
VISUAL MARKETING BE A STAR!

While there's no "one right way" to use videos, adapting a unique approach can help you stand out from your competitors.

BY LISA A. BEACH

With video so prevalent in our daily lives, how can you tap into its power as an engaging, visual marketing tool? As a Realtor®, you can use video to inform buyers, drive sales, increase brand awareness and deliver key messages. When buyers and sellers go to your website, read a handful of blogs and watch a dozen videos, they feel like they already know you. Videos turn cold leads into warm ones, serving as a gentle introduction for your business.

"We use our media presence to help people recognize who we are," says David Siddons of Douglas Elliman Real Estate in Coral Gables. "We created a video that highlights our core beliefs, what we stand for and how we separate ourselves from the pack."

Read on to find out how four real estate professionals market themselves with video.

VIDEO AT A GLANCE

- Provide value.
- Be consistent.
- Show who you are.
- Repurpose your content.



BRENDA CHRISTIAN: TAKE A LIGHT-HEARTED APPROACH

Realtor, eXp Realty, an agent-owned virtual brokerage



IDEA: Add a dash of humor to a retro video

CHRISTIAN'S VIDEOS:
myhistorictampa.com

SUCCESS: When a mutual creative friend needed the perfect home to feature in a short film he was producing, he turned to Brenda Christian. Wanting to bring some levity to the surreal situation of living in quarantine, he told Christian about his concept—a pandemic spoof with 1950s styling—and she was all in. The 55-second video featured a new homeowner nicknamed Quarantine Bill (outfitted in a hazmat suit) who was thriving in this “new normal” thanks to his recently purchased home. The home was an actual listing that Christian suggested—a 1950s property in South Seminole

Heights that evoked that mid-century modern look. “The film wasn’t done as a moneymaker for either of us,” Christian explains. “The intention was, we’re in a really weird place, and you can still buy a house.” The video garnered more than 5,000 views on YouTube and landed a feature article in Orlando Weekly, putting Christian and the filmmaker (Black Label Films) on the map.

TIPS:

- **Just do it!** “It can be hard watching yourself, so don’t overthink it. Take your time, edit it a little bit, but then, just post it!” Christian advises.
- **Promote videos on a variety of platforms.** Share them on industry websites (think Zillow and Trulia), your website and social media (from old standbys like

YouTube to newcomers like TikTok.)

- **Combine pro and DIY approaches.** Let your professional photographer do double duty. “Mine shoots both stills and videos and creates visual, 360-degree property tours available in the MLS,” explains Christian. But don’t overlook the DIY approach. You can record simple walk-throughs of each property using your smartphone.
- **Think beyond marketing.** Tap into the engaging appeal of video and use it for multiple purposes. Besides marketing, Christian uses videos to provide online coaching and agent training.

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KHALID BRYAN: COMBINE PODCAST AND VIDEO

Broker-Owner, *The Investment Property Gurus*, Fort Lauderdale



IDEA: Create an in-house content studio

BRYAN'S VIDEOS: youtube.com/channel/UClpz-dW8ApTIUc-OF8c452Q

SUCCESS: At 29 years old, Khalid Bryan opened his first brokerage in January 2020 and leaned heavily on video marketing. “We use no flyers, postcards or social media ads,” explains Bryan. “All we do is make videos, promote them and the calls come in. Most of my business comes from my videos.”

Bryan’s most popular video, “What It Takes to Be a Florida Real Estate Professional,” has garnered more than 8,000 views since it posted in 2019, with people drawn to his give-it-to-me-straight approach. “I made the video that I was looking for when I was starting out,” Bryan says. His content focuses on reaching investors and training real estate agents. “If I put out content and answer frequently asked questions, then it should give people more confidence in me—especially because I’m younger. It’s a way to create my own first impression.”

Recently, his videos morphed into a podcast. Realizing he needed to get microphones to improve his video’s

sound quality, he decided to go all in and design a full creator studio. “If I need to buy something expensive, I find as many uses for it as possible so it’s worth the investment,” explains Bryan. He set the equipment up in his office and his podcast, *Khalid Sold It*, was born.

