

GETTING STARTED WITH VIDEO

A BEGINNER'S GUIDE FOR REAL ESTATE PROFESSIONALS

WHY VIDEO?

What are the benefits for real estate agents to create video content? Though there are many, the most important are to connect with your audience old and new, build trust, and ultimately generate leads. Here's how to get started.



1. AUTHENTICITY - BE YOURSELF! Video is the best extension of your personality. This is why we do video - to put our authentic selves out to our audiences. People want to connect and feel like they know you after viewing your videos before they ever meet you in person.

2. JUST START. You don't need fancy equipment! If you have a smartphone, you already have everything you need. Use your phone to film in the native camera app and go. If you're uncomfortable being in front of the camera, start with shooting scenes of houses and talking to viewers as if they were actually there. This allows viewers to get a feel for the layout and also catch a glimpse of your personality.

3. START SMALL. Instagram and Facebook Stories are great places to start, as you can post short 15-second snippets that are meant

to be informal (casual/relaxed) by nature. It's a good way to get comfortable sharing your experiences. Staying behind the camera is fine in the beginning, but work toward putting yourself in front of the camera. Starting small is a great way to jump into video without having to invest a bunch of time to film and edit.

4. PRACTICE MAKES PERFECT. You will probably be uncomfortable in front of the camera at first. We all are! It's a new experienced and we're all afraid of being judged. Even though you're not comfortable, try to be you. The more you create video content, the more relaxed you'll be and this will be felt by viewers.

5. CONSISTENCY. Just like with all social media, posting on a regular basis is key. The more you post, social media algorithms will deliver your content to more viewers, creating more engagement. Not only will you get more comfortable with video, you'll see actual measurable results.



6. DON'T SELL. This sounds misleading, since it's what you do! But, the most important thing about video is to be authentic. For this reason, "selling" all the time is a sure-fire way to lose viewership forever. Instead, work on becoming a master storyteller. Stories provide value and allow viewers to connect.

7. KEEP IT SHORT. You generally don't want to go longer than 2-3 minutes (even though Facebook will tell you 3+ minutes perform better. The average attention span of adults is less than 15 seconds. So be engaging and add value throughout. Instagram posts are limited to 60 seconds, so do your research first.

8. CONSIDER THE PLATFORM. Think about where you will ultimately post your videos. YouTube is great for longer-format videos and educational/know-how styles, as well as polished listing videos. Facebook may be best for casual walkthroughs, and Instagram for short-burst stories. Also consider if your platform favors landscape or vertical video before shooting - more channels favor landscape/horizontal, but Stories are meant to be shot vertically.

9. SHARE IT. No matter where you originally upload your video, share it throughout your social media channels. Add it to your Zap website as well, if it will give viewers valuable information and can still be relevant after a year or so.



CREATING CONTENT

10. EDUCATE, INSPIRE, ENTERTAIN.

Every single one of your videos should fall under one of these categories. If you're educating, inspiring, or entertaining with each video you make, you'll gather a loyal viewership in no time. Be sure to mix it up and utilize all three.

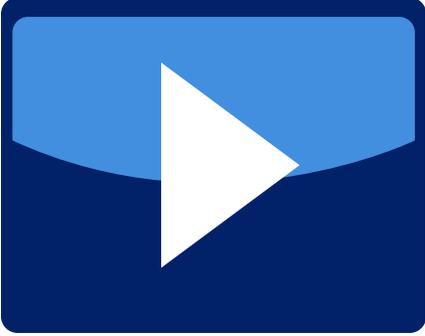
11. CONTENT STRATEGY. One-off stories on Instagram are fun, but if you're going to do video right, you'll need a content strategy.

What tactic would best suit your overall goals? Create a strategy to meet those goals when planning how best to add video to your marketing efforts, and then focus on carrying it out. *See content ideas at the end of this article.*

12. BE PREPARED. For each video, have an idea of a script or outline of what you'll be talking about and how you will say it - but don't practice TOO hard or you won't sound authentic. Storytelling is a great way to communicate on video and connect with your viewers. Tell them about how you could see yourself on the porch of your new listing on a nice summer evening - it evokes emotion.

13. STAY INFORMED. To create content, you must consume content. Follow other Real Estate video influencers on social media to see what the pros are doing.

