGS

Vlogs

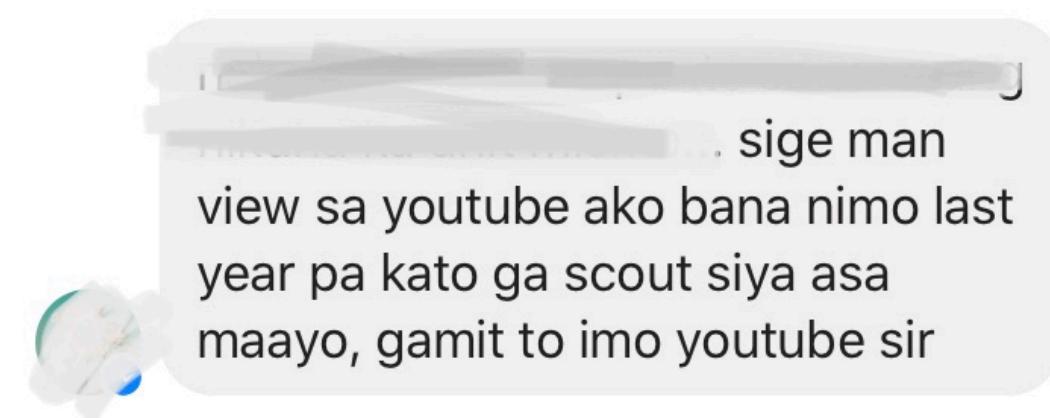
- Gives the buyer assurance that you are a hardworking Real Estate professional and you will be looking after their welfare
- It will make your leads know you better and trust you more
- We boost it everyday for 50 pesos per day



Effectiveness of Vlogs

Just to let you know about 6 weeks ago We watched a YouTube video of yours where you were making a special effort to pick up a receipt for a customer that you had posted. Since I have my own business I liked the customer service you provided that is why we reached out and have only spoke to you. Just want you to know I appreciate your efforts.

11.1 Million



4.7 Million

Vlog #8

youtube.com/myhouseph

Vlog#8 Video

Part 2: Practical Tips!

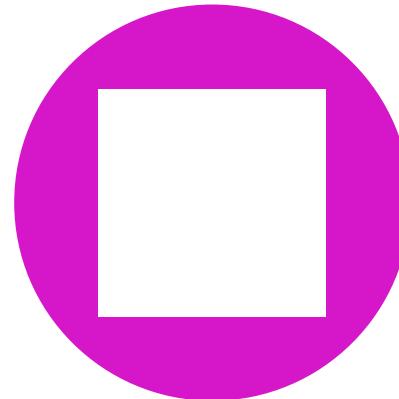
Basic Tools to Make Videos



PHONE



TRIPOD/FRIEND



START SHOOTING

Basic Tools to Make Videos



PHONE



TRIPOD/FRIEND/CLIENT



START SHOOTING

Intermediate tools to make videos

- 2 Phones
- Lapel mic
- Tripod / Gimbal
- You can also hold the 2nd phone as last resort if you don't have a lapel mic



Best Free Desktop Video Editing Software

PC

DaVinci Resolve

Mac

iMovie



Best Free Mobile Video Editing Software

Android

FilmoraGo

iOS

iMovie



Don't be afraid to pay for apps that will improve your work. This is an investment.



Where to post your videos?

- Facebook Profile
- Facebook Page
- Instagram
- Youtube



Why Youtube?

- Youtube is considered one of the top social media platforms. You can upload, comment and subscribe (follow)
- Youtube is the 2nd biggest search engine in the world next to Google. Facebook and Instagram are not search engines.
- When your clients search for a property, it will not be on Facebook or Instagram. They will Google or search in Youtube if they are serious in buying.



Youtube SEO

- **This is the secret to getting found**
- Think about your keywords - what would people search to find your property?
- Title - most important keyword first
- Thumbnail - use Canva or Adobe spark post
- Description should have your keywords 'location, type of property, name of project,
- Description should always have your complete contact details

The screenshot shows the YouTube Studio interface for a video titled "Breeza Coves & Breeza Scapes - Preselling House and Lot in Mactan". The video thumbnail features a man standing in front of several modern townhouses. The video duration is 7:49.

Title (required): Breeza Coves & Breeza Scapes - Preselling House and Lot in Mactan

Description: Enjoy big Modern Designed houses in Mactan without breaking the bank. Featuring - Breeza Coves and Breeza Scapes. PM For inquiries

Details (selected):
They have 4 houses available for you and they're very affordable 'cause the prices are still new.
You can either have a duplex which is 133 sqm floor area.
a lot area of 101 sqm

You can have a single attached unit.
Single attached unit is 133 sqm floor area
and a total lot area of 101 sqm

You can have 2 kinds of townhouses.
You can either have the mid townhouse unit or the end/corner townhouse unit.

