



REAL  
ESTATE  
VIDEO  
MARKETING  
PLAYBOOK

*Vitabella* **RED** 

REAL ESTATE DIGITAL MARKETING



# Hi there!

The fastest way to establish trust and rapport with someone is to meet them.

They see you, look you in the eye, and listen to your voice. Ideally, we would consistently have in-person encounters; however, it's impossible to meet everyone face to face.

That's where leveraging technology steps in.

You know you cannot build your business and deliver value on a large scale unless you use leverage and video is the perfect leverage for building relationships online.

In this playbook You'll learn how to add video to your real estate business.

If you're not using video, or are unsure if you're doing it right, you're in the right place.

Most of the agents our team works with started right where you are. They were hesitant. Now, some are so comfortable it's as if they have unleashed a secret power! So be encouraged because you can do video too and you may even grow to love it!

My goal is to provide a foundation with actionable items without overwhelming you. I encourage you to go through this Playbook, implement something right away (even just 1 video per month) and then build from there.

Here is to You...Becoming Unforgettable,

## Dawn Damico

Vitabella RED

Real Estate Digital and Media

Helping Real Estate Agents

Be Unforgettable!

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# Contents

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- 1 FAST TRACK: BECOME THE “GO-TO” IN A SEA OF “ME-TOO’S”**  
Understand why you should use video in all parts of your real estate business
- 2 FOUNDATION: A SUCCESSFUL DATABASE**  
Tips for transforming your database from a "hot mess" to the business building tool it's meant to be
- 3 FOCUS: LEAD THE MASSES WITH INTENTIONAL CONTENT**  
Build a library of intentional content that answers your ideal clients burning questions
- 4 IMPLEMENT: WEAVE VIDEO INTO YOUR MARKETING DNA**  
Video is not just for lead generation...learn how to add it to every stage of your customers journey
- 5 NAVIGATE: GUIDE YOUR CUSTOMER JOURNEY**  
Lead them to the closing table and beyond with video
- 6 POWER RESOURCES: MUST-HAVE REAL ESTATE VIDEOS**  
A collection of video topics and worksheets to help you get started
- 7 WHAT'S NEXT?**

# Fast Track: Become the “Go-To” in a Sea of “Me-Too’s”

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The field of real estate is getting pretty crowded. According to NAR (National Association of Realtors), there were almost 1.4 million agents in June 2020 selling an average of 12 homes a year. And that's only licensed real estate professionals who are Realtor® members.

Today's real estate agents also compete with technology and companies that streamline the home buying process (such as the Zillow iBuyer program). Everything a buyer or seller needs to know about real estate can be found online and in a world of DIY, people believe they know everything needed to buy, sell or invest in real estate. This means you must demonstrate value to win clients. You must show them what's in it for them, and you must convince them why they should hire you.

This doesn't mean we should be scared of technology. In fact, in order to deliver stellar client experiences and have the capacity to sell more than 12 homes a year, leveraging technology is a must.

Technology is helping agents be more efficient; it's also challenging the traditional commission structure.

Those 12 homes (on average) sold per year fetch a median gross income of \$49,700, a decent gross commission for most. However, as the industry shifts, an agent must cement relationships to stay relevant and top of mind with their ideal clients.

You need a solution to counter industry trends and continue to show value to prospects and clients.

## KEY POINT

Now more than ever you must demonstrate your value, stay in front of your ideal client, and become memorable long after the ink has dried on your most recent contract. There are many ways to accomplish this including paid ads and client appreciation events. This Playbook focuses on video.

# SO, WHAT'S THE ANSWER?

Because you are reading this Real Estate Video Marketing Playbook, my guess is you want to reach more people and make a bigger impact with your business. You understand the value of leveraging technology and using marketing strategies to keep costs in check while you build your business. Your goal is to be more than average.

YOU WANT TO BE  
UNFORGETTABLE!



# What does Video have to do with this?

There are many ways to stay top of mind including paid ads and client appreciation events. We will focus on video and how you can weave video into every part of marketing

- ✓ Video is the fastest way to lower resistance. Your ideal client sees and hears you, building familiarity;
- ✓ Video humanizes the home buying and selling process. You become the “Go-To” person in your niche or neighborhood;
- ✓ Video is a format people are used to. YouTube alone reports almost 250 million hours of video watched per day. That watch time doesn't include platforms like Vimeo, Facebook, Instagram, LinkedIn and Google Business;
- ✓ Video is an excellent way to create an ongoing library of content that can be used and repurposed. This means efficiency and cost savings for your business;
- ✓ Video can (and should) be interwoven into every part of your marketing.



WHERE ARE YOU USING VIDEO RIGHT NOW?

# Foundation: Understand and Work your Database

Before we jump down the video rabbit hole, let's talk about your Database.

