

# A Quick Guide to Getting Started With Real Estate Video Marketing

*This is an extra resource to go along with the original article:*

[How to Use Video to Sell More Real Estate](#)

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- Choose a goal - What should the viewer do immediately after watching your video?
- Create a schedule - How many videos will you create within a 3- or 6-month period?
- Set a budget - How much can you afford to spend on video marketing for the month or year?
- Research videographers - Choose a videographer that matches up with your budget and aesthetic preferences.
- Find the right equipment - If you decide to DIY your video marketing, choose the following hardware/ software:
  - Camera (your smartphone will do in a pinch)
  - Drone (for aerial shots or outdoor photography, not always necessary)
  - Video editing software ([iMovie](#), [Magisto](#), etc.)
- Write an outline or a script
  - Choose an outline if you're speaking directly to the camera
  - Choose a script if you'll narrate
- Record several videos in a row
- Edit several videos in a row
  - Add text to your video

- Edit down the video for brevity
- Include b-roll for a more engaging video
- [Create a YouTube channel](#)
- Fill out your descriptions
  - Introduce yourself in your “About” section
  - Link to your social media platforms
  - Create a cover image
  - Link to your website
- Upload your videos onto YouTube
- Choose a keyword-rich title for SEO
- Create a keyword-rich description for your videos
- Include a transcript with your videos to optimize for search
- Include a call to action at the end of your videos (i.e. like, comment, share, visit the listing page, *etc.*)
- Create a playlist of related real estate videos (i.e. a series of house tours, a tour of the neighborhood, *etc.*)