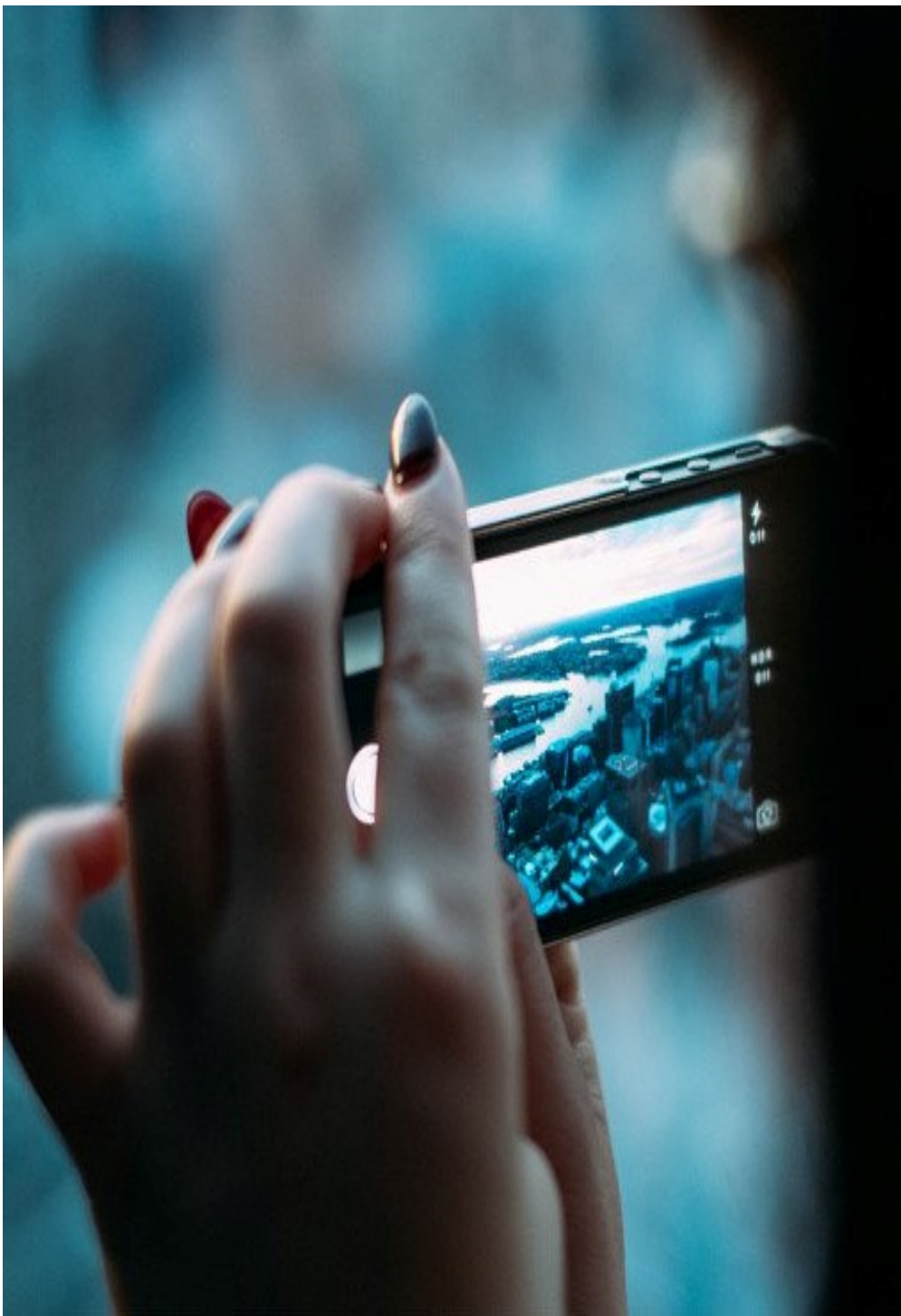


**Lights...  
Camera...  
Action!**

**Video Marketing  
3 clockhours**



PROFESSIONAL *Direction* INC

**Natalie Danielson  
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# Lights...Camera... Action!

## Video Marketing

### Introduction

This course is an intro to provide the basic skill and resources for agents to produce a video for use in their online real estate marketing. Agents will leave with: an understanding of why video content is vital for their business. It is a tool for marketing listings, helping buyers see the features of properties, show neighborhoods, share real estate information and create a connection with clients and prospective customers.