If you're like most agents, it's a hot mess (at least in the beginning)!

I don't intend this to be a criticism; just a reality check. This is harmful because

1) It gives a false sense of your business and

2) It can waste your time

GOOD NEWS! It can be fixed.



## YOUR DATABASE MAY BE A HOT MESS IF:

Your contacts "live" on more than one platform: CRM's, email, phone, social media platforms, lead form lists, various spreadsheets, physical business cards, scribbles on random pieces of paper, sign-in sheets, and what's living in your brain.

You have contacts in your database with names like "Mickey Mouse" and email addresses like "tmi@email.com"

Your "Contact" has only 1-2 data points like name, email, or phone number. You may or may not know who they are or where they came from;

There is no timeline with notes or other activity for the lead;

You don't have a good system for documenting the source of the lead to track your marketing activities. This results in time and money channeled toward the wrong activities because you are not clear about what's working;

You don't have a system for categorizing your leads with tags. You are unable to do a good job delivering information they care about most, making calls and sending text messages, and/or you miss marketing opportunities because you cannot see patterns.

# Sorting it Out and Making it Count

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If one or more of these sound familiar, the first thing you want to do is get it sorted out.

This is not a “one and done” activity because maintaining and building a powerful database (databank) requires ongoing deposits and withdrawals (get rid of Mickey Mouse!)

Find out who is in your database.

The agents we work with who get the most engagement and open rates for everything we produce are those with the most complete contact information. More data tends to correlate to a higher relationship level with their prospects and clients. This includes key data points such as:

- Name
- Email
- Telephone Number
- Spouse/Partner information
- Home Address
- Birthday
- Notes (which indicate you have made some sort of successful contact with the lead)
- They are on at least one email or text campaign
- Home Anniversary date (when they are a client or orphan buyer/seller)
- Tags
- Lead Source documented

## KEY POINT

Data points matter because more data indicates a “real” relationship with a “real” person who may hire or refer you at some point in the future. Purposeful Lead Gen time helps...get to know your people (and document it). Get rid of Mickey Mouse unless it's the real Mickey Mouse...it would be pretty cool to have him come to one of your Client Appreciation Events!

# How to Sort Your Database Without Sucking All Your Time

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When our team works with a new client, the first thing we do is get all their contacts into one place.

You can sync data between platforms with tools like Piesync or Zappier or go “old school” and merge everything onto an excel spreadsheet that is scrubbed then uploaded to your CRM of choice.

Is one better than the other?

It’s really a preference. I’ve found that the challenge with using syncing tools is some platforms don’t freely share all the data fields.

Another challenge, which is the bigger challenge, is that by blindly syncing various databases, you can easily end up with a lot of bad information that continues to clutter your focus.

It may take time to get all your data into a spreadsheet; however, once done you can sort by various data points, eliminate duplicates, and bulk add, change, or remove data such as tags, sources, and notes. Getting an overview of your database using a uniform format helps you to spot anomalies.

## KEY POINT

Strive to have the most accurate information in your database. Remember the phrase “garbage in, garbage out” and you’ll understand the value of your database ultimately boils down to the quality of the data. If you have 5000 people in your database but only 1000 are “real” then you can falsely believe you have a robust business.

## NOTES

# Make your Tags Work for You



Most likely you have added tags throughout your career. Maybe what you tagged before no longer applies or makes sense. Now is a great time to update for better marketing!

Most CRM's allow you to filter contacts by tags. For example, you can pull out everyone with a tag of "Open House-CITY" so when you see a house coming on the market for that area, you can notify those contacts. Got a list of VIPs? Tag them and it's easier to send special gifts and invites throughout the year.

We prepare a list of all existing tags on a spreadsheet for our clients. Then we add columns for Actions to take with that tag (Add/Delete/Rename) and Notes. What does the tag mean? What are your marketing opportunities?

- What would you like to keep?
- What would you like to delete?
- What can you add?
- What should be changed or renamed?

Remember, working your database is an ongoing activity. This first scrub of your spreadsheet should take roughly 15-30 minutes per 500-1000 names.

At this point, delete contacts who shouldn't be in your database, add notes and tags for contacts you quickly recognize, and get an awareness of your database. The detailed notes for each contact can be done later.

Before importing the database to our client's accounts, I bulk-add a couple of tags which help to systematically update your database. These tags are:

- "Validate"
  - The agent removes the tag once the contact is reviewed.
- "Past Client-Year"
  - Used for past clients when closing date is known
- "CLOSED-Month"
  - Used for past clients when closing date is known

## KEY POINT

There is no one right answer for tagging. What works best and makes sense for you? The only advice I give about tags is to think about how you can use them to help deliver the right marketing message.

# Gather your People

Where are your current contacts?

