

# REAL ESTATE VIDEO MARKETING

CONTENT CREATION, PRODUCTION, AND  
PUBLISHING TIPS



Learn tips on video  
content creation,  
production,  
and publishing  
channels

A Publication of



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*“...real estate agents must leverage this highly effective marketing tool or risk being trumped by their competition.”*

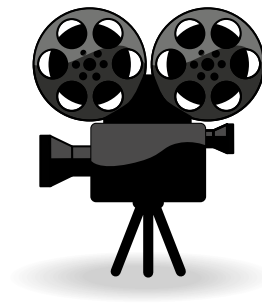
The National Association of Realtors (NAR) says that 90% of home buyers use the internet to research properties. Before 2013, customers considered photos helpful but now video dominates real estate marketing of listings. The NAR also states only 3% of agents put their listings on YouTube™.

With the help of video editing software and video sharing websites like YouTube, real estate agents must leverage this highly effective marketing tool or risk being trumped by their competition. Don't be grouped with the 97% who are losing out.

In this eBook, you will read about the importance of marketing videos and learn tips on video content themes, video production, and video publishing channels.

CHAPTER 1

# WHY REALTORS NEED MARKETING VIDEOS



## VIDEOS CONVEY MORE INFORMATION TO VIEWERS IN LESS TIME

In the time that it takes for a visitor to read a property listing description and scroll through a photo gallery, videos deliver more information and create a larger impact. Buyers can easily determine the size of a room, witness the view from the master bedroom window, get a good look at the surrounding neighborhood, and even size up the agent with little research and effort.



## VIDEOS CAN INCLUDE CALL-TO-ACTION (CTA) BUTTONS

CTAs link to a landing page on your website or activate a “pop up” form that offers content in exchange for a visitor’s contact information. These embedded CTAs allow customers to connect with your business and move further down the sales funnel.



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## PROPERLY OPTIMIZED YOUTUBE VIDEOS WILL BOOST YOUR RANKING

Add keywords to the title and “meta data” description of your videos to improve your search engine ranking (SEO). With time, you will increase your page ranking in particular searches and you will see more traffic coming to your website.



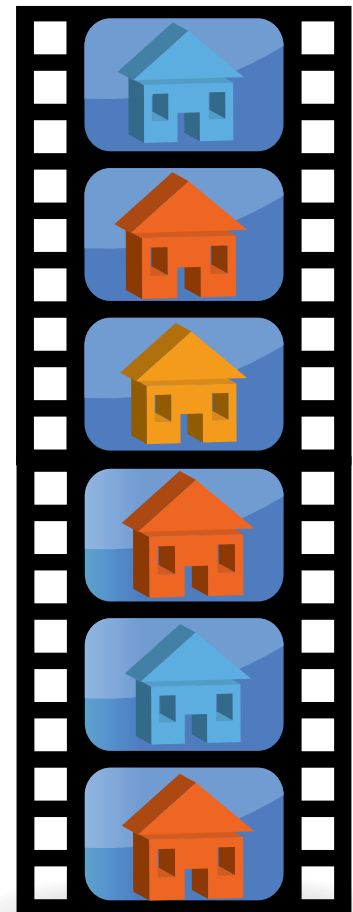
CHAPTER 2

# VIDEO CONTENT THEMES

“Gone are the days when website text and photos held the attention of a potential buyer.”

### TIP 1 PROPERTY LISTINGS

Gone are the days when website text and photos held the attention of a potential buyer. The most effective property listings are one to three minute videos that guide a viewer through each room. This approach allows visitors to experience the flow and charm of the property. Typically, your videos will feature you talking about the appeal of a home and its neighborhood.



