



# AgentHUB

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## [Getting Started with Video]

### *A Checklist for Real Estate Agents*

Video content is one of the most powerful and popular forms of marketing in today's digital world. According to a recent report by Cisco, video will account for 82% of all internet traffic by 2023. Social media platforms such as YouTube, Instagram, Facebook and TikTok are giving more priority and exposure to video content, especially short and vertical videos that are optimized for mobile devices. Video content is also highly consumed and preferred by audiences, as it can convey more information, emotion and personality than text or images.

***Now that you understand the power of video, if you want to boost your sales and engagement with video marketing as a real estate agent, here are the steps you need to take to get started!:***

- Define your goals and audience: Determine what you want to achieve with video marketing and identify your target audience, their pain points, and preferences. What is your niche as it relates to your real estate specialty or expertise?

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- Choose your video platform and format: Select the appropriate platforms and formats for your goals and audience, such as YouTube for long-form videos but don't forget to include the highly consumed vertical and short, content like Youtube Shorts, Facebook Reels & Instagram Reels.

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- Plan your video content and strategy: Outline the content you want to create and your distribution plan, considering factors like video purpose, main message, and optimization for SEO and social media algorithms.

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- Prepare your equipment and setup: Use your smartphone or camera, tripod, microphone, ring light or natural light source, and a clean, clutter-free background.

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- Record and edit your videos: Be confident, authentic, and engaging when recording your videos. Afterward, edit your videos using tools like Capcut to make them polished and professional.

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- Publish and promote your videos: Write titles that hook your audience and descriptions with keywords and hashtags, create attention-grabbing thumbnails, and share your videos across your website, blog, email list, and social media accounts. Encourage engagement from your audience.

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- Consistency is KEY! So make sure to schedule this on your calendar like any other critical lead generation time because over time, you will just get better and better.

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- Measure and improve your results: Track key performance indicators (KPIs) and gather audience feedback to refine your video marketing efforts over time. Utilize analytics tools like YouTube Studio or Facebook Creator Studio for insights.

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Congratulations! You have completed the checklist for getting started with video marketing as a real estate agent! Now you can create amazing videos that will help you grow your business and brand. You WILL have questions so don't hesitate to reach out!

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