- Current CRM(s)
- Phone
- Social Media Platforms:  
Facebook, LinkedIn
- Email
- Spreadsheet(s)
- Lists / Sign-up Sheets
- Business Cards
- Notes on Scrap Papers
- People you haven't thought of  
adding before, such as vendors,  
professionals and community  
businesses you use
- Where Else?



## ACTION ITEM

Make a list of all the places you currently have information for your contacts

# Focus: Lead with Intentional Content

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Who is your client? Is your answer: “Anyone who wants to buy, sell, or invest in real estate!”

You’re right...sort of. I challenge you to dig deeper and explore what kind of buyer, what kind of seller, and what kind of investor are your ideal clients?

Again, you may say “all of them!”

I applaud your enthusiasm and bountiful budget. You will need both to serve all clients well.

The common thread for building a successful business is focusing on a niche. This is also true for creating successful content.

Focus allows you to gain expert status in one area. It also focuses your marketing efforts (and dollars), makes an impact, and avoids a confusing or watered down message.

Example: You serve “all” people who invest in real estate. However, first time investors have different needs/questions than a seasoned investors; buy and holds have different needs than a flippers; commercial real estate investors have different needs than residential investors.

They are all investors but have different questions. That means different content for each question directed at a certain type of investor.

When you try to create content and ads for every sub-group at the same time, your impact will suffer because something is going to give out: time, money, or value.

Focusing on one client type (at a time) allows you to concentrate your resources, deliver better answers, and make a greater impact. You won’t miss out on other business and in fact, are more likely to attract people from other categories because you are seen as an expert. They think that because you know so much about "that", then you may also know something about "this".

Focus opens the door to Opportunity.

## ACTION ITEMS

- List 4 Main Groups you Serve (or would like to serve)
- List 3 "sub-groups" within each of these Main Groups

# What does Intentional Content Look Like?

The best way to build your content library is to brainstorm the questions your ideal client has. Start with what you know. Ask your sales people what questions they get. Look at your own Buyer and Seller Presentations. What questions and objections do you address?

Then, do some research. List keywords and search phrases people are typing into Google and YouTube (did you know YouTube is a search engine?) and make a running list.

You can use the free Google Keyword Planning tool to get more information. There are paid options too; however, start with free. You will get plenty of valuable information to start with. You can always go back and refine later.

Go through your brainstorming list and create your “shot list” of topics to create first. You might be thinking “Which one is the best to start with?”

You can really geek out on SEO and the “sweet spot” for ranking. There are basic SEO steps you can and should do for your videos (which I’ll share); however, we will avoid going down the rabbit hole.

Most agents just need to get in front of the camera and hit Record! Start building rapport and expert status through your content. Worry less about “getting it right” and opt for “getting it done!”

Like this guy...

## THE POWER OF GETTING IT DONE

A small business owner made a commitment to create one video a day for a year. Every day at a certain time he went to his basement and shot a video. His “Why” was having the ability to spend more time with his young son because he wanted to be a great dad; his reward was a 3X increase in sales and the ability to get closer to his Why. And that was just the first year.

# Searching for Video Topics

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Let's explore First-time Home Buyers

Type that phrase into your Google search engine and what do you see?

Suggestions will show up below the search bar and at the bottom of the page. What you see on your screen is different than what I see and will be different from what your potential client will see.

That's where Search gets a little tricky...it's about algorithms and tracking the behavior of that website user. This makes ranking a moving target.

## KEY POINT

The over-arching goal with video and your content marketing strategy is to leverage the search engines and social platforms with the goal of getting your ideal client off of their platforms and into your world (your database) as quickly as possible. Consistency is the Key; Ranking and Results will follow.



first time home buyer

first time home buyer

first time home buyer **florida**

first time home buyer **loan**

first time home buyer **grants**

first time home buyer **programs**

first time home buyer **class florida**

first time home buyer pinellas county  
Pinellas County Housing Finance Authority · 26750 US Hwy 19 N #110, Clearwater, FL

