

Matt Gentile, Director – Social Media  
Embracing Visual Storytelling on YouTube

[@mattgentile](#)

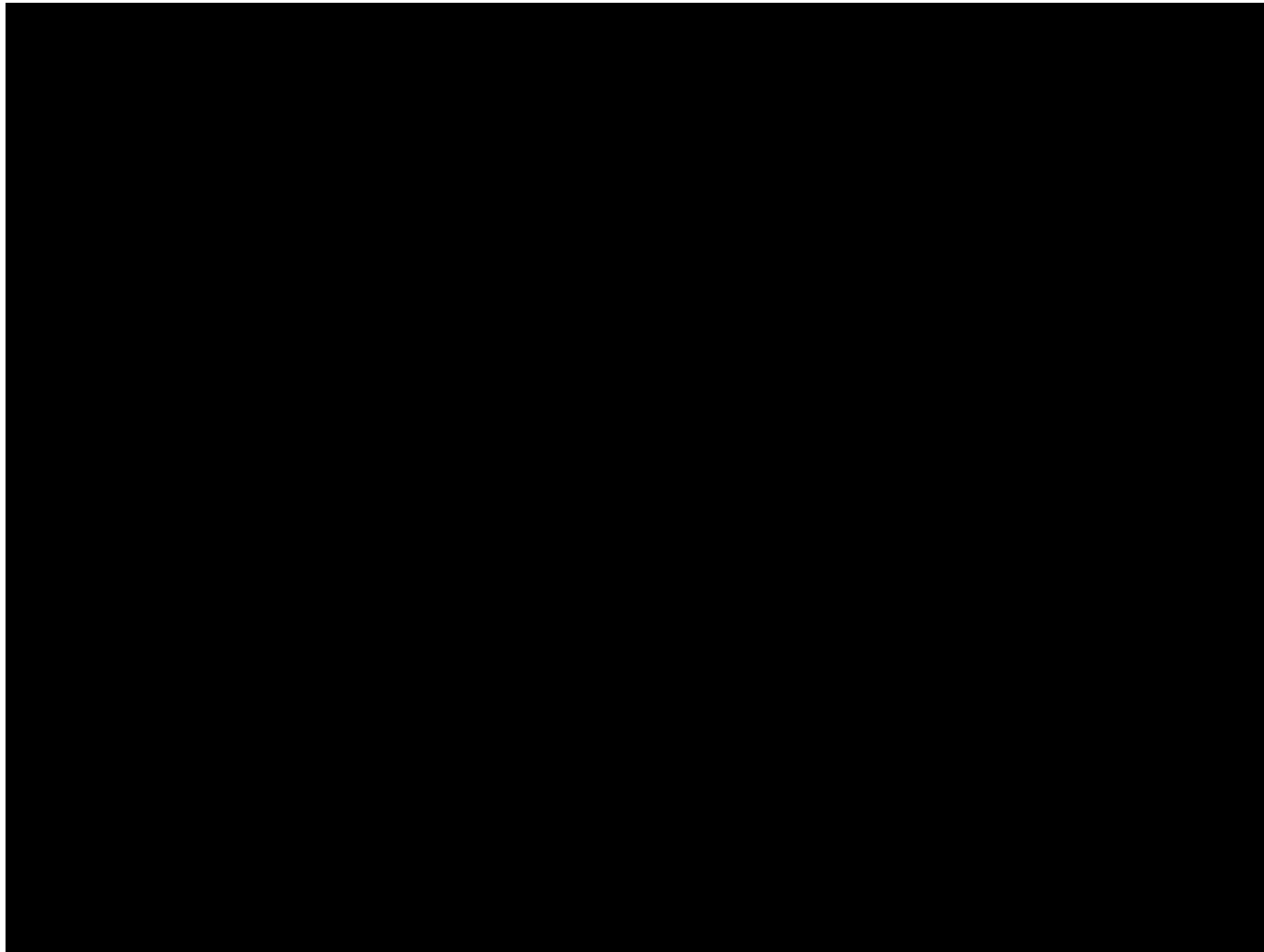
[linkedin.com/in/mattgentile](https://www.linkedin.com/in/mattgentile)