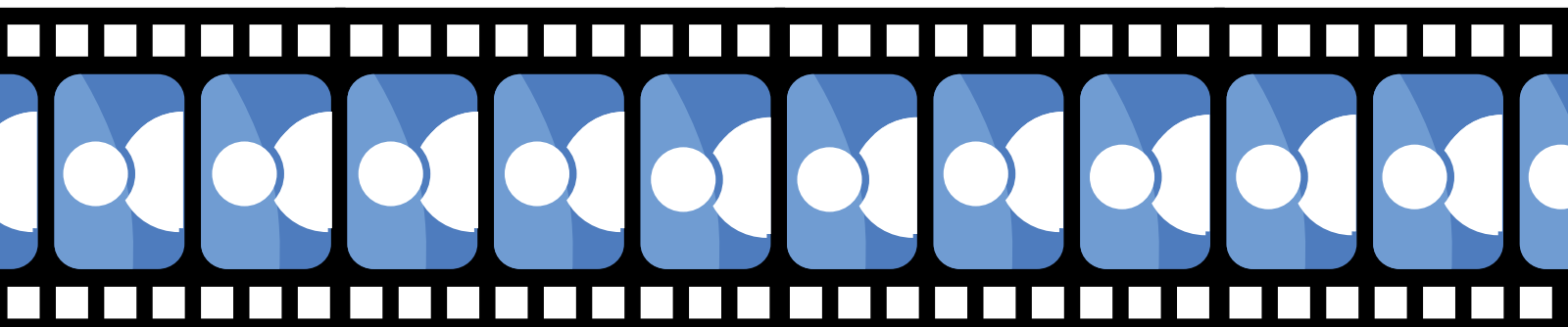
**TIP 2** OPEN HOUSE EXCLUSIVES

Produce open house videos that highlight the features of the home and community, plus clips of people seeing the property for the first time. Add interesting angles such as floor-level and bird's eye perspectives.

This is also a perfect opportunity to store up clips of real people enjoying your properties, which you can use in future promotional videos.

**TIP 3** AGENT PROFILES

Agent videos can be produced from different angles but these usually feature an agent talking about their education, certifications, experience, passion for the real estate industry, and their personal connection to the community in which they work. Whatever you decide to discuss, keep agent videos short—no longer than one minute.



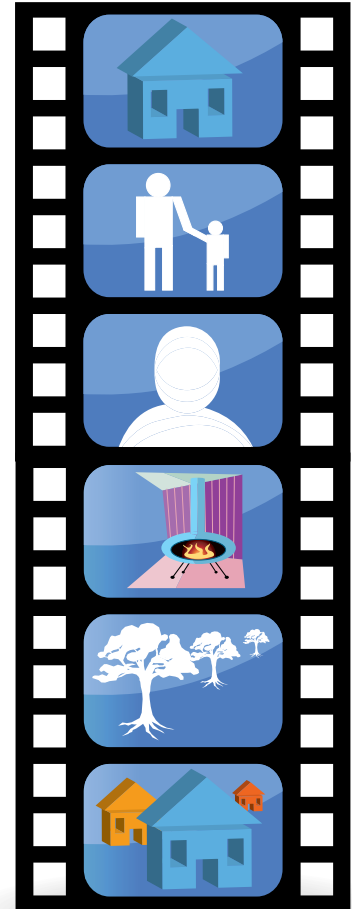


## TIP 4 CLIENT INTERVIEWS

Interview a customer who has experienced a particularly successful real estate transaction through your agency. Ask the customer to describe the experience from beginning to end. Here are some questions that you can ask to get the conversation moving.

- What initially brought you to my website?
- What convinced you to do business with me?
- Explain why you will recommend my real estate services to your family and friends?

Interview videos require a bit of creative editing but it will be well worth your time.



CHAPTER 3

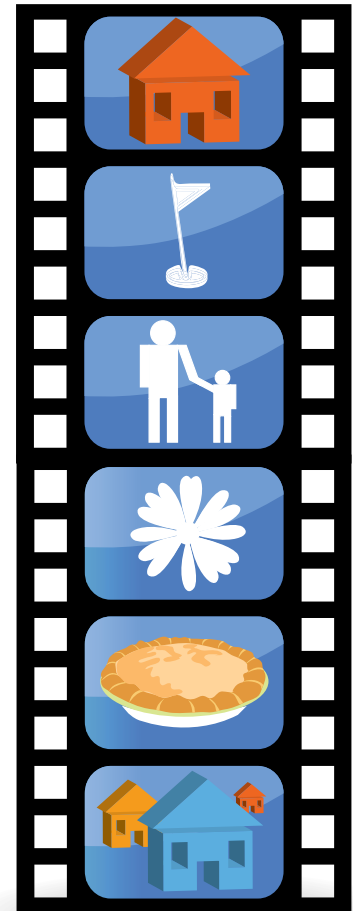
# VIDEO PRODUCTION

## SHOOTING TIPS

- Use lighting equipment for indoor shots.
- For outdoor sessions, shoot on clear-skied mornings or evenings to avoid harsh lighting.
- Shoot curbside views of the home and neighborhood.
- Feature appealing window veiwrs from different rooms.
- Include clips of nearby attractions such as golf courses, fishing ponds, or skate parks.
- Highlight local historical sites.
- Add brief shots that make people smile such as a flower bed in full bloom, a freshly-baked pie on the kitchen counter, a porch swing, or a dog rolling in the yard.

