

*market leader*<sup>®</sup>

# Video Makes A Real Estate Star

Brandy Savage

*market leader*<sup>®</sup>

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**Brandy Savage**

*Will this be recorded?*

*Ask Questions in the chat*

# This Week's Homework

- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



**Let's get into this content!**



## Why should I integrate video?

- Let's start with some data:
  - **94%** of marketers (across all industries) state video content has helped increase user understanding of a product/service

## More Reason to Jump on the Video Bandwagon

- Video build trust with your audience
- Google LOVES Videos (Fun Fact: You are 53x more likely to show up on the top of Google search results if you have video embedded on your website)
  - Also Google owns YouTube, so if you have a YT channel, google will prioritize that
- Mobile Users are into Video as well
- Videos engage even the laziest buyers
- Videos can explain everything!



# What do I need?



Your phone (You already have this!)



Video editing tool (optional, but fabulous)

Fun fact, if you have a macbook, iMovie is included for free!  
Platforms like IG and TikTok have templates and editing right in the app for short videos.

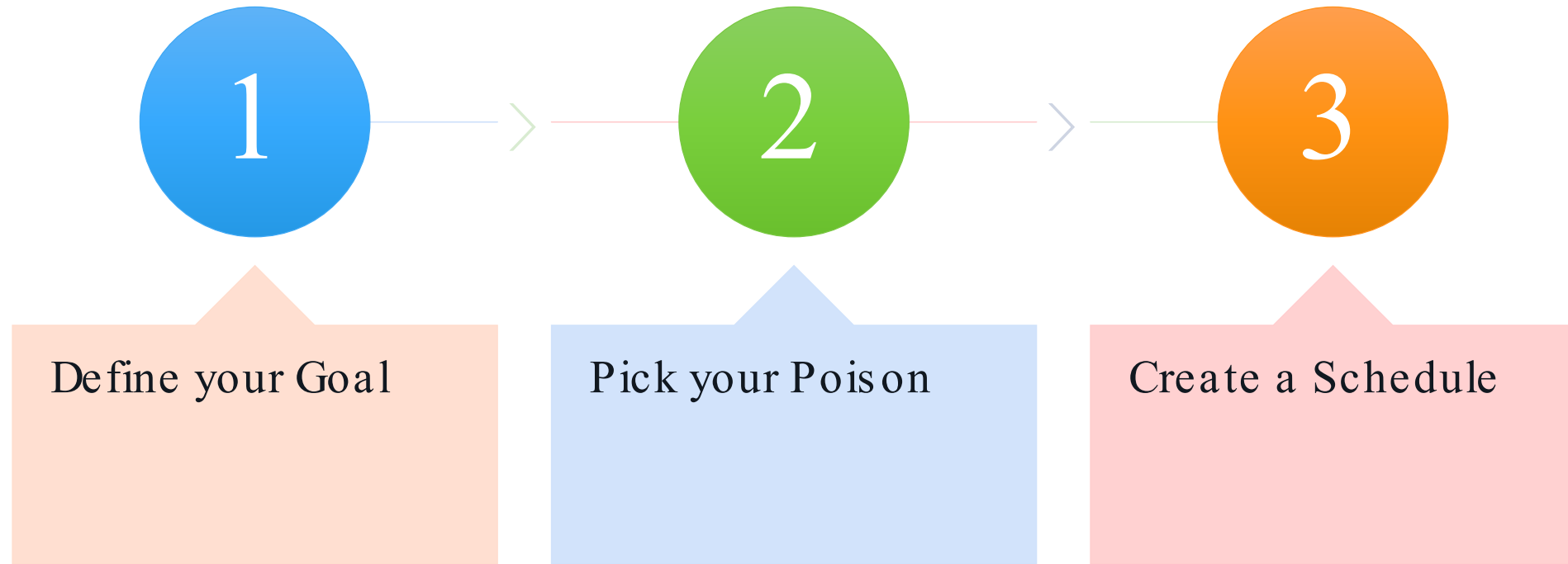


Experience/Expertise



Insatiable drive to be the best agent in your area! 😊

# How Do I Make This Stick?



# Define your Goal

What ACTION are you trying to encourage?



INFORMATIVE/FOLLOW



SHARING YOUR  
CONTENT



GET THEM TO YOUR  
WEBSITE



CREATE AN  
ACCOUNT/SIGN UP



SCHEDULE  
CALL/ ANSWER THE  
PHONE



ETC.

# Pick your (Platform) Poison

YouTube

Tik Tok

Instagram

Facebook

Emails

Website



# What's Your Schedule Look Like?



This IS NOT your full time job, and shouldn't consume your life



Create a consistent, doable creation and posting schedule that works for YOU!

Batch create  
1-3 times a week



Set aside time to draft your content, film, and edit if necessary

# Video Content Ideas

Agent Introduction

Property Tours

Neighborhood  
Tours

Housing/Mortgage  
Updates

FAQs

Tips/ Tricks,  
Insider Info

Memes/Funny  
Personality videos

Recordings of  
virtual events

Testimonials

BTS/Behind the  
Scenes



## But don't forget...

- Your content should tell a story that makes sense to your audience
- Be yourself, Show your personality!
- Don't try to cover too much in one video
- Don't forget the **CALL TO ACTION!!!**
  - Provide clear directives and make sure you include any link you want them to click.

**"VIDEO IS LIKE PIZZA -  
WHEN IT'S BAD,  
IT'S STILL PRETTY GOOD"**





# Key Takeaways

Put these in action today!

It's never too late  
to start  
introducing video

Don't overwhelm  
yourself! Start  
small and easy

The possibilities  
are almost  
endless with what  
you can create

# Thank You!

## This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week 3 Homework** post!

2 members will be selected at random to get a \$100 Amazon Gift Card!