first time home buyer **hillsborough county**

first time home buyer **assistance florida**

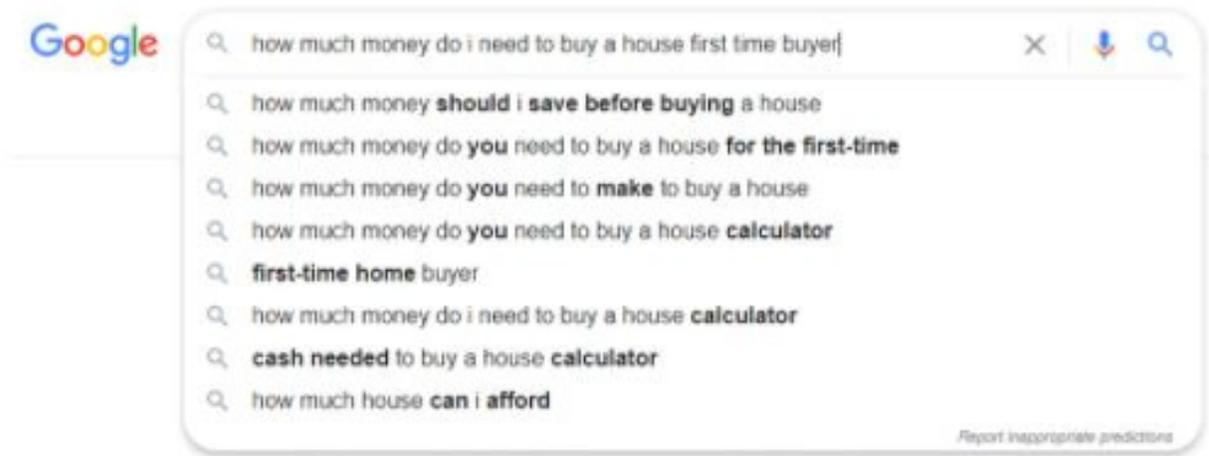
first time home buyer **florida bad credit**

[Report inappropriate predictions](#)

# Searching for Video Topics (cont.)

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Here is what I see for the phrase “how much money do I need to buy a house first time home buyer,” Type this into your computer to see the difference.



People no longer type in just one word when they search for something online. They search full questions, add in locations, and other specifics to get results that interest them. These phrases open up a goldmine of topics.

Set your timer (to avoid analysis paralysis), do some research, and then get a list of topics to choose from. Your first time homebuyer list may look like this:

- How do I buy a house in [Your City, Your State, Your County, Your Neighborhood]
- How much cash do I need to buy my first house
- Where can I get a down payment for my first house
- Can I buy a house if I have bad credit
- Can I buy a house with no money
- How much should I save to buy my first house
- Should I buy my first house in [City, State, Neighborhood]
- What are the benefits for buying my first house
- Home buying for beginners
- Buying your first house in [City, State, County, Neighborhood]

# Your Turn

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List your main category of ideal customers/clients and then list 3-5 sub-groups / messages for each Category. Categories can be built by Transaction Type, Property Type, Demographics, Interests, Life Cycle (new vs. seasoned), Desired Outcome, and more. I've started a few for you...



## **LOCATION / FARM AREA**

### **BUYERS**

First-time homebuyers  
Interested in XYZ city  
Recent college grads  
Poor/No credit  
Growing/Shrinking family

## **WORKS AT XYZ COMPANY**

### **SELLERS**

**OTHER:** \_\_\_\_\_

### **INVESTORS**

# Boost Results with a Call to Action

Tell them what they should do next and how to do it

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## WHAT'S YOUR CALL TO ACTION?

- Click the Link
- Sign up
- Contact me (call / email / text)
- Search for homes on our website
- Download the App
- Download our Guide (1st Time Homebuyer, Relocation, etc.)
- Join the Training
- Learn More
- Like this Page / Post
- Leave a Review
- What Else?



## KEY POINT:

Every piece of content you create, whether it's video, graphic, pictures, or text has a purpose.

Ultimately, the purpose is to get them to do business with you.

However, you can't go from "Hi" to "Let's get married" in the first meeting (most of the time). We'll talk more about guiding your prospects on a journey a little later. For now, just be aware of adding a call to action to your content.

Every action prospects take after consuming your content gets them deeper into your sales funnel and deeper into a relationship with you.

This call to action should be relevant to the content you are publishing.

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Now, let's talk about your Video DNA and a plan to build your content library.

# IMPLEMENT: WEAVE VIDEO INTO YOUR MARKETING DNA

I tell my real estate clients that if they are wondering if they should make a video about something they are doing...the answer is always “Yes!”

For example:

I was driving to an appointment thinking about the questions first time homebuyers ask me, should I pull over or safely make a video about that while I’m driving? Yes!

I was having lunch at my favorite spot downtown...should I make a video about that? Yes!

I’m having an open house this weekend...should I go live on Facebook and record that? Yes!

I just hung up the phone where I had a great conversation with a seller about why it’s important to have your house staged...should I pull out my phone and record a quick video recapping what I told them? Yes!

I’m walking my dog in the park and appreciating how dog-friendly our neighborhood is, should I make a video about that? Yes!

I’m putting together an Offer, should I make a video from my desk about how to make a successful offer in a competitive market? Yes!

You see where I’m going? (say yes!) Any topic that would be valuable, interesting or entertaining to your people is video-worthy.



**SAY YES!**

# Overcome the Buts

The idea of creating video can be daunting, especially for women because of the whole hair and makeup thing (guys, you have no idea how lucky you are!)