## DIALOGUE TIPS

- Speak directly to your perspective client.
- Be positive, enthusiastic, and energetic.
- For the brave, experiment with a tasteful, humorous angle. A recent US study showed that the more humorous the material is, the more likely it will be shared through social media networks.



## VIDEO EDITING TIPS

- Edit the length to one to three minutes.
- Add two or three still shots.
- Include soft, appropriate music throughout your video.
- Include a link to your website's property listing page.



## FREE VIDEO SLIDESHOW SOFTWARE

If you don't have video editing software on your computer and don't want to buy it, the following websites can turn your still shots into a video slideshow.

### ANIMOTO™



This user-friendly website helps you create video slideshows with your own photos, which can be up to five minutes long. [Animoto.com](http://Animoto.com) also offers stock images, music, and some special effects. A big bonus is that your video will be automatically converted to a YouTube compatible format.

### KIZOA™



At [Kizoa.com](http://Kizoa.com), you can quickly turn your property photos into a slideshow. You can add text, animations, or create simple collages to promote your listings. In addition, you can share your videos on Facebook, Twitter, and other social media channels right from this website.



CHAPTER 4

# VIDEO PUBLISHING

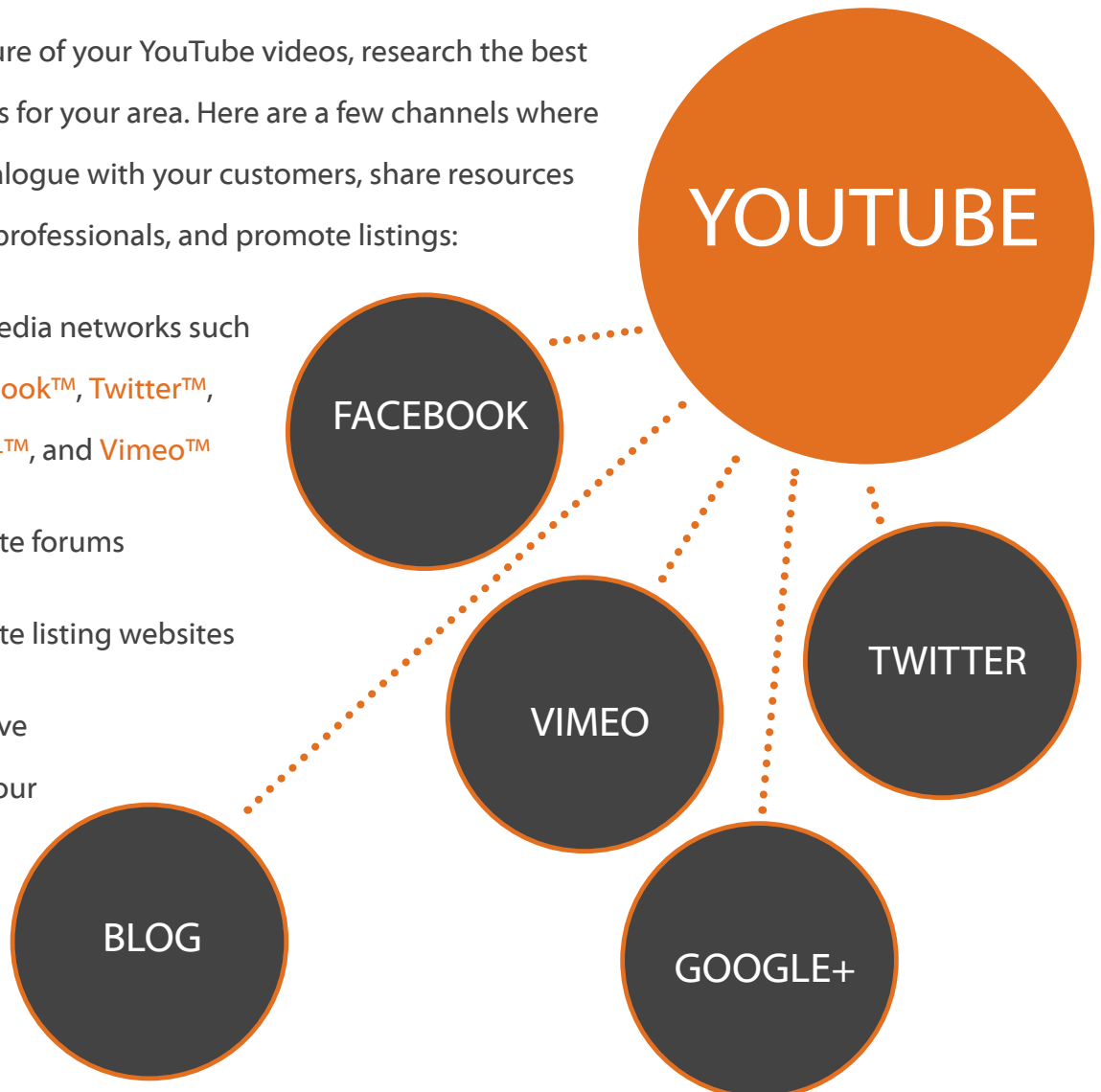
“If you don’t already have a blog connected to your website, get one and begin “vlogging”.”