TIPS:

- **Start where you are.** “My first videos were horrible,” recalls Bryan, “but you’ve got to start somewhere. And you’ll get better as you go.” Whether you learn new techniques, download helpful editing apps or splurge for upgraded equipment, you can continually improve.
- **Be real. In his videos, Bryan tells it like it is—including his struggles.** “Put yourself in front of the camera and be 100% yourself,” Bryan advises. “That’s what people are looking for. They appreciate your candor.”
- **Don’t look at the screen when recording a video—**It will throw you off.
- **Push past your fear.** “My biggest fear? No one is going to care what I have to say or think this is good enough,” Bryan reveals. “Just speak from the heart. There’s a community for everything.”

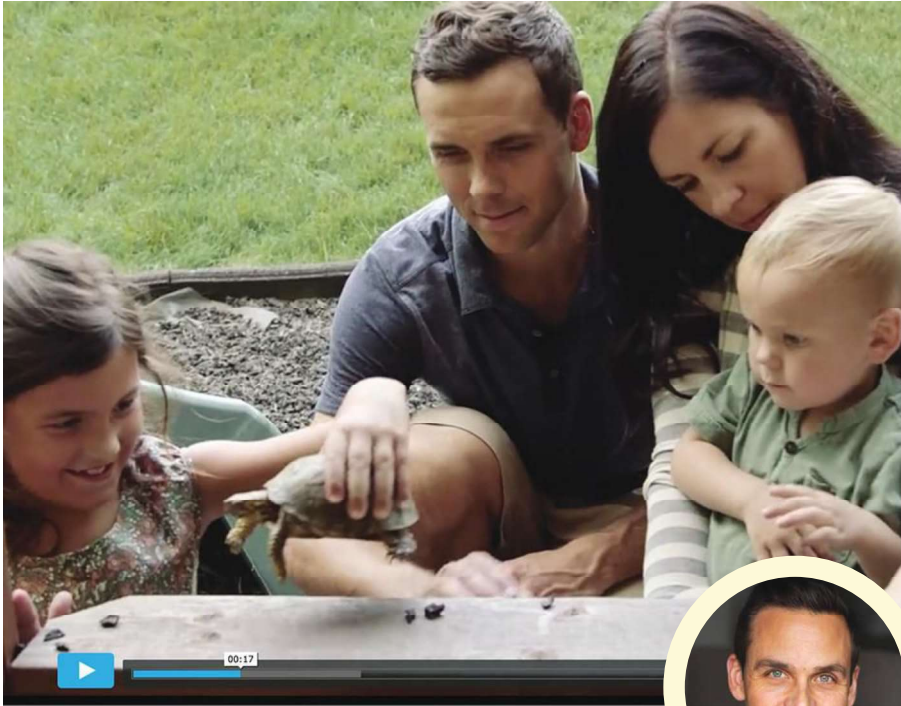
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A Dozen Video Ideas Beyond Property Listings

If you’re looking to generate leads using video, what else can you do besides show property listings? Whether you produce evergreen videos or cover timely topics, let these video ideas inspire your inner videographer to capture more than property listings.

1. How-to (maintain your property, qualify for a VA loan, decorate on a budget)
2. Community Showcase (neighborhoods, restaurants, local parks, schools)
3. Q&A (interview industry experts, community leaders, local business owners)
4. Testimonials (from satisfied customers including buyers, sellers, investors)
5. Explainers (why you’re the right Realtor, what are your niches, what are your agency’s values)
6. Behind-the-Scenes (a peek into a home inspection, staging a home)
7. Man-on-the-Street (interview local residents about their favorite taco bar, best happy hours, dog-friendly parks)
8. Personal Reviews (your picks for favorite taco bar, best happy hours, dog-friendly parks)
9. Insider Tips (best ways to prepare a home for an open house, best month to sell your home and why)
10. Open House (live stream the event or make it completely virtual)
11. Just Sold (how many days on market, number of offers received, how you marketed the property)
12. Niche Communities (seniors, condos, luxury)

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CHIP JAMES: SHOWCASE PASSION FOR COMMUNITY

Realtor, Keller Williams Community Partners, The James Group, Miamisburg, Ohio

IDEA: Shine the light on your community

JAMES' VIDEOS: <https://choosingdayton.com/about/>

SUCCESS: Chip James strives to produce one purposeful video a month to spotlight his Dayton community, showcasing the renaissance it is going through. The videos promote small businesses and highlight local resources and neighborhoods. "Video can show your emotional tie to the community and belief in it," explains James.