### Course Objectives

As a result of taking this class the agent shall be able to:

- List statistics that show how video is being used in real estate.
- Identify how and why videos can be effective for real estate
- Know shooting tips to be more professional when shooting real estate videos
- Identify topic ideas when shooting informational videos or video blogs
- Know the minimum tools necessary.
- Learn to shoot and do basic editing of a real estate video

# Lights...Camera... Action!

## Video Marketing

### Curriculum

Session Hours	Major Topics	Objective
1. 1/4 hour	Why use video in your online marketing strategy? What are the supporting statistics? What is driving the growth of online video sales and marketing?	Understand the history and growth drivers of online video.
2. 1/4 hour	What are the Guidelines?	Understand DOL compliance
3. 1/2 hour	Who What Where and Why ... Use Video? See examples of listing videos, real estate vlogs, and broker introduction videos	Identify some different applications of internet video and advantages for a real estate agent to use them.
4. 1/2 hour	Learn some video shooting tips that will make your videos more effective. Identify some informational topics that can be used in video. Tools and resources for making Videos What makes an Effective Video Marketing Your Video	Discuss effective use of internet video for a real estate agent.
5. 1 hour	Getting in front of the Camera	. Record a video ready for use in your online marketing
6 1/2 hour	Editing a video to tell a story	Edit the video to be more effective

# Why Use Video for Online Marketing

Video will help you connect with more prospects ... and sell more homes and work with more buyers. Video is what is “next” in the technology world for real estate brokers. It is not a giant leap but some real estate brokers consider it too difficult to attempt. But, it is time to get going now before you are behind the latest marketing techniques. Here are the statistics!

- According to 2016 Annual Real Estate Trends Report by Properties Online, 73% of sellers are more likely to list with a broker that offers video but only 9% of the brokers use any video.
- According to an Australian Real Estate Group, real estate listings that include a video **receive 403% more inquiries** than those without.
- Enjoyment of video ads increase purchase intent by 97% and brand association by 139% according to **Unruly**.
- According to **Forrester Research** it is 50x easier to achieve a page 1 ranking on Google with a video.
- According to **Implix**, an introductory email that includes a video receives an increase click-through rate by 96%.
- Visual content drives engagement. In fact, just one month after the introduction of Facebook timeline for brands, visual content — photos and videos — saw a 65% increase in engagement. (Source: [Simply Measured](#))

## COMSCORE

- 188.2 million people in the US watched 52.4 billion online content videos in December 2013. The average American spent more than 19 hours watching online video. COMSCORE, 2013
- Professionally produced video optimized for eCommerce outperforms user-generated video (UGC video) by 30%, delivering a 24.7% lift as compared with an 18.7% lift for the UGC video. COMSCORE, 2012
- Retail site visitors who view video stay two minutes longer on average and are 64% more likely to purchase than other site visitors. COMSCORE, 2010

## EMARKETER

- 72.1 million US smartphone users watched video on their devices at least monthly in 2013. This is expected to rise to 86.8 million, more than a quarter of the US population, in 2014. EMARKETER, 2013
- 93% of marketers used video for online marketing in 2013. EMARKETER, 2013
- Marketers who use video in email cite increased clickthrough rates, increased time spent reading the email, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits. EMARKETER, 2013
- Over half of 25-54 year olds share video online. EMARKETER, 2013
- One out of four marketers use video in email campaigns. 43% of marketers cite lack of available video content as their reason for not using video in email campaigns, making it the top barrier to the practice. EMARKETER, 2013
- 51.9% of marketing professionals worldwide cite video content with the best ROI. EMARKETER, 2013
- Online video is the fastest growing ad format in 2012 with nearly 55% growth. EMARKETER, 2012
- 45.9% of US online shoppers researched products in-store before ultimately purchasing online.

Tom Ferry

“Facebook.. in 5 years all content on FB will be in video.”Tom Ferry.

# Advertising Guidelines

The real estate Department of Licensing has laws and guidelines that affect any real estate video a broker makes. The broker must have full disclosure within ONE CLICK of the firm and broker name. This is not required to be a logo. It must be the full firm name as the designated has it registered at the Dept of Licensing. It cannot just be the franchise name.. but the full name as given by the franchise. You must not create misleading advertising under the advertising laws. Editing out a power plant next door could be an example.