NEXT STEPS



14. GO LIVE. Facebook and Instagram have live-streaming services that are great for real estate agents! You could live-stream your Open House, or listing walkthrough, or community tip. This is an advanced top because to do this well, at least in the beginning, you'll need to promote it first to generate interest and gather more viewership when you actually go live.

15. EQUIPMENT. Once you're ready, invest a little into equipment. Get a simple tripod that can accommodate your phone or GoPro such as Tenikle or GorillaPod. Camera stabilization will go a long way toward adding a professional touch. Consider a lavalier microphone that plugs into your phone as well - you can get one with long cords and it clips to your clothes - sound makes a big difference. Don't forget to prep your camera before filming: Wipe the camera lens and make sure your battery is at 100%

16. EDIT. Free apps will let you combine clips, add music, create transitions, and add text overlays right from your phone. Check out apps like InShot (very easy to use), Splice, and VideoShop (both with additional features for pro-quality edits). Watch tutorials for how to use these before starting.

PRO TIPS



GET PERMISSION. If there are others in your video (at an Open House, for example), make sure they know you're filming and what you'll be using it for. If they don't want to be included, make sure you edit them out.

STAY ON TOP OF PLATFORM

ADVANCES. You will shoot for most platforms with your phone in landscape mode (sideways, or horizontal). However, Instagram and Facebook Stories are meant to be shot and shared in vertical format. When a new update for each platform comes out, make sure to research and try it out!

HIRING A PRO. Sometimes you just need to hire a professional. A live walkthrough of a million-dollar listing is relevant and fun, but posting that as the official listing video won't work. In this case, consider hiring a professional who has the right equipment and knowledge with editing and music rights. For your "About Me" video, consider utilizing Kelly who can accomplish this for you with the tools she has.



REMEMBER! DO THESE 3 THINGS AND YOU WILL BE SUCCESSFUL WITH CREATING VIDEO:

1. SHOW YOUR PERSONALITY AND JUST BE YOU.
2. STICK TO YOUR CONTENT STRATEGY.
3. BE CONSISTENT! CONSISTENCY IS KING!

ABOUT ME - Everyone should have this video! It can be placed on your website, highlighted on your social media, and even used for advertisements. Consider this your introduction to new clients.

PRIVATE LISTING WALKTHROUGH - This does not have to be professional or refined; grab your phone and start talking! Show people the layout and elements of the house you like (unique selling points), just as if you were showing buyers. Make sure it's your own listing, or you have permission from the agent/seller to showcase the home.

INTERVIEW AN EXPERT - Grab your favorite industry pro, whether it's a closing agent, lender, inspector, or contractor, and ask them to offer insight on their expertise. This gives you both great visibility and shows you are a professional and fun to work with.

MARKET UPDATE - Grab a current market report and film yourself going over it, but don't read it on camera. Familiarize yourself with it then report it to viewers as if you were the expert.

NEIGHBORHOOD VIDEOS - This is a great opportunity to establish yourself as the local expert! Talk about why the schools are great, the best dog park, or even the history of that old building on the corner, and so on.

COMMUNITY EVENTS - Take advantage of the community events you are involved in by filming and sharing them. People love to see others contributing to the community and this helps show how much you care.

THE CLOSING TABLE - Ask happy buyers if they would mind if you used them for a 'Welcome Home' video for social media. Make sure to tag them when you post it!

LOCAL BUSINESS SPOTLIGHTS - This really should be an ongoing series, rather than a one-off video. If you have a favorite place you frequent, tell the world about it! Make sure to get permission from everyone that will be in the video.

OFFICE EVENTS - Give some insight to viewers about your every day life as an agent; sales meetings, morale/fun events, etc.

HOMEOWNER TIPS - So many possibilities here! Talk about seasonal tasks, remodeling and improvement advice, etc.

FIRST TIME BUYER TIPS - This could be a series as well - there are so many questions from this group of people!

CLIENT SHOUT-OUT - keep a record of your clients' birthdays or home anniversaries and randomly give them a shout out. Or, celebrate life events such as marriage or welcoming a child or grandchild.

MORE IDEAS:

- *Introduce your pets*
- *Why you should hire an agent*
- *Open House Announcement*
- *New Listing Announcement*
- *Client Testimonials*

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