Using Online Video to Drive Leads

With such a wide variety of social media tools available, it can be hard to determine which one(s) real estate professionals should focus on to build their business. It’s likely that you are already utilizing free tools such as Facebook, Twitter, and Craigslist, but have you ever thought about how online video & YouTube could be a great tool in your arsenal?

Now is your chance to broaden your online brand even more and captivate both interested home sellers as well as potential homebuyers.

Video Ideas

Capturing video has never been easier with the technology now available. While a professional video camera is a great tool to have to capture visitors, it’s not necessarily required! Many smartphones have great video recording options. There are also high quality, low price video recorders (such as the Flip Video Camera). Once you have your tool decided, here are a few different types of videos that you could include in your YouTube video library:

Property for Sale – While pictures are a great way to show off a property, video adds an extra element and is a great complement to your marketing efforts. Highlight the property’s best features on video to captivate potential buyers. Keeping these videos up-to-date (marking it as sold when that time comes) is also a great way to show potential home sellers your portfolio.

Informational How-To – Helpful information is a great way to build your credibility with potential clients. Create short videos to answer common questions that you receive. You can easily use your computer webcam or laptop built-in camera to capture this kind of video.

Pre-listing Presentation – Give yourself a way to stand out and create a quick introduction video about yourself. This gives potential clients a way to see who you are and feel a connection prior to meeting in person.

Portfolio – Show off your work! A slideshow portfolio is a great way to engage potential clients by showing off houses that you’re currently listing or have listed in the past, and to include different types of strategies that you and your team use to sell homes quicker.

For further assistance, contact our support team: (888) 832-3920 or support@realestate.com.
Setting up a YouTube Account

Creating a YouTube account and setting up video playlists is quick and easy. Follow these short steps to get up and running in no time!

1. Navigate to www.youtube.com and click “Sign In” in the upper right hand corner. If you already have a Gmail account, adding YouTube to that account is as easy as signing in. If not, create a new account.

2. After you’re logged in, start uploading your videos by clicking “Upload” at the top of the screen. Here you will have the option to upload multiple videos directly from your computer or use your webcam to record a new video.

3. Name your videos and give proper descriptions so that your videos appear in search results when potential clients or homebuyers are doing home searches using search engines.

Grow your online presence even more with this great free tool and get an extra edge up on your competition with this untapped strategy. For inspiration, visit the RealEstate.com channel on YouTube (http://www.youtube.com/realestate) to see how RealEstate.com is utilizing YouTube to drive consumer traffic.

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