



RPS Video



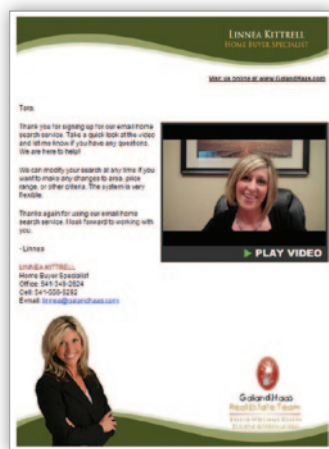
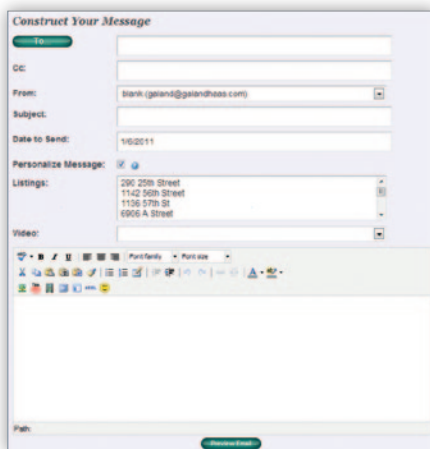
Web Solutions with a Personal Touch™

Product Brief

Easily **incorporate video** into your online marketing!

RPS Video brings email marketing to an entirely new level by enabling agents to easily incorporate video into email marketing for the first time. You can connect to your audience in a more meaningful and powerful way that is more compelling and saves you time too.

RPS Video enables you to add video to email blast messages as well as to drip campaign messages without jumping through technical hoops or any HTML programming. Your videos play back on your RPS website, surrounded by your branding and access to all of your website features. RPS Video is available as an add-on for RPS Silver and RPS Gold clients and included at no additional charge for RPS Platinum clients.



Using the standard editor in your RPS agent system, you create a blast message and select the video you want to include. You could also select one or more listings from your website to be included in the message as well. Your video could be a personal message, information on the community or a video that highlights a particular property.

Change the Way You Email

Creating a video message from within the RPS control panel couldn't be easier! RPS Video gives you the option of adding video to each blast message or each drip email message. With RPS Video, the email message editor shows you a list of videos you have loaded so you can choose the one you want to feature in your email message. In addition, you can also select one or more of your property listings for inclusion in the same blast message.

RPS Video integrates and synchronizes seamlessly with YouTube™ as the underlying video hosting service but presents your videos on your own website. All of your videos are displayed in the RPS control panel for easy inclusion in email blasts or drip campaign email messages. You can upload your videos from within your RPS control panel or directly through YouTube.



The "Video Manager" tab shows videos loaded in your YouTube channel. These videos are ready for incorporation in email messages and for display on your website. The "Upload Video" tab provides a convenient method of uploading videos to the agent's YouTube channel from right within the RPS control panel. This example comes from RPS Platinum.

Video That Means Business!

RPS Video synchronizes with your YouTube channel periodically and automatically creates a unique landing page for each video on your website. Prospects and clients click on the video icon in your email messages and are then taken to a unique page on your website to view the video. This provides a consistent branding impression while offering visitors access to the resources of your website as they watch your video. This user experience gives you a huge marketing advantage over the native YouTube experience where your prospects and clients are tempted to "wander off" and watch unrelated videos.



RPS Video automatically displays each video on its own page on your RPS website. Clicking on a video link in an email message takes your client to a page like this one, where they are surrounded with your branding and the resources of your website. The page also has a built-in call to action.



In contrast, this image shows the same video as it would be displayed on YouTube. Not only is there no call to action, but the list of videos on the right either have nothing to do with the agent or real estate, but worse still, feature competitors! Which presentation would work better for you?

Video is an extremely effective way to communicate with your leads, prospects and clients. You only have one opportunity to create a first impression with your leads, and video can help you improve your lead conversion. If you want more business, you need to stand out from the crowd. With RPS Video, your video is presented in the strongest possible way to help build your business.

The possibilities for incorporating video into your online marketing are limitless. Just a few of the possibilities are:

- Create a video to introduce yourself and use it in the first message of your drip campaigns. This creates a much more personal experience for the recipient, and shows off your online marketing prowess as well.
- Create informational videos and incorporate them into your drip campaigns so that every fourth or fifth message includes video to better engage your audience. You might want to show your office in a video, or introduce team members or associates in the community.
- Send a blast message with a video of your new listing to arouse interest in the property.
- Create community videos highlighting the unique advantages of the community in which you work.

At last, you can make the power of YouTube work for your business! RPS Video makes the inclusion of video in email a snap, and automatically delivers a great branding impression for your viewers. For an incredibly low cost, you can now deliver video to your leads, prospects and clients in a presentation that will make you proud!

The name YouTube™ and the YouTube™ website are the property of Google. YouTube™ and Google are not affiliated with Real Pro Systems.



Real Pro Systems provides a range of websites and Internet marketing systems for today's real estate professionals. Our solutions include complete website systems for individual agents, advanced Internet marketing systems for experienced agents and a comprehensive team and broker solution that incorporates CRM and business pipeline management. Real Pro Systems' commitment to client satisfaction is supported by a full range of professional services and highly acclaimed customer support that complement our advanced web technology. For more information please visit www.realprosystems.com or call 541.743.8500.

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