



The Everything Guide to Video Marketing for Realtors

If you're new to video marketing for your real estate agency, there's never been a better time to get started. The Next Web has already touted video as the future of content - a future that's rapidly approaching. In fact, it's estimated that video content will fuel around [80% of all web traffic](#) by 2019, which is now less than a year away.

In addition:

- Integrating videos into your email marketing has been shown to boost click-through rates by as much as 200%-300%.
- Adding a video to a landing page can boost conversions by as much as 80%.
- A whopping 33% of the time people spend online is through consuming video content.



Video marketing has a lot to offer real estate agents, if you know how to leverage its benefits. This guide will show you everything you need to know to start using video content in your real estate agency's marketing strategy for 2018:

Before You Call Lights, Camera, Action...

It's obvious you'll need a camera (or a camera crew), but more importantly, you'll need to set some goals to guide your efforts.

Think about what you're hoping to achieve with your video content. How will you use it? Where will you display it? How will it fit in with what you're already doing?

If you don't answer these questions before you begin, you can count on wasting your time and money.



Start with the end in mind. Your real estate marketing videos can accomplish a variety of goals, anything from highlighting specific properties to talking about your agency to attracting people to the area and more. It's up to you to determine what you want to achieve, then tailor your strategy to help you cross the finish line.



7 Steps to Successful Video Marketing for Realtors

Once you decide where to direct your efforts, it's time to start planning. These seven steps will help you take your video content strategy from idea to reality.

Step 1 - Set a Budget

Video marketing is less expensive today than it was a decade ago, but it's still not free. You'll need to plan on spending some money for things like equipment and advertising. How much, exactly, depends on your goals.

It's hard to set a specific dollar amount to spend on video marketing, especially if you're brand new to the medium.



Start with the following expenses:

- Will you post it on your social media channels? If so, will you pay to promote your posts?
- Are you going to outsource a video production house to create your content?
- If you're shooting your own videos, what equipment do you have on hand and what will you need to purchase?
- Will you need to pay for voice over talent or music royalties?

You don't necessarily need a professional video production company to create your content. Smartphone cameras have come a long way in just a few short years and are capable of producing professional-quality videos.



If you're going to shoot your own videos, consider investing in a simple lighting kit, tripod, and microphone for your smartphone. Also, be prepared to purchase some video editing software or an app. [Lifehacker](#) gives an excellent breakdown of what you'll need to start creating epic videos from your phone.

If you're dubbing your videos with music, make sure you're not using licensed music that carries copyright restrictions. You can find a variety of free-to-use music online under the Creative Commons license, but you may need to attribute the music somewhere in your video description. [Audioblocks](#) offers a huge library of stock music for just \$149 per year, and any music you download is yours to keep even if you cancel your membership.



Step 2 - Choose Your Focus

When it comes to choosing what type of videos you want to create for your agency, you've got plenty of options. Common choices for realtors include

- Property videos
- Community videos
- How-To videos
- Client testimonials
- Tips and tricks for home sellers, first-time homebuyers, etc
- Videos for pure entertainment, such as cool home features, tools, before and after shots, etc.

Whatever you choose as your central focus, remember that your video needs to provide some sort of value to your viewers. The most successful videos are ones



that offer education, entertainment, or inspiration. Focusing on one of these elements ensures your viewer gets something from your video.

You should also consider which stage of the [sales funnel](#) your video will relate to. Simply put, your sales funnel can be divided into five basic levels: awareness (top of the funnel), trust, desire, sales, and retention/loyalty (bottom of the funnel). Content marketing, including video marketing, is primarily responsible for driving traffic that will turn into leads and, eventually, sales.

What you do as a real estate agent is no secret, so most of your focus should rest on producing videos that heighten your agency's brand awareness.

Step 3 - Roll the Camera

Once you've chosen your direction, it's time to start filming. Here are a few tips and tricks to consider while creating your content:

- Plan your video prior to filming so you know exactly what shots you need to take. Make a list and check them off as you go so you won't have to redo your work later.
- Use the Rule of Thirds: Envision your shot divided by two horizontal lines and two vertical lines. Try to align your subject one of the four areas where these lines intersect (called "anchor points").
- Try to eliminate any extraneous sounds.
- If you're speaking on the video, rehearse what you're going to say beforehand to avoid numerous retakes. Or, you can film your footage and add in a voice-over during the editing process.
- It's always better to have too much footage than not enough.
- Take multiple shots of the same scene and choose the best one for your final cut.