There are rules that the NWMLS requires that members follow. For example, you should not be marketing videos of properties that are “coming soon” to the market. There are other rules that you should be aware of.

Federal and local fair housing laws would require that you do not show that you are targeting or limiting your audience for the property. Make sure that any buyer would feel welcome to view or purchase the property.

Copyright laws would affect you if you create a video with popular music that you don't have the “rights” to use.

Make sure the video you are editing uses your own shots. If you had a drone video to a listing video... and you don't own the drone video, you may be stepping into someone elses territory.

# Who, What, Where, When, Why ... Use Videos?

## Who uses Video?

Real Estate Brokers across the country are actively using video. Though the ability to shoot videos has been available for years, the programs and apps to edit them are getting easier, cheaper, and more effective.

Who is watching? Your family, friends, past clients and potential customers are online.

## What Videos are created?

Video is another tool to use to connect with people. If someone sends you a long email or newsletter, you may glance at it and give it your full attention for only a few seconds. Time in our society is flying by. The message you want to send can be caught like a fast ball being pitched.

### Information Video

Provide information on a specific topic like buying or selling real estate.

- How is the market monthly... every month the MLS releases a press release.
- 5 mistakes first time buyers make
- 6 things you should do to bring your home up to today's standard.
- A video on your team... (can't put a title rep there)

Examples: Jessica Edwards Coldwell Banker Sea Coast Advantage in Wilmington NC

[https://youtu.be/3\\_DYLYZO0gA](https://youtu.be/3_DYLYZO0gA)

### Introduction Video

You can have a video that introduces you, as a broker, to your sphere. It can be a selfie of you talking directly into the camera or an interview or a montage of you working as a broker. This introduces you to your prospective clients. They will find out about your personality and values.

Example: Video from

### Listing Video

The old cliché, "A picture is worth a thousand words," still rings true. But, with video, that takes those words and multiplies them tenfold.

Right now, you can have photos taken of your listings. You can also have them put into a "quasi" automated video with a computer voice. You can take the photos and make a video. You can hire a videographer. You can spend next to nothing and you can spend upwards of \$1000 by hiring a pilot with a drone.

What you really want is for the listing to get some attention. In addition, you want to create a connection with other potential listings and buyers.

Example: Steak Out in MA A Century 21 agent creates a story to show off his listing.

Examples from a video marketing company.

This video has ten great examples of videos that agents from across the country have made.

<https://www.paradym.com/blog/15-essential-marketing-videos-every-real-estate-agent-create/>

## Where to do Video?

Inside your pocket or your purse, you have a powerful video camera. Start to use it all the time. We rarely take enough photos with it. Now, when you take a photo, follow it up with a video. Even a very short one that might pan the landscape or zoom in on an object, like the front door handle.

Once you start to use video, you will look at all the scenes you would ordinarily just photograph, and see how a video might capture the scene effectively.

Example: Natalie's video at the beach.... The scene with the child jumping and the kite.

## When to do Video?

Lighting can be the largest factor to consider when shooting video. Too much light or too little light can make or break a video! That can mean to watch for the sun.

Shooting video inside requires attention to lighting.

## Why do Video?

Get yourself in front of the camera and let your prospects get to know who you are. There is a broker in Seattle that has been filming a video blog for years. The videos are not that exciting and rather long, so I don't always sit through the whole video. I know the brokers name and company and know he is touted as an expert on video blogging. I have never met the broker. BUT, if that broker walked into the room, I would know the broker, immediately! I have this feeling that we have already connected, when the broker probably has never heard of me!

Think of a talk show host that you watch fairly regularly. Do you think you would have an entertaining time enjoying a dinner together. Do you know enough about that host that you could feel comfortable chatting for a few hours. Well, you want your prospective clients to feel that also. They need to know and trust the broker that they choose, and video can be the most powerful way to make that connection.

Examples include listing videos from brokers across the country.

# Video Shooting Tips

## Landscape Mode

Look at your television. It is landscape mode... it is longer than higher. Portrait mode is when the picture is tall... higher than wider. All professional film is shot in landscape mode. So, though it might seem “natural” to hold your camera/phone upright... resist the urge to do so. Always film in landscape.

There are places that don't show landscape mode. This can include Instagram which makes the video square. That might change in the future. Facebook Live used to only shoot in Portrait mode but now, as of 2018, it does landscape and shows the video online that way.