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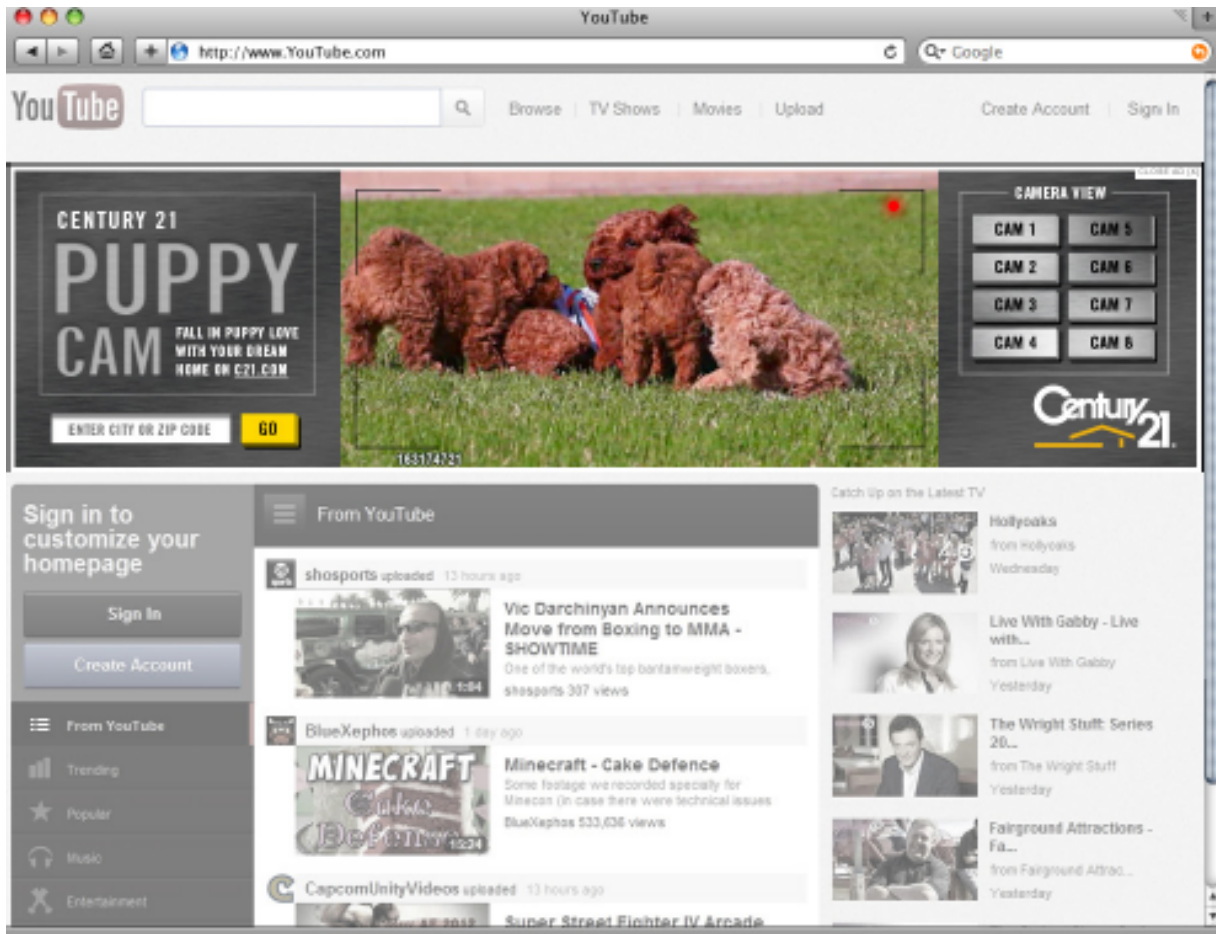


# National Advertising Campaigns – Puppy Pile



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# YouTube Masthead Takeover



- Bomb Bomb Email Campaign
- Website Traffic
- Brand Preference

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# Driving traffic to century21.com



- Only national real estate franchise company to take over YouTube masthead.
- 3/27 there was more search volume of real estate brokerage related queries than any other week
- Achieved a unique impression number well above 20M.
- There was a 13% interaction rate on the unit
- Generated over 156K clicks to C21.com.
- Benchmarked against mastheads run by the finance vertical our click-through rate was 4.34x the industry average and the interaction rate was 8.2x greater.

