

Why I love Houston



Goals

Brand the “Why I Love Houston” as a cohesive and broad range group that likes each other, with the desire to help people find great homes.

Become a resource for the community

Be recognized as leaders in the Realestate market for houston and beyond

Have fun creating something unique.

Gain followers and build a strong fan base that will support the show

Marketing

This will reach many different demographics

New to houston

Locals looking to explore new areas

Entertainment for people around the world as you are all characters in a unique situation

Show outline

Office planning to explore

Striped down version of planning phase, everyone all together

Car time

Field questions from live stream

Ask for places to visit

Locations 1-5

Each team member picks a place to go
the dynamics of the team will keep it versatile

Restaurant, parks, Schools, gyms, yoga, hike trails, paddle boats, shopping, bars, civic centers....

Drive Home

Digest, talk about new things you have discovered.

Live stream

The show will be filmed live!!

This will allow for interaction on facebook. And may actually change the show plan in the moment...

Live Stream is deleted the following day

Social Media

With all the footage recorded, it can be chopped up into small 1 min segments and pushed to social platforms to promote the show, area, and team

Edited episode

Final episode will be edited down to 10-25 minute full show

This can be promoted on youtube and other platforms. Once it has gained momentum we can approach streaming outlets (Netflix, Amazon, Hulu....)

Timeline

Average show will take 4 weeks start to finish

Shows Defined

Twice a year meeting with team (or specific people on team)
Planing for the targeted areas we will be filming.

This will give the rest of the team time to prepare and investigate specific things we would like to feature

Pre Production

Week 1

Meeting to bring ideas to the table on specific locations we would like to film. (Getting permission and making arrangements) laying out all types of locations necessary to have a well rounded show of the area.

Filming Live Stream

Week 2

Block a 5 hour window for filming.

Edit

Week 3

Editing

Release finished product

Week 4

5-20+ clips for social media

3-5 minute Highlight for web and clients

10-25 minute “Why I love Houston”

Revenue

ROI

Marketing your team in a useful way to the community should be drawing more attention and more leads

Ad revenue on social media platforms

Sponsors

Paid visits