ADD YOUR FAVORITE  
GO-TO EXCUSE HERE (8)

(1) I DON'T HAVE THE  
BEST CAMERA

WHAT IF I SUCK? (7)

(2) WHAT WILL PEOPLE  
THINK?

I DON'T KNOW  
WHAT TO SAY (6)

(3) I DON'T HAVE TIME

I CAN'T CREATE  
HOLLYWOOD-STYLE VIDEOS (5)

(4) I DON'T LIKE HOW I  
LOOK/SOUND ON CAMERA



**For every excuse and fear you have,  
there is a counter-opportunity:**

1- You can use your phone's camera.

2- I don't know....and neither do you, right? The right people will appreciate your information.

3- You can time block and batch your videos...get ready once and film 3-5 videos at a time.

4- We tend to be our own worst critics...unless people in real life routinely run in the other direction when you approach them...you'll be fine.

5- 30-60 second videos are great and you can hire out the editing. People love authentic videos.

6- Work from your shot list for ideas and start with what you know.

7- What if you don't?

8- How is that helping you reach your goals?

# Getting Started

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My experience with agents is:

- They know they should be creating video
- The first one is always the hardest
- Once they start they enjoy it AND their clients are their biggest fans

Still not convinced? Pick one subject to talk about, block 30 minutes of time, set up your camera and/or phone, and press record. When the 30 minutes is up, if you still hate every single video you created...delete them!

I did my very first video because a friend asked me to record a testimonial for him (yes...testimonials can be created using video!). I didn't have a video recorder or a phone with good video so I went out and bought a \$100 Flip camera. I stood in the shadows (on purpose) and recorded the video (the plastic film was still over the lens). It wasn't perfect, but it was done and nothing bad happened after I sent it to my friend.

## WHAT MAKES A GREAT VIDEO?

- Good audio (they can hear you)
- The lighting is good (you can get away with so-so lighting; you don't have as much wiggle room with audio)
- Natural, outdoor lighting works best; if you're indoors face a window so you get natural lighting to your face (for talking-head style videos)

- The subject is something people care about (be clear, concise and brief). They will watch longer videos if it's relevant to them and shorter videos from 1-3 minutes can get a lot of traction.
- Be enthusiastic and genuine...the word "authentic" is over-used; however, when people see you and hear you and believe that you care and are knowledgeable...they are more likely to take action.

# The 10,000 Foot View



Spend time during your annual business planning session to consider what type of buyer or seller you want to attract or the niche / location where you want to gain market share. This will guide what type of video content you create, your events, your marketing, and your lead generation.

Remember, your market helps determine your content. If you're in a seller's market and more listings are needed, your content should support that. If heading into a buyers market, what content will they be interested in? Plan your topics accordingly. What's on the horizon in your area?

What does planning accomplish? Focus.

Put it on the calendar and decide which target to focus on each month or every quarter. This helps you create videos because it's already planned. I like to have my content created 3 months in advance (much like magazines do) so you have flexibility to take advantage of unanticipated opportunities. The examples presented in the following pages and the suggested options are "best case" scenarios; however, doing some video is better than doing none. Just get started! Your content will build upon everything else you're doing. Ultimately, you'll have a good collection of valuable information that your ideal clients appreciate.

## NOTES

# Your Content Library...One Video at a Time

YOU WILL NEVER GET ALL THE VIDEO YOU NEED IN A DAY...SO BUILD IT IN BITE-SIZED STEPS.

Once your raw videos are created you can hire someone to edit them (Fiverr is one easy and budget-friendly option). You can also do some light editing on your own if you have the time, and prep them for publishing and syndication.

Tip: As early as possible, find a video editor so you can fully concentrate on your area of expertise while they play in theirs!

Each video is anchor content from which other pieces of content can be created:

- Graphics
- Pictures
- Blogposts
- Newsletters
- Email Campaigns
- And more!

Bonus Tip: Create a Lead Magnet to use as an opt-in for your video series.

In the next few pages, I'll show you planning options. Depending on your time and team, you may choose one or a hybrid...there is no wrong answer. Just get started and adjust!



## Building Content: Option #1

First - Decide which target group to focus on first (for example, First time homebuyers)

Next - Create a list of 4-12 topics to cover (creates 1-3 months of content)

Last - Plan a video day where you “batch” the recording of at least 3-4 of those topics

# Example: First Time Homebuyers

This can be 4 topics /month OR spread the topic over 3 months.  
Essentially, you concentrate on 1 group/month or 1 group/quarter



## TOPIC #1

Should you buy a house? Renting vs. owning



## TOPIC #2

What are the down payment options as a First Time Homebuyer?