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# Cross Promoting Video Content

- 535 Total Shares
- 78 Facebook Shares
- 36 Twitter Shares

The screenshot shows a blog post on the Century 21 website. The header includes navigation links for Home, About, and Contributors, and the Century 21 logo with the tagline 'HOME MATTERS'. The main article title is 'CENTURY 21 Invites Consumers To "Fall In Puppy Love" On YouTube' by MOLLY, dated March 27th, 2014. It features social share buttons for Facebook (78), Twitter (36), and a general share button (535). The article content includes a video player for 'CENTURY 21® PUPPY CAM' and a sidebar with a 'CENTURY 21 AGENTS. SMARTER. BOLDER. FASTER.' advertisement and social media links for Facebook, Flickr, YouTube, and Twitter.

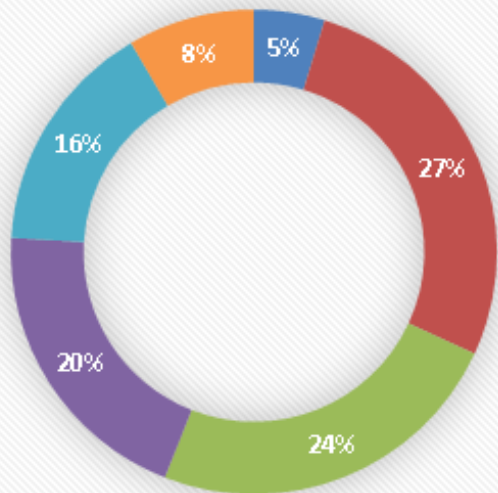


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# Demographics

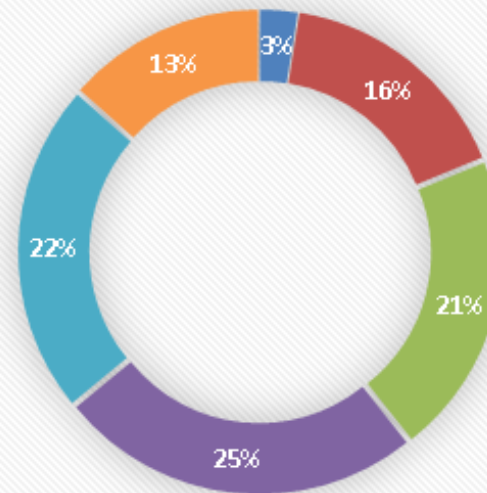


## Reach



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

## Engagement



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

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# Using YouTube to Drive Business Results

CENTURY 21

Home Videos Playlists Discussion About **C21** Q

HOME SEARCH 🏠

C21 CAMPAIGNS 📊

JOIN C21 👤

Search for C21 Listing Videos Near You via the C21 Interactive Map

San Diego, CA



Results for San Diego, CA

Map View 📍

Enter Address to Search for Millions of Other Properties on C21.com

Search by Location SEARCH C21.COM

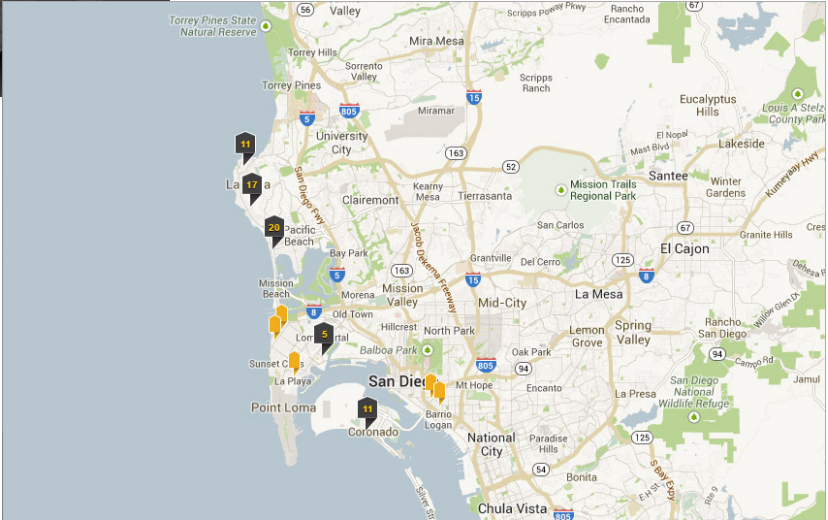


Share Your Home Buying Experiences with Us

What Feature is Most Important to You When Shopping for a Home?



