

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](#)

- ☐ 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.*)