## Lighting and Back Lighting

If the sun or light is behind you, then your face or the face of your subject, will look dark. Sometimes only a little bit of a turn can change the back lighting. Look at where the light is coming from. Try to keep it at the side and not directly in front or in back.

## Beginning and Ending

It is so easy to just press “play” and start shooting. But, editing a video is so easy at the beginning and the ending. So, after you start the video, take a few seconds to smile and take a breath before you start. The same for the ending. Smile.... Wait... Stop. Then you can edit the bookends of your video.

Go to “edit” and slide the yellow bars to the place you want to start and stop! I do this on almost every video.

## Look at the Camera Lens

It is so much easier to look into your own eyes as you are shooting. But, that is not where the lens is located. It is a small dot at the end of your phone. Look there when shooting! That is why it is a good idea to take a breather just before you start so you can see if you are framed and then look at that tiny spot. Otherwise when you show the video you won't be looking at your audience. So, look at the lens!

Some of my videos have me looking the wrong way. The video was great but my eyes were not on you, the audience.

## Watch for the Background

Know what is behind you and near you when you are shooting. Is there some person over your shoulder who will be “stealing” the show? Is there a construction site across the street muffling out your voice? Be cognizant of your surroundings.

I have had strangers more interesting than me getting the attention in my videos just because they were being silly with each other. They didn't even know they were in my film.

## Consider the Noise Factor

Most phones have a good microphone. But, that means that it can pick up noises you might not even realize are there.

I shot a very short clip of something stationary on a table at an event without talking. When I watched it, I realized that the person next to me was talking. But, when I used the clip, I muted the volume and let the music fill in that space!

## Shoot Twice

Shoot the same video twice. You don't have to shoot it 10 times to make it “perfect.” But, a second shot can help. You can edit each of the clips to make it one video!

Ok, there are times that I have shot the same video dozens of times. After doing that, I have started to see that the videos don't really get any better!



## **You are the Worst Critic**

There is no one on the planet that is a greater critic than you are of your own work! No one! You might see that hair out of place, a blemish, or your collar crooked. But, your audience is seeing your personality. Think of the last time you watched the news. Those newscasters have eyes on them before they ever turn on the camera. They are close to perfect. Yet, you don't usually remember anything about their clothes or hair! And, if you do "screw up" know that it is ok to take things lightly.

Oh my gosh! My hair is crazy, I forgot lipstick, my voice is weird, I look pale.... I have been so critical of myself every time I watch my own videos. I wonder if this gets easier?

## **You have your Audience for Seconds**

Think of television commercials. They send quite a message in only seconds. Try to shoot videos that are only 2 minutes or less! You want to keep your audience until the end.

Editing is my friend when I am trying to get my videos to last less than one minute.

## **Just Do It!**

As Nike shoes put it so succinctly, "just do it!" It is awkward to start shooting videos. But, it does get easier! Your critic calms down. The ideas for videos start to fill your mind. Your internal editor gives you tips.

I am no expert on video. I will never claim to be any kind of expert. I am learning every time I shoot a video, edit a video, and watch my own videos. I am learning from videos I watch. And, I am teaching everyone around me as much as I know!

# Video Topic Ideas

## Real Estate Blog topics

### Educating the Consumer.

The closing process in explained  
How does the MLS work?  
How long does it take to close a transaction

How does the lock box work?  
Where to find housing information

### Financial Info

Interest rates have been relatively stable  
What is a closing cost?  
Get the best mortgage rate

Uncle Sam money?  
Explain the A.P.R.  
Can I lock in the interest rate?

### Listing Information

5 things you can do to stage your house  
Most popular marketing tool is the MLs  
How can you get top dollar for your house  
Video of your listings

Anybody can give their house away  
Does Zillow know your house value?  
What website will feature my listing  
Animoto.com video of your listings

### Buyer info

How to get information on any house on the market  
Advantages to buying over renting  
3 things to know before you write an offer

How do you know if it is a "good buy?"  
Now is the time to buy  
Is the neighborhood safe?

### Neighborhood information

Top 5 coffee shops within walking distance  
Historic neighborhood home on market  
Photo a day in our neighborhood  
Interview local store owners

New stop sign at 5<sup>th</sup> and Madison  
Crossing Guard needed for school  
Guess the location of my weekly photo

### Top Three List

Top 3 favorite listings this week  
Top 3 books I've read  
Top 3 condos for sale  
Top 3 most important things to look for in a house you buy

Top 3 blogs I read  
Top 3 first time buyer's houses  
Top 3 reasons to buy in this market  
Top 3 problems home inspectors find

### Fear Factors

For sale by owners beware at open houses  
Three reasons why buyers need a home inspection  
The dangers of overpricing your home

Ten ways homeowner can sabotage sale  
Is your assessment too high?  
Is your home to selling your neighbor's house?