## TOPIC #3

7 Pitfalls First Time Homebuyers make...and how to avoid them



## TOPIC #4

5 Best neighborhoods in LOCATION for First Time Home Buyers



## LEAD MAGNET

The Must-Have Guide for First Time Homebuyers in [Location]

## SAME CONTENT... DIFFERENT FORMATS

Social Media Graphics

LinkedIn Article/Post

Shorter video clips

Blog Articles

Newsletter

Email campaign

Presentation

Quotes / Tips

Interviews

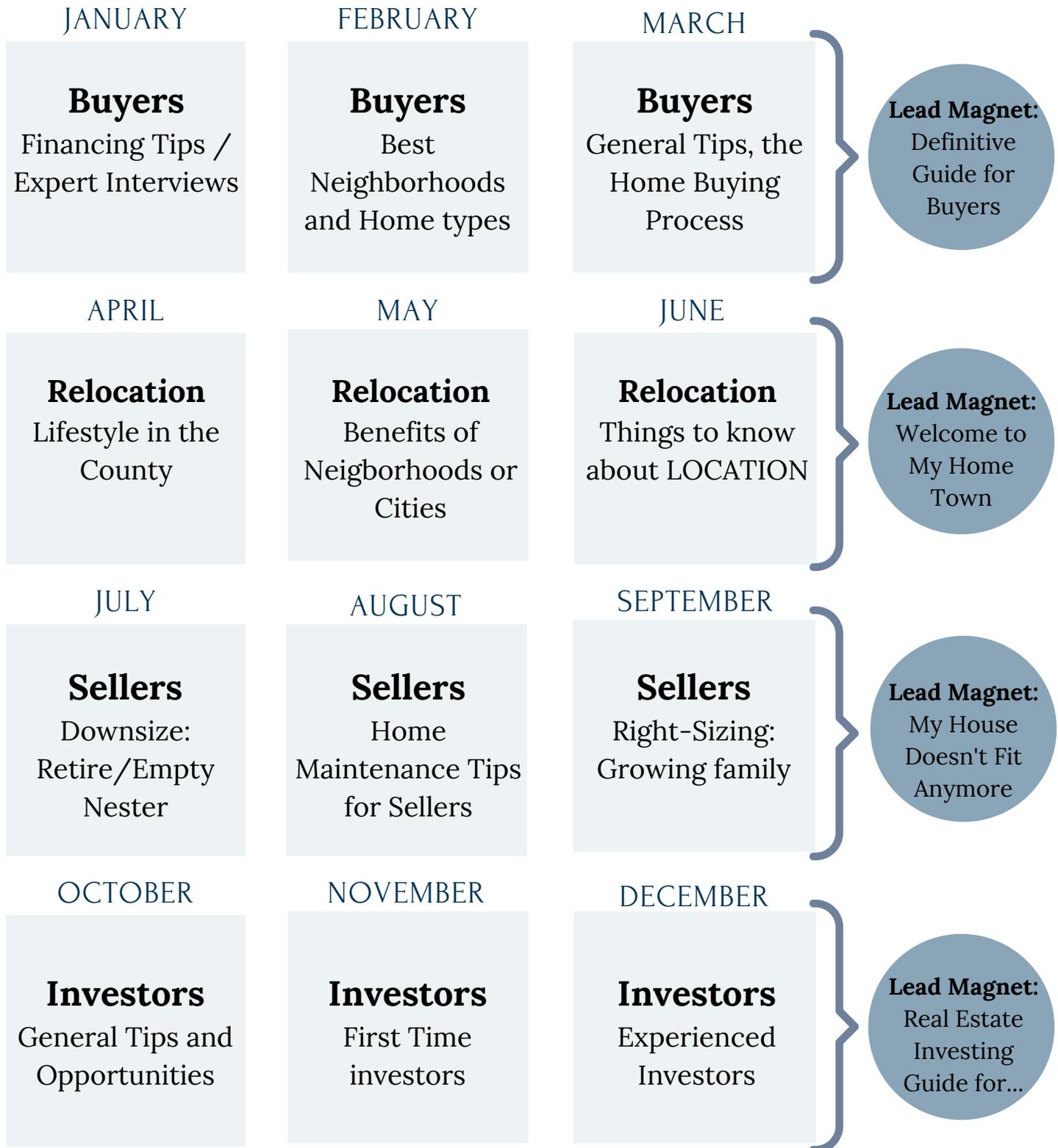
And more!

"You" don't have to be the star of each video. Vendor spotlights provide leverage. Become the "Go-to" guide for your community... that's a powerful way to Be Unforgettable!

# Yearly Planner Option #1

This option is the "best case scenario" with lots of video. Most agents don't create all of them; however, creating some will add value and allows you to Be Unforgettable.

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# Option #2: Video Newsletters

ADD IMPACT TO YOUR 36-TOUCH OR 10-25-90 TOUCH PROGRAMS WITH VIDEO.

Remember earlier when I said your goal was to get people off the other platforms and into your world? Your newsletters and other customer emails are part of "your world."