Analytics
Editor
Comments
Settings
Send feedback

UNDO CHANGES **SAVE** **...**

Video link: <https://youtu.be/dApp7C5xsJl>

Filename: breeza final.mp4

Video quality: SD HD

Visibility: Public

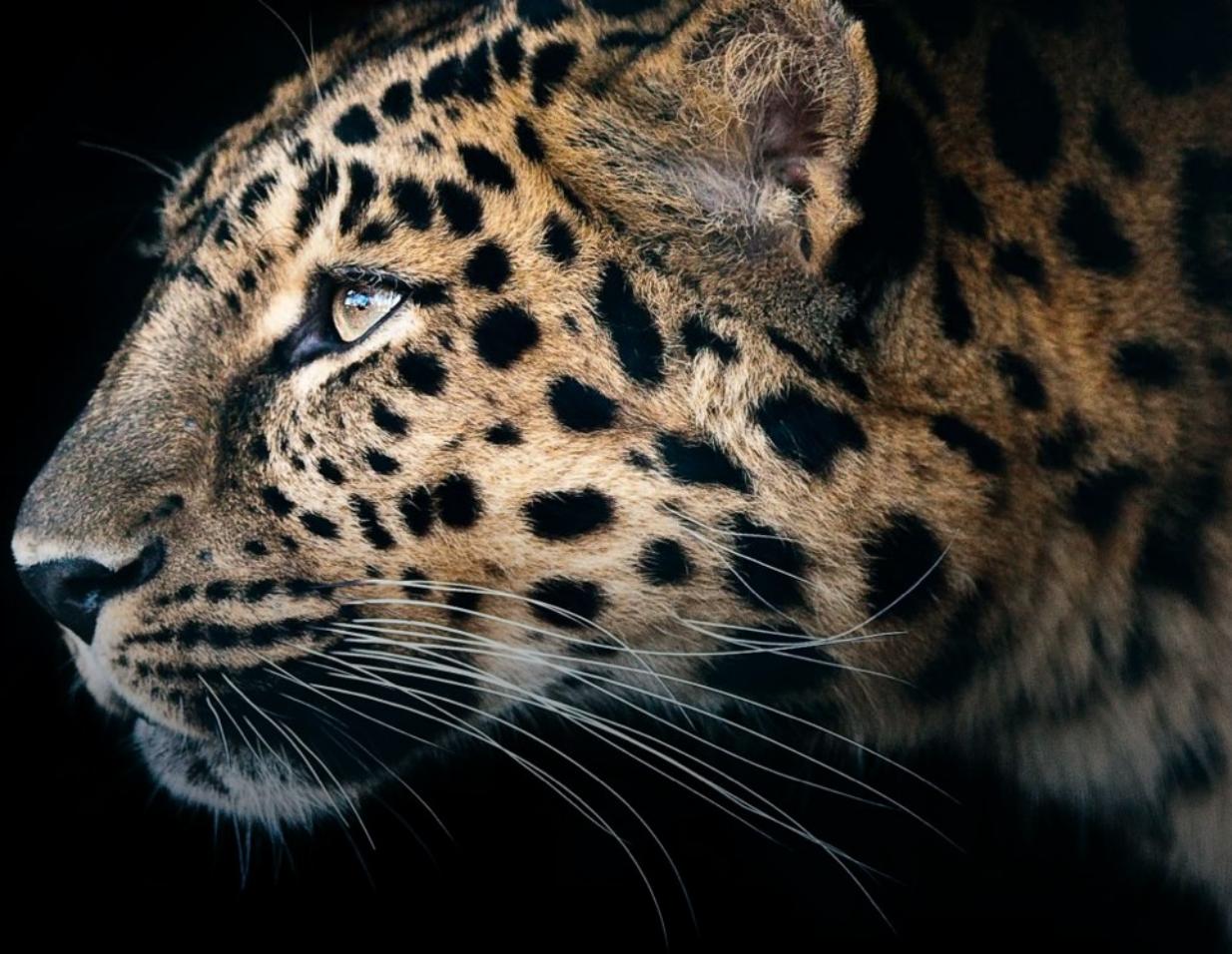
Your first video

- Will be the hardest to shoot. Take your time
- Will be the hardest to edit. Practice
- Will be the hardest to upload
- It will be terrible



I have a question





Are you HUNGRY?