Based on 57 Responses



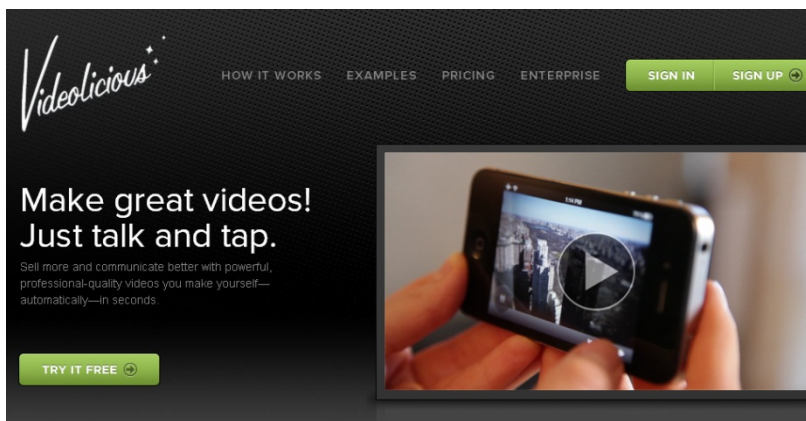
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# Optimizing for Search

The Videolicious App empowers all CENTURY 21® System members to create sophisticated video productions, automatically, in seconds and post them to YouTube, the #2 search engine.



**YouTube reaches more US adults ages 18-34 than any cable network**

According to Nielsen

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# Using Video to Drive Brand Preference

Home Tweet Home

Lawn Invasion

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# Lawn Invasion



Lawn Invasion

Valentine's Day

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# Valentine's Day



Valentine's Day

How To TV

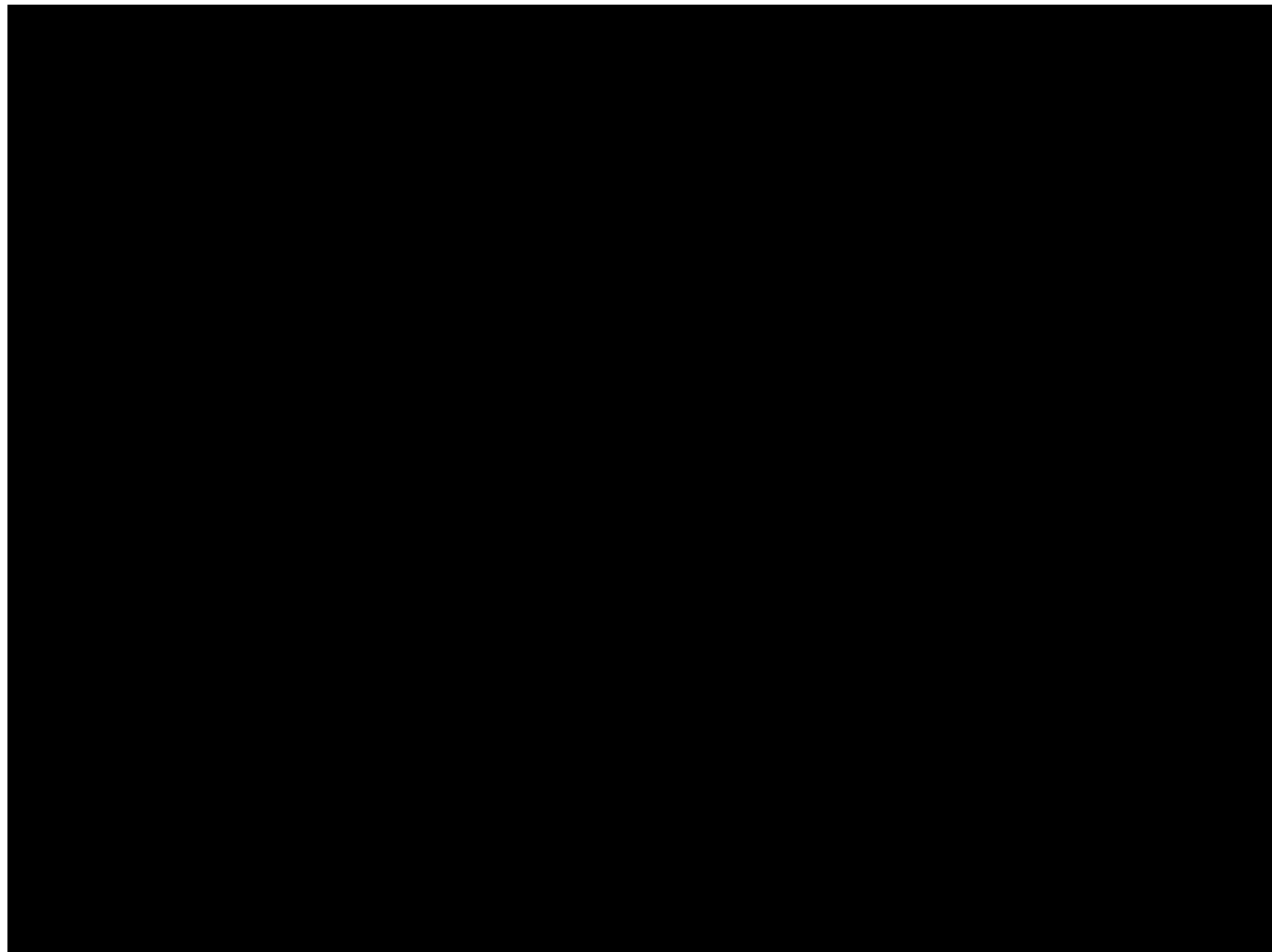
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# Learning and Education Branding – How To TV