Most agents send at least 1 newsletter each month. Add video to your newsletters and you instantly humanize the content. Add local flair such as vendor spotlights, community highlights, and local market updates, and your newsletter becomes a valuable, anticipated delivery to their inbox.



## Monthly Business Spotlight

Why include a business/vendor spotlight? Because people don't just "buy a house", they choose a community to Live, Work and Play. Video interviews provide value and leverage OPD (Other People's Database). You become the community connector!



## Real Estate News

Highlight national and local info to help make informed decisions and highlight your expertise.



## Property/Community Highlights

Highlight your listings, property picks, and local community happenings.



## What's UP

Highlight you (the agent/team), family, or something near and dear to your hearts. Show the human side of your business.

# Yearly Planner Option #2

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VENDORS TO INTERVIEW

DATE CONFIRMED

_____	_____
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## NOTES

When setting up the interview, think of 3 questions to ask and then let the conversation run naturally from there. The magic happens during editing so set your interviewee at ease. For example:

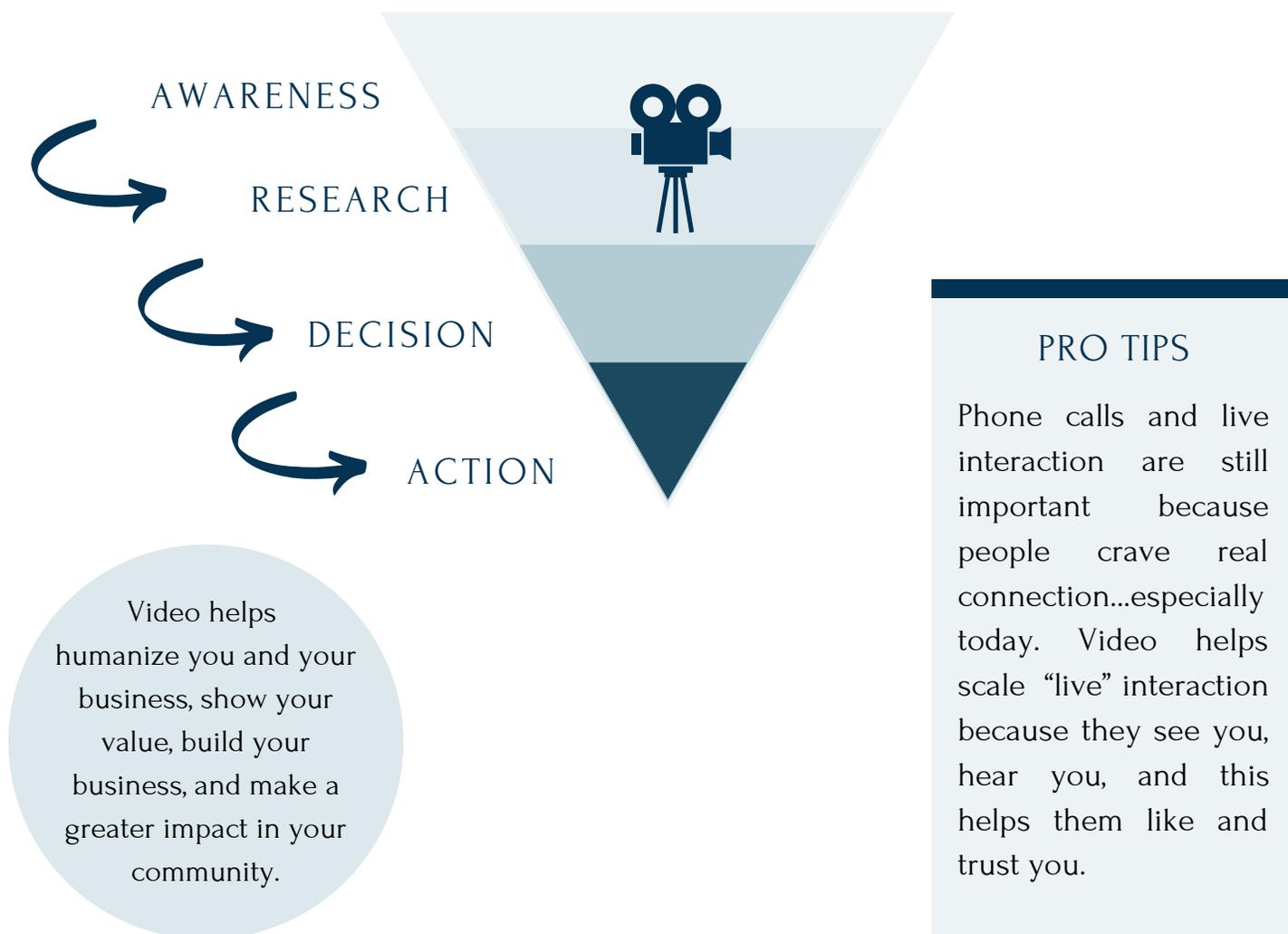
- Tell me about your business?
- Why did you start your business?
- What do you love about living in this area?

