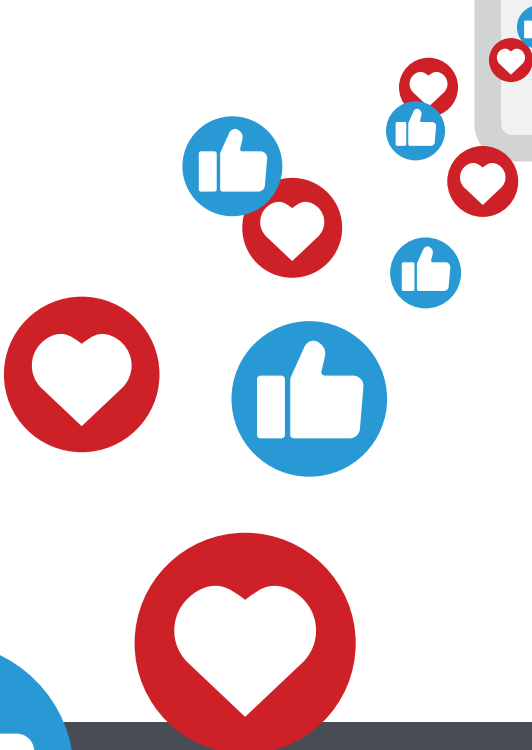




YOUR GUIDE TO
USING VIDEO
TO GENERATE LEADS





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Video is undoubtedly one of the best ways to engage with your audience and increase your audience across all social media platforms. More and more social media platforms are skewing their algorithms to favor videos (especially short-form videos) which means your posts are more likely to be seen if you utilize video content. Remember, exposure and reach are key.

Are you ready to leverage video but need help figuring out where to start? Here is your guide to:

- Going Live on Social Media
- YouTube and Your Marketing!
- TikTok, Instagram, and Short-Form Videos



Going Live on Social Media

The idea of streaming live video is intimidating. What if you need to remember your lines or lose your place? What if you stumble over your words? What if you say the wrong thing?

Easy fixes. Practice a lot beforehand (although being spontaneous can be charming). Speak slowly and enunciate. And if you say the wrong thing, pause, regroup and clarify.

There are many excuses for not making live videos a part of your social media strategy, but the fact is that those excuses don't outweigh the benefits. There's no better way to engage with your audience, display your unique skills and personality, grow your following, and help establish your brand than by creating a live video that gets noticed. So here are some tips to help you get started leveraging live videos right away.

1 Brainstorm Ideas

Your live videos should be about something. And while “real estate” is a niche in and of itself, it's far too broad to cover concisely as a video topic. So instead, think inside the box (how the real estate market works, the basics of financing a property, tips for staging a home for sale) and outside the box (a day in the life of an agent, why your city is a great place to live, differences in architectural styles) to come up with as many potential topics as you can. Don't worry about picking a “boring” topic—you can deliver even stale content in a fun and entertaining way.

2 Create an Outline

While rambling, off-the-cuff videos may work well for certain YouTube celebrities, as a professional, you will want to come across as knowledgeable and polished as a professional. That means planning out what you want to say beforehand. Creating an outline doesn't have to take the form of an actual script, although feel free to write one if you think it'll help. All you need is a broad outline that lists your talking points and any important information you want to be sure to mention. Don't forget if you have a specific call to action you want viewers to take, put it in your outline.



3 Practice!

Run through your video at least once or twice before going live. Remember, you're a professional, and once you go live, you can't say "Cut!" and call for another take.

4 Pick a Good Location

You may want to create a "set" for your video or do it on location at one of your listings, but don't get too creative with it, and try not to film outdoors, in poor lighting, or a loud environment. Your audience should be engaged but not distracted. The main goal is to choose a location that will add to the appeal of your video.

5 Be "Real"

Live video feeds create a special connection between the viewers and the content creator. Don't try to be perfect; instead, be engaging. If viewers ask questions in the feed's comments section, take the time to answer them. If you flub up or trip over a word, it's okay to laugh at yourself and try again. Be the same charming person you are when you work with your clients in person. Have fun.

6 Be Consistent

If you create great content, your audience will expect more of the same as part of your brand. Maintain the same style and tone throughout all your videos to help solidify your brand image. Schedule live videos frequently and regularly to help encourage more followers and inspire trust and respect from your audience.



7 Know Your Platforms

Depending on what social media platforms you use as part of your marketing strategy, you'll want to incorporate live video in some or all of them. Facebook, YouTube, and Instagram are today's consumers' three most popular platforms. All three offer live-streaming functions.

You can broadcast a live stream to your profile, personal or business pages, and group or event pages using Facebook Live, accessible through the Facebook app. YouTube Live also allows you to reach your audience in real-time and automatically uploads an archived version of your live feed to your channel once your live feed ends. Instagram has a Live Stories function that allows you to broadcast in real-time for up to one hour. When your time runs out, or your live feed ends, you must share a replay of the live video to your story to prevent it from going away.

The Bottom Line About Going Live

Don't be intimidated by live video—let yourself have as much fun with it as possible! Ensure the content you're providing is relevant, helpful to your audience, and presented in a highly engaging and entertaining way with as few background distractions as possible. Practice a few times; speak slowly and clearly, and try to have fun.



YouTube and Your Marketing!

YouTube videos are, without a doubt, an essential tool in any REALTOR®'s marketing toolbox. They're a great way to showcase your brand and personality, gain views and followers, and increase your reach. They're also excellent for engaging with and entertaining your audience.