How To TV

Awards

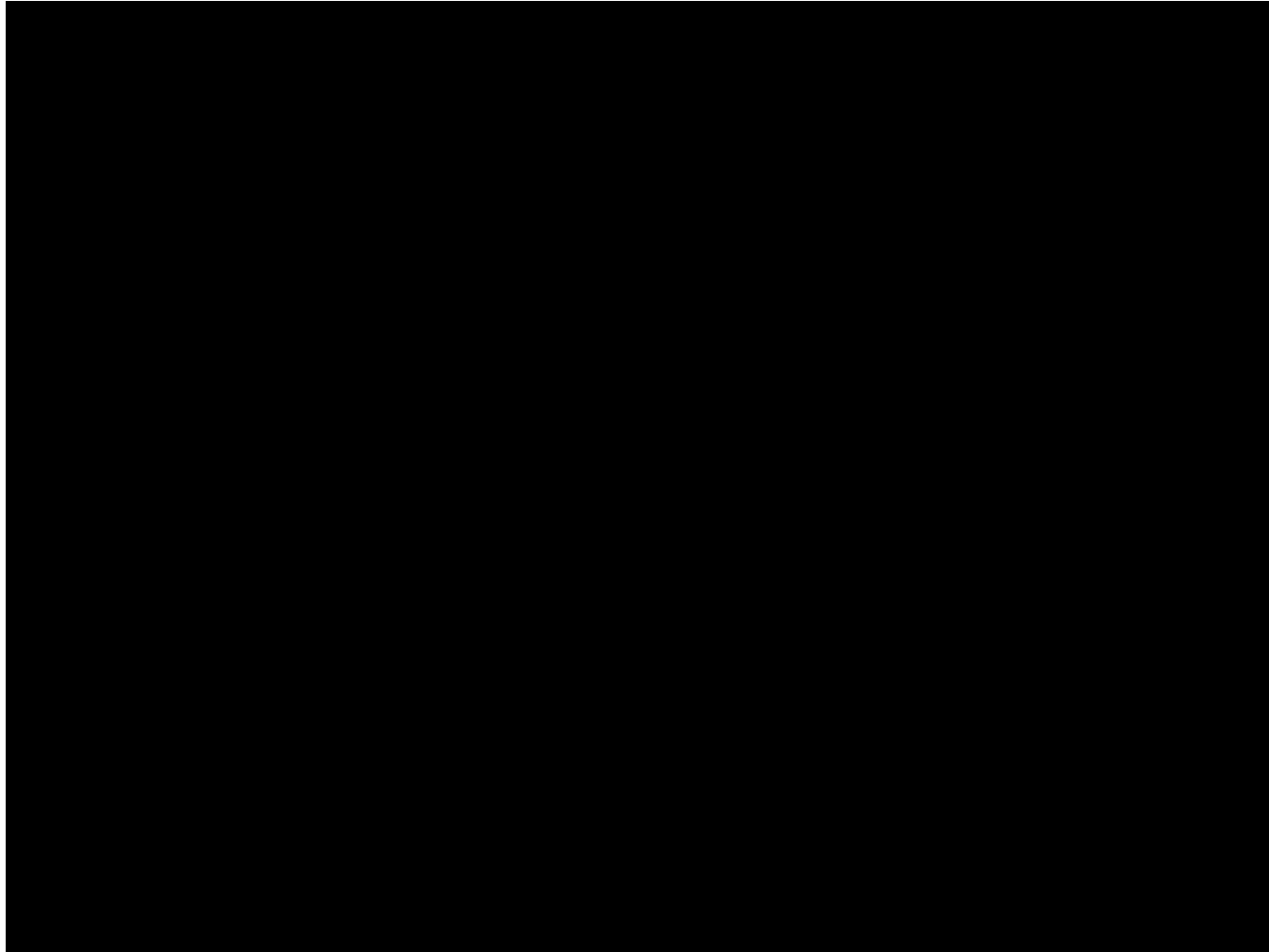


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# Awards and Recognition



Awards



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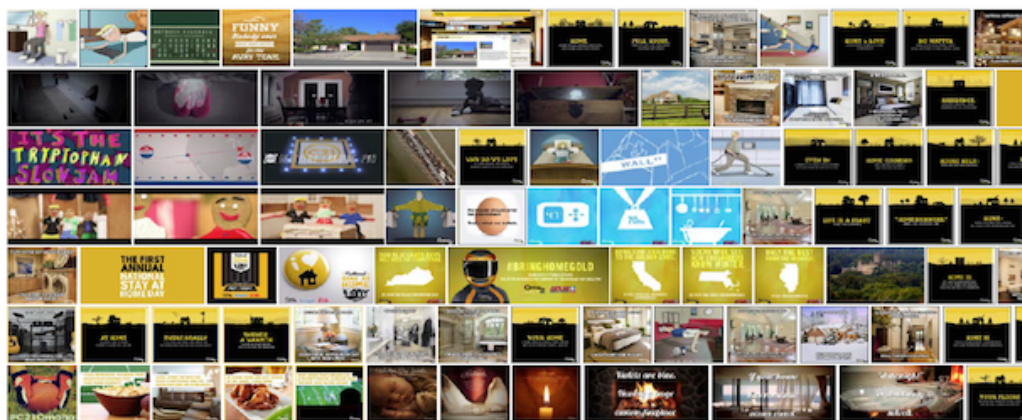


## CENTURY 21® Social Creative Content Sweeps Advertising Awards

By [MOLLY](#) on June 23rd, 2014

[0 COMMENTS](#)

112 16 165  
f Share ✓ t Tweet ✓ ↵ Share



This summer the CENTURY 21® brand celebrated a fourth consecutive win during this year's advertising awards season collecting a Gold Andy Award, Gold and Silver One Show Pencils and the People's Choice Award at the Webby Awards for innovative social creative content.

For the past year, the CENTURY 21 social media team has been focused on maintaining the brand's position as the number one most-trafficked real estate franchise website and providing unique social content that drives conversations and engagement opportunities for CENTURY 21 affiliated brokers and agents.

- Gold Andy Award
- Gold / Silver One Show Pencils
- People's Choice Award at the Webby Awards for innovative social creative content.

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# Key Takeaways



1. Before embarking on a video campaign, work with your leadership to identify business objectives
2. Identify your audience
3. Use YouTube and video marketing to support major marketing initiatives
4. Empower your organization to create video
5. Think “Out of the Box” when it comes to storytelling for your organization
6. Leverage video throughout the organization
7. Be a consultant and champion within your organization as it relates to visual storytelling the power of video marketing
8. Use public relations to support your awareness and preference goals
9. Test, evaluate, refine and test again



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