## PUBLISHING CHANNELS

To increase the exposure of your YouTube videos, research the best video-sharing websites for your area. Here are a few channels where you can encourage dialogue with your customers, share resources with other real estate professionals, and promote listings:

- social media networks such as [Facebook™](#), [Twitter™](#), [Google+™](#), and [Vimeo™](#)
- real estate forums
- real estate listing websites

If you don’t already have a blog connected to your website, get one and begin “vlogging”.



## ● VIDEO BLOGGING

Video blogs are a powerful tool where you can feature a high-value property listings and other videos on your website.

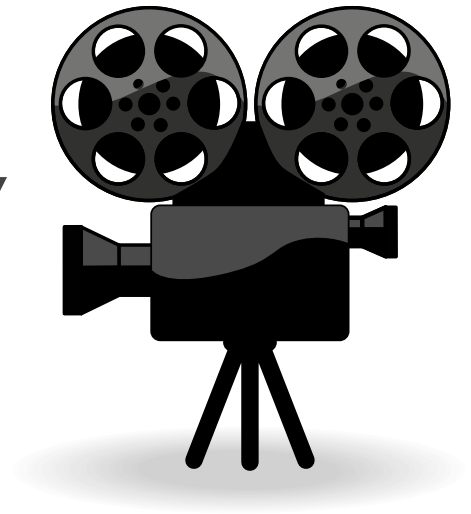
- Publish videos of each of your property listings. If you add text, the written content will also help boost your search engine ranking.
- If you are using [WordPress™](#), one of the world's most popular Content Management Systems (CMS), be sure to optimize each post by installing a SEO plugin such as [Yoast™](#). With this free plugin, you can add a custom SEO title and "meta description" where you can insert keywords; however, never use the "Keyword Focus" field as Google penalizes the use of "meta keywords".



# CONCLUSION



“*People are no longer easily convinced by what they read on the pages of a realtor’s website.*”



People are no longer easily convinced by what they read on the pages of a realtor’s website. Videos have the potential to convey your confidence, expertise, credibility, and sincerity. Remember that the personality that you project in your videos will help you gain—or lose—the trust of perspective customers.

Don’t be counted in with the 97% of realtors who don’t use YouTube to promote their listings. Now is the time to take advantage of this powerful, low-cost marketing tool. Jump ahead of your competition!

# ABOUT PAVEYA

## Paveya is a Certified HubSpot Partner

We are excited to bring HubSpot's inbound marketing vision to our specific industry verticals such as vacation rentals, real estate, hospitality, accounting professionals and small businesses.

Inbound marketing costs 62% less than typical outbound marketing campaigns. And as they say at HubSpot, inbound marketing is more than a set of tasks...it's a way of approaching business and creating marketing that people love.



Need help optimizing your YouTube channel and videos? Contact Paveya at 855-372-8392 to learn how we can help improve your real estate company's search engine ranking and drive more traffic to your site.