There are other benefits to YouTube marketing as well. By shooting focused, hyperlocal videos that cover the aspects of every lifestyle whose niche you market to, you will:

- Rank higher in Google searches
- Position yourself as the expert in your market
- Avoid paying huge fees to third-party providers for lead generation

If you're about to get your feet wet using YouTube for the first time, here are some strategies and topic ideas to help you get started confidently.

1 Topics That are Always Relevant

There are at least four topics you can cover in your content as a real estate professional that will never be unimportant, and those are as follows:

Appreciation and Depreciation. Homeowners are always more empowered to make critical financial decisions when they're aware of the appreciation or depreciation of their homes and properties, so keep them updated regularly whenever that changes.

Cost-of-Living Updates. This is crucial information for potential clients thinking about moving to your area, and it's also helpful for past clients who live there already and would like to keep an eye on inflation.

Monthly Market Updates. You can discuss the most recent month's sales numbers for the specific niches you serve and the general area where you do business (this usually covers the entire local zip code area). Financial subjects. Short videos explaining mortgage interest rates or financing are always popular and helpful. You can also cover the programs currently available to help buyers in your area acquire assistance making a down payment.



2 "Top 5" Lists

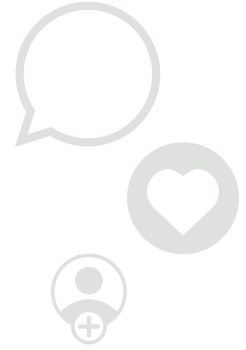
Top 5 lists have always been popular, whether online, in magazines, on radio ads, or in YouTube videos. And they're easy to come up with and customize to fit your market. So here are some "top 5" topics you can start filming right away:

- Top 5 places to eat in ____.
- Top 5 family activities in ____.
- Top 5 hiking and biking trails in ____.
- Top 5 tourist spots in ____.
- Top 5 outdoor attractions in ____.
- Top 5 outdoor dining establishments in ____.
- Top 5 local breweries in ____.
- Top 5 educational experiences in ____.
- Top 5 things you didn't know about living in ____.

3 Give a Tour

This method became popular during the pandemic to introduce relocation clients to their new neighborhoods while maintaining social distancing. Because of its convenience, it is likely to remain popular for some time. Make videos showcasing each community where you have properties listed. Highlight what makes each area different and unique, and point out nearby businesses, restaurants, or recreation centers.

You can also tour your town or city section, highlighting notable landmarks and sharing fun and interesting historical facts. The goal is to entice your audience to buy one of your listed properties, so showcase your appreciation for your hometown!



4 Use Keywords Everywhere

Keywords Everywhere is an affordable extension for Google Chrome that provides data on the number of searches for each keyword in your video and the cost on a per-click basis. The Keywords Everywhere extension is helpful in two ways: 1) it provides you with the most commonly searched keywords, which you can then use to tag your video, and 2) it translates the audio from your video into searchable terms, which can firmly boost your SEO if you use these terms to tag your video and include them in your video's description and your audio feed.

5 Film Open Houses and Walk-Throughs

There's hardly a better way to build interest and excitement about the properties you're selling than to create a video showcasing each home's best features and sharing the backstory of the properties and the surrounding neighborhoods. This topic gives you an excellent opportunity to be creative and enthusiastic and let your personality help you sell!

6 Take Advantage of Location Pins

Consider running your update videos as 30-second skippable ads on YouTube. You can then drop a pin with a mile radius at your location and the locations of some of your clients so that they and everyone around them will see your ad if they happen to be watching YouTube on their phones. It's a great way to get exposure, especially if you drop the pins where people are likely to look at their phones, like the grocery store or a child's soccer game. One of our Fathom agents uses this trick and has a 90% watch rate for his long-form, three-minute full video ad.



7 Google “[Your City] Real Estate For Sale”

If you’re scratching your head for video ideas, type this simple query into Google and look at the first page of results, where Google will generate a list of highly searched terms. For example, a search of “Asheville real estate for sale” yielded the following popular search queries:

Is Asheville real estate overpriced?

- Why is Asheville so expensive?
- Is Asheville, NC, costly to live in?
- Is Asheville, NC, a good place to live?

You can quickly address these questions with a frank, well-worded video to help convince potential clients who are on the fence about moving to your area.

8 Create Extra Content Easily

Once you film your video, feed it through Otter.ai, a transcription service that offers up to 10 hours of free transcription a month. You can then use the transcript to help generate a quick, easy blog post for extra content.



TikTok, Instagram, and Short-Form Videos

Short-form videos like TikTok and Instagram Reels have gone from an entertaining pastime to a powerful digital marketing tool. Most of this video content is consumed in 15 seconds to 3 minutes maximum. So, are you ready to share your brand on these social platforms?

Here are some TikTok and Reels tips and best practices to enhance your video.

1 Include Hashtags

No one will find your video if you don't include a hashtag. So use them! If you want to promote your unique brand and business, don't forget to add around five to ten hashtags in your posts. Check out what other real estate agents are using for ideas.

2 Lead with Value

This is a great chance to show off your real estate brand. Your videos should feel like YOU. Have fun, provide value, and your audience will keep returning for more. You are the market expert, so show it off!

Consider these content ideas:

- Weekly local market statistics
- Buyers: Getting mortgage pre-approved
- Sellers: Prepare Your Home to List
- Answer your clients' frequently asked questions
- Community Events – especially if you're attending!



3 Captions Are Your Friend

Captions help fill the void when your audience mutes the sound. Also, captions offer you a chance to get more reach and engagement on your post!

4 Promote Your Unique Brand

What makes you different? What sets you apart from other real estate agents in your area? Why do your clients choose to work with you? Even if you're a brand new agent, you still have specific strengths to offer your clients—all great elements to promote in a short-form video.