He further demonstrates this through his Real Impact initiative to benefit local charities. Rather than a closing gift, James donates money to a cause close to his client's heart. He created a video called "Real Estate. Real Impact." With more than 800 views, he says the video has positively impacted his own business. "People already have a feeling of who I am when they meet me."

He also produces a video series on Instagram called "Hey Chip," which is both feel-good and informative. James answers FAQs and shares past clients' stories of why they love to live in Day-

ton. "We're not making movies here, but they should tell a story," says James, who records his one- to two-minute videos on his phone. Over six weeks, James answered 50 questions in these videos.

TIPS:

- **Provide valuable information, with a real estate twist.** If you're highlighting a local coffee shop, what does this mean to the community? Explain how this business brings growth to a community or provides a walkable venue for the neighborhood. This helps establish the real estate connection and positions you as the local expert.
- **Don't worry about perfection.** "Yes, the quality is important, but don't let the fear of not having the best quality stop you from doing it," says James.
- **It might be hard to measure tangible results.** "You can't really tie a video to how many times your phone rings or which deals came from a video," he says. "But it's great for brand awareness."
- **Stay competitive.** James advises, "If you're not doing video, your competitor probably is." Don't hesitate—just start.

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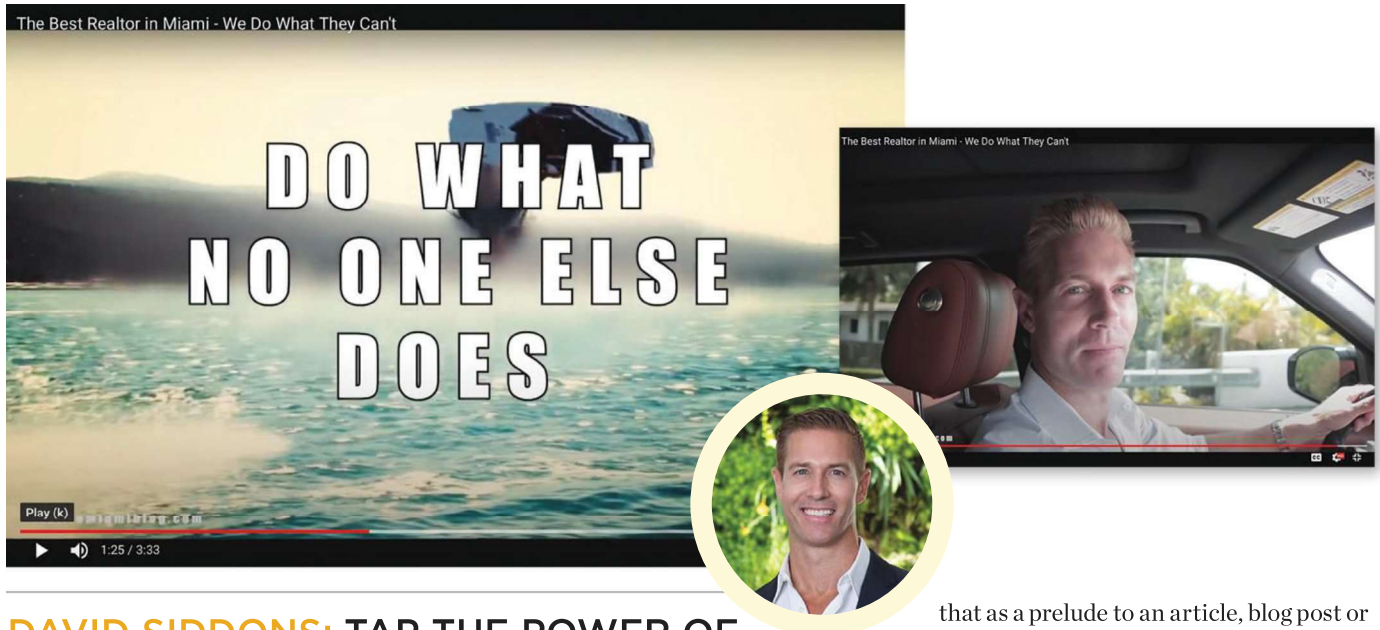
Getting Started With YouTube

If you're looking to start a YouTube channel, follow a few tips to help you master the platform basics:

1. Create an account for both Google and YouTube, then create your YouTube channel. (They're free!)
2. Create a branded cover photo for your YouTube channel. Keep it consistent with your brand's logo and color scheme you're using on other social media platforms. (Tip: Canva—also free—offers graphic design templates for YouTube banners.)
3. Complete the About section of your YouTube channel, including your contact information, the market area you serve, the brokerage you're with, links to your website and other social media channels.
4. Start creating videos. (Tip: Batch produce them—creating several at once—to make the process more efficient.)
5. Choose timeless content. Think of common questions your prospects and clients ask you. Then answer those questions in a series of videos.
6. Tap existing content. You might already have videos of client testimonials or property listings. Upload them to build your YouTube library.
7. Write great titles. For listing videos, put the address/city/state in the title. Include a detailed description with links for people to get more information.
8. Promote your videos. Put short video clips other places (like Instagram or Facebook), with a call to action to "click the link in my bio to watch the full video on YouTube." Include links to your latest YouTube videos in your email newsletter.
9. Post consistently. Whether it's once a week or twice a month, people start to expect your content.
10. Repurpose your videos. Transcribe the videos and use the text as a blog post. Use snippets of the content for LinkedIn articles.

Source: YouTube video trainings by Katie Lance, including *Getting Started*, *Getting More Views*, and *YouTube Basics for Real Estate Pros*. Check out Katie's YouTube channel at [youtube.com/channel/UCnjRRWcEQe003aYlZRI-hiw](https://www.youtube.com/channel/UCnjRRWcEQe003aYlZRI-hiw)

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DAVID SIDDONS: TAP THE POWER OF PROFESSIONAL VIDEOS

Director of Luxury Sales, Douglas Elliman Real Estate, Coral Gables

IDEA: Hire a full-time professional videographer

SIDDONS' VIDEOS: youtube.com/user/Luxlifemiami

SUCCESS: In 2012, David Siddons stood in a penthouse in Brickell, took out his iPhone, shot a video, and posted it on YouTube. One week later, he got a call from a buyer and closed the deal soon after. “Clients then started coming to me,” says Siddons, who quickly recognized the value of video. “I moved from being no one in the office to the top producer in two years,” he says, with video being a big part in his success. Siddons started creating regular content, including listing videos, explainers and market reports. Along the way, he hired a full-time videographer, who helped him produce a whopping 470 videos. They live on a variety of platforms, including Siddons’ website, YouTube, Instagram and Facebook. “Our production has increased substantially over the years,” says Siddons, noting they’ve also increased their website traffic and conversion.

Siddons likens the process to a news program. “We come up with a story idea, like any news channel,” he explains. “When we produce our report videos, there’s a ticker tape running on the bottom of the screen, showing numbers

for last quarter.” To ensure viewers are more holistically educated, Siddons often includes interviews with other agents and experts such as immigration specialists and attorneys. He says, “We embrace the experts in other areas, including other brokerage houses.”

TIPS:

- **You don’t need to produce overly slick videos.** “Just get them out there and be honest and sincere, giving your opinion and observations,” Siddons says, noting that vulnerability makes you relatable.
- **Repurpose your content.** You can capture people’s interest with a video, but use

that as a prelude to an article, blog post or report. “Let one feed into the other,” he advises.

- **Understand what buyers and sellers want.** First, they need to see the “products” you have, whether that’s homes, condos, etc. Second, they want to understand the market—what are the numbers, the best neighborhood to live in, the community comparisons, etc. “Your videos should add value every time, helping people make decisions,” advises Siddons.

Ready to get started using video—or ramp up your existing video marketing efforts? Grab your smartphone, think of what your buyers and sellers want to know, and start answering their questions through video. #

Lisa A. Beach is an Orlando-based freelance writer.

How to Properly Tag a YouTube Video

If you want people to find your YouTube video, proper tagging helps it rank higher in YouTube search results. **Here’s how:**

- Include your brand-specific tags, with your own name and your brand name.
- Use YouTube Autosuggest to help you rank for your keyword and related keywords.
- Get help from YouTube Tag Generator (such as Rapidtags.io) to help you quickly generate SEO-effective tags for your videos.
- Identify your most important core terms and build on those rather than amassing hundreds of tags.

Source: Adapted from “The Ultimate Guide to Proper YouTube Video Tagging,” Internet Marketing Ninjas