



7 TIPS FOR REAL ESTATE VIDEO MARKETING THAT SELL

Complete Guidebook

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◀ VIDEO MARKETING ▶



As digital marketing continues to grow and evolve, more and more businesses are turning to video as a way to reach their target audiences. And with good reason! Video is an incredibly powerful marketing tool that can help you boost brand awareness, build trust and credibility, and drive leads and sales.

Real estate is one industry that is particularly well suited to video marketing. After all, buying a home is one of the biggest purchases most people will make in their lifetime, so it's important that they have all the information they need to make an informed decision



7 PRO-TIPS



1

WHY USE VIDEO IN REAL ESTATE MARKETING?

2

BEST TYPES OF VIDEO CONTENT FOR REAL ESTATE MARKETING

3

HOW TO MAKE A REAL ESTATE MARKETING VIDEO

4

VIDEO DISTRIBUTION AND REAL ESTATE MARKETING

5

WHY YOU NEED A REAL ESTATE VIDEO WEBSITE

6

CREATING A VIDEO BLOG FOR REAL ESTATE MARKETING

7

TIPS FOR GETTING STARTED IN REAL ESTATE MARKETING VIDEO

8

BONUS: ADVANCED MARKETING TOOL FOR YOUR REAL ESTATE BUSINESS

◀ WHY USE VIDEO IN REAL ESTATE MARKETING? ▶



The benefits of video are particularly well-suited to the real estate industry. Real estate video showcases are an excellent way to market and sell properties, and video marketing can be used to great effect in both online and offline real estate marketing campaigns.

There are many reasons why video is an important tool for real estate marketing. First and foremost, video is a great way to showcase a property. A well-made video can really show off a property in its best light, giving potential buyers a much better sense of what it's like to live there.

In addition, video is a great way to connect with potential buyers on a personal level. A good video can help potential buyers get to know the real estate agent or broker, and it can give them a sense of the agent's or broker's personality. This is important because people are more likely to do business with someone they know and trust.

◀ BEST TYPES OF VIDEO CONTENT FOR REAL ESTATE MARKETING ▶



As the saying goes, a picture is worth a thousand words. And in the world of real estate marketing, a video is worth even more. After all, video is one of the most engaging and effective ways to reach your target audience.

But with so many different types of video content out there, it can be hard to know where to start. That's why we've put together this list of the best types of video content for real estate marketing. From short and sweet social media videos to long-form explainers, there's a video type for every marketing goal.

Here are the best types of video content for real estate marketing:

1. Social media videos
2. explainer videos
3. Customer testimonial videos
4. Property tour videos
5. Agent profile videos

HOW TO MAKE A REAL ESTATE MARKETING VIDEO



Making a real estate video doesn't have to be complicated or expensive. You can do it yourself with just a few simple steps.

To make a real estate video, you will need:

- A camera
- A tripod
- A microphone
- Editing software

First, you'll need to decide what kind of video you want to make. There are many different types of real estate videos, from tours of properties to virtual open houses.

Next, you'll need to gather the necessary equipment.

Once you have all your equipment, you're ready to start shooting. If you're making a property tour, start by filming the exterior of the home. Then, move to film the home interior.

When filming, be sure to use a tripod to keep the camera steady. Also, use a microphone to ensure that the audio is clear. After you have filmed the video, you will need to edit it. You can use free or paid editing software that requires basic video editing skills.

VIDEO DISTRIBUTION AND REAL ESTATE MARKETING



When it comes to getting your real estate marketing videos in front of potential buyers, there are a lot of options available. From social media to paid advertising, there are several different channels you can use to get your videos seen.

But which channels are the best for driving sales? Let's take a look at the best real estate video distribution channels and how you can use them to drive more sales.

Here are 4 best practices to start with

- 1. Your Network:** Your network is one of your most valuable resources, so don't underestimate the power of your own contacts.
- 2. Social Media:** Social media is one of the most popular ways to share video content. platforms like Facebook, Twitter, and Instagram make it easy to share your videos with a wide audience
- 3. Paid advertising:** Paid advertising is another great way to get your business podcast out there. You can purchase ads on popular podcast platforms or directories, or you can sponsor an episode of another podcast.
- 4. Blogs:** One of the best ways to drive organic traffic to your real estate business is by starting a blog. A blog is a great way to share your company's story, share your industry knowledge, and connect with your target audience.



WHY YOU NEED A REAL ESTATE VIDEO WEBSITE



Video has become the new norm for many real estate listings. Video content is more engaging and provides more insight than photos. It also helps to build trust with your potential buyers, which can lead to more traffic and attention for your listing.

Many real estate agents are now using video content on their websites in order to stand out from the competition. And it's not just about making a quick video of your listing and uploading it to YouTube or Facebook; you need a well-designed website that showcases your videos in the best way possible so you can get the most out of them.



◀ CREATING A VIDEO BLOG FOR REAL ESTATE MARKETING ▶

A video blog is a video that showcases the property you are trying to sell. It can be a walkthrough of the house, or it could be an interview with the home owner. The key is to capture all of the best qualities of your property and present them in an engaging way to potential buyers.

Video blogging is becoming a popular trend in the real estate industry. It's a great way to show off your listings, showcase your expertise, and market yourself as an agent.



◀ TIPS FOR GETTING STARTED IN REAL ESTATE MARKETING VIDEO ▶



The following are some tips for getting started in real estate marketing video:

Bring Humans Into the Picture: Showing people in your video will help create a more personal connection with your audience and make them feel like they are there. This also makes it more likely that they will remember what you're selling.

360 Video: If you're not already using 360-degree video, start now! This type of video has been shown to increase engagement by up to 40%. **Use Time Your Videos Accordingly:** Don't forget about timing! You should be posting videos on social media at least twice per week, and on YouTube once per week.

Sell More Than Just The Property: Adding testimonials from previous clients or showing how other people have used the property can help make a sale more likely because it creates trust with potential buyers. They will feel that they are not alone in this decision and that others have been satisfied with their purchase.

Video marketing is one of the most powerful marketing tools in the world. It's a great way to connect with your customers and show them what you have to offer.

◀ BONUS: ADVANCED MARKETING TOOL ▶ FOR YOUR REAL ESTATE BUSINESS



Cheers Connect offers a Full Productivity Package
Cheers connect comprises Cheers videos, Cheers messages, and Cheers Campaigns that work around the core of this package; Cheers Assets and Tags.

It is a collection of independent productivity tools that work together to improve communications, maintain business and personal relationships, increase productivity, and aid in marketing efforts.

That is, you will receive a complete set of digital tools to help you sell your business!

Interested in growing your real estate business?
Register your FREE account at
www.cheersconnect.com



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