Step 4 - Optimize Your Video

Once you've got your footage, you'll need to assemble it into a full-length video. While you're editing, there are ways you can optimize your video to get the best results.

For starters, if you have a script to accompany your video, consider adding the script's text to appear while your video plays. [A study](#) from Discovery Digital Networks found that videos with a transcript got 13.48% more views within the first two weeks of being published on YouTube and 7.32% more views overall compared to videos that didn't have captions.

If you're using video as part of your SEO strategy, [a study](#) from This American Life shows that having the full text of your video can attract search engines to crawl your content more effectively to provide better indexing. If SEO is a goal, make sure you



include keywords in your script, such as the name of the area you serve, your agency's name, and other words you want to rank for.

Also, don't forget to brand your video. This step is easily missed but it's too crucial to ignore. You might include a watermark in the corner of the screen with your agency name or logo.

Try to avoid promoting your agency in the first five seconds of your video. Studies show that these [first five seconds](#) will determine whether a viewer will continue watching your video, and viewing your logo isn't likely to do the trick.

Finally, add a call-to-action at the end of your video to show your viewers what they should do next: visit your website, follow you on social media, request more information, the choice is yours.



Step 5 - Promote Your Content

Your shiny new video content is useless if no one sees it. How will you share it with others?

Real estate agencies using video marketing might include it somewhere on their website or blog. If you're shooting a commercial for your agency or recording client testimonials, you might consider placing it on your homepage or landing page.



The other obvious spot is to share it on your social channels. Some networks, like Facebook, will allow you to pay a fee to promote your video to people outside of the ones who have Liked your business page. You can choose specific audience traits and set your own budget to maximize your results. This gives you an opportunity to put your content in front of new viewers who might not yet know about your agency or services.

If you don't yet have a YouTube channel, you might want to consider creating one if you're using video marketing. Search Engine Watch notes that [over 100 hours](#) of video were added to YouTube in 2013, and that number has only increased as video becomes a dominant marketing player. Your best bet is to leverage video SEO best practices to help your content reach the right people:

- Place keywords in your video's title and description
- Use tags to help YouTube's algorithm identify your content
- Encourage viewers to Like the video after they watch it or Subscribe to your channel
- Don't be afraid to write a long description. Google needs to know what your video is about, too. The more information you can give it, the better chance you stand of being indexed correctly

Step 6 - Fill In the Sales Funnel

Realtors might be disappointed to know that your video content alone is likely not enough to earn you a new client. Rather, videos are a piece of the [sales funnel](#) and should be accompanied by other content.

One example of how this looks is to post a video to your Facebook page. Viewers may click a link in the video description box that takes them to your Resources page on your website, where they can view additional content. You can present them with a lead form and follow up with those who fill it out.

Another technique is to reach out to those who ask questions in the Comments section. Answering their questions personally and promptly shows them that you're listening and are ready to help them.

Step 7 - Analyze Your Results

Once your video is published, your work still isn't finished. It's important you follow up on your video marketing's performance to see where you're getting the best results.

It helps to look at the right metrics to determine how successful your efforts are, but this is often easier said than done for real estate agents. Oftentimes, realtors will obsess over Likes, Views, and Shares, but the reality is these vanity metrics do little



to tell you if your video is helping you reach your goal (unless your ultimate goal was to get Likes, Views, and Shares).



Bottom line: any marketing you do is because you want to earn clients. That's the most important metric you should focus on. Views can give you an estimation on how many people your content is reaching, but a high number of views won't always translate into a high number of new customers.

Step 8 - Don't Give Up Too Early

You shouldn't get discouraged if one video doesn't get as many views or engagement as another. This doesn't necessarily mean it was a bad video, nor does it mean your videos aren't working.

A single video isn't always enough to give you a solid answer on whether your video marketing is "working." Rather, you should gauge your number of clients and sales over time to see if you notice an uptick from when you weren't using video marketing.

It takes a while to build a steady following on social media, so give yourself enough time to make a viable effort before you throw in the reel.

In Closing

The potential benefits of video marketing are becoming far too great to ignore. The future of video marketing looks extremely promising to professionals in a variety of industries, including real estate.



In the next couple years, videos may be about as commonplace as blog posts or Facebook pages, meaning your potential real estate clients may eventually come to expect them from you.

The sooner you begin your video marketing strategy, the longer you have to perfect it and enjoy its benefits. Do it right, and you'll wish you'd started sooner.