### My stories

My last buyer moved from Australia  
Sold my listing at an open house  
The most interesting home I have sold  
My listings sold right away

How I helped a seller from foreclosure  
How my new buyer went green  
My first day in real estate

### Real estate news stories

Tax break for first time buyers  
Have link to local real estate article  
Going green articles

NMMLS monthly press release  
Write about rezone of the area  
Uncle Sam giving tax credit to homeowners

# Tools and resources for Making Videos

You hold in your hand the most powerful computer ever invented on the planet... your cell phone. It also had a fabulous still and video camera. You would have to pay hundreds of dollars to get a separate camera with the features and quality as what is most likely on your cell phone. If your cell phone is more than 4 years old, you may want to consider an upgrade. You use it more than anything else for your work.

The cell phone also has apps that are installed and that can be found in the app store, to help edit and create video movies.

YouTube is free... You can create your own channel and upload your videos. If you have a gmail address or a google account, then you have access to a free YouTube account. Google owns YouTube. YouTube is the second greatest search engine in the world.

Resist the urge to spend money on equipment and apps that you do not need or will not use. I would suggest the following equipment as you explore shooting videos.

- A good, relatively upgraded cell phone
- A selfie stick (less than \$!0)
- A small tripod that is 8 inches long or less (less than \$15)
- A wired lavalier lapel clip microphone (less than \$15)

For editing

- iMovie from Apple
- Clips from Apple
- Animoto app

I am not as familiar with the Samsung or Android phones

# What Makes an Effective video

Make a video that breathes personality and differentiates you. Though we are the most critical of ourselves, we have to remember that our audience loves us. You have fans and if they are going to be critical, then you have to remember that it is “their” issues...

Tell a story that resonates with your audience. Storytelling is the way that we are processing information and content these days. We are not just taking in facts. For example, a meme you might see on a social media site with only a few words is still a “story.” Your videos have to tell some story about you or a property, for example.

Make a human connection that establishes you as a real person. The most important reasons a client chooses to work with you is because of a level of trust and connection that is built. Video can do that effectively.

There just seems to be so much less time today than there was years ago. None of us including your prospects have any time. It is important to respect and understand that. Shoot for 2 minutes as about the longest you should make a video to keep the audience attention. If the story is very compelling, it could be longer. If you can make it shorter.. then do so!

Smiling is so important. Unless you are sending a condolence message, try to smile when you are in the camera lens.

Humor can be the one thing that is hardest to create but the most powerful at attracting an audience.

# Marketing your Video

Just like any product on the planet, if no one knows about it, then no one will buy it. You are responsible for the marketing of your video. Take an active, intentional approach to getting your videos in front of your intended audience.

- Youtube Channel If you have a gmail account, then you can have a YouTube channel.
- Facebook Post to your profile and your page (if you have one) Check to see if your feed is set to friends or public.
- Instagram The video will display in a square format.
- LinkedIn Are you getting attention
- Your own website
- Email Send an email directly to your sphere
- Twitter
- Add to email signature

Resist the urge to pay for anyone to market your videos or video blog. SEO to build business is basically a myth, yet real estate brokers hire people who promise that the agent will come to the top of a google search.

You do not need to be “famous” to be successful. Many of the most successful real estate agents are not on a stage, featured in magazines, or bragging about their success.

## Don't hide... Get in front of the Lens

It is time to make four videos that are less than a minute long. Make two videos with you speaking and two that have no audio. And take one photo for the beginning and one photo of your business card.

It is just a matter of getting in front of the camera lens.

Think of a listing video..

- A photo of the house from the street
- A video of you walking through the door
- A video of the kitchen
- A video of you talking in the living room
- A photo of your business card

## Editing to tell a Story

*Using iMovie or Clips we will edit the videos quickly to make a video story.*

*It is so easy to edit videos ... take out anything that makes it shorter but still tells the story.*

## Do it again!

*Discussion on how this can be used tomorrow to make a video for your real estate business.*

*How will you use video for you listing? Neighborhood? Introduction? Or informational?*