# Follow-up: Guide your Customers on a Journey

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Video can and should be used throughout your customer's journey because every time they "see" you, familiarity and trust develops. Guide your prospect's actions:

- Awareness: They realize they have a problem
- Research: They type a question into search and find your video(s)
- Decision: Your Call to Action tells them what to do next
- They take that action: Enter your funnel or move on
- Rinse and repeat



# Examples: Video for your Database



Video texts: After you call, send a video text either thanking them for taking your call or providing a quick re-cap of your conversation. If you sent an email then send a video text letting them know and watch your open rate increase. They are more likely to see and respond to your video text than when you only send an email.



What's Next: When you're in the process of building the relationship like when someone opts in for one of the Lead Magnets you created, prepare a series of emails in your drip campaigns with video letting them know what to expect next. They see you and they get valuable information. That's unforgettable.



Buyer and Seller Guides: Playing off the “What’s next” idea above, some companies have apps that you can customize for this purpose. Record short video snippets that answer your client’s FAQ’s and embed them into these guides. If you don’t have that technology, attach them to your emails. For example, as a transaction coordinator I used a series of emails that were sent in the first 7-10 days after going under contract walking buyers and sellers through the process. This helped to reduce the number of incoming calls and put the client at ease, giving them confidence that they picked the right agent to help them. Add video to those follow-ups and you further solidify the relationship.



Requesting Reviews and Referrals: Throughout the transaction and after the closing, your clients are more likely to leave a review or give a referral when they see you ask in video. It's hard to say 'No' when you just helped them accomplish their home goals!

# Power Resource: Must-have Videos for your Real Estate Business

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As you can see, there are a lot of videos you can create!

Here's a quick list based on real questions asked in search. This can get you started; feel free to add to it. For each topic, think about how you can add the City, County, or State as an additional keyword. For example:

- Best homes in [City #1] priced between \$250k and \$500K
- Best homes in [City #2] priced between \$250K and \$500K
- Best homes in [County / State] priced over \$1million

## FOR SELLERS:

- What do I need to do to get my home/house ready for sale?
- How can I get the highest price for my home?
- Is this a good time to sell?
- Selling My Home to Buy Another
- Selling a Home by Owner / myself
- Selling a Home on Zillow
- Selling a Home on Facebook
- Sell my house fast LOCATION
- Should I sell my house?
- Can I buy another house before I sell mine?
- Should I sell my house / home now?
- Should I sell my house and rent?
- Can I sell my house as is?
- Can I sell my house myself?
- Selling house to pay off debt...is this a good idea?
- Should I sell my house or rent it out?
- Can I sell my own house?
- Sell or rent my house...which is better?
- Is it worth replacing windows before selling my house?
- What home improvements are best before selling?
- Should I sell my house now or wait until (2021, the Winter, the spring, etc....)
- What is my house/home worth?
- Can I sell my rental property with tenants in it?
- Should I sell my rental property?

# Power Resource (cont)

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## FOR BUYERS:

- Is this a good time to buy?
- What should I look for when purchasing an investment property?
- Can I afford this?
- Buying a Home for the First Time
- Buying a Home in (State)
- Buying a Home vs. Renting
- Buying a Home With No Money Down
- Buying a Home Without a Realtor(City) Homes for Sale in(City)
- Home Auctions
- Getting a Loan for a Home
- Getting a Mortgage With Bad Credit
- Buying a Home in YEAR
- How can I buy a second home in CITY
- What kind of home can you buy with \$250K, \$350K, \$450K etc...in CITY/COUNTY
- How to buy a house/home in LOCATION

## RELOCATION:

- Move to CITY/STATE
- Relocating to LOCATION
- Pros and cons of moving from STATE to STATE
- Pros and cons of living in STATE
- Should I move to STATE/CITY
- ## Reasons STATE is ranked in the top X of most popular relocation destinations
- What can you expect when moving to...
- What you should consider before moving to LOCATION
- Why is everyone moving to STATE
- ## Facts to know about STATE/CITY before you move here
- What you should know about moving to LOCATION with Children / Kids
- Best suburbs to raise a family in LOCATION
- Is LOCATION a good state to raise a family?
- Why is STATE a good place to live?
- 3-5 Tips for retiring in STATE
- What you must know before retiring in STATE

# Power Resource (cont)

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## LIFESTYLE

- What are the schools like in this neighborhood?
- Which is the best neighborhood for my family?
- What is the culture of this city?
- Where is the best Italian restaurant?
- Can I take public transportation to get where I'm going?
- What if I find the perfect house, but it's not in the neighborhood I really want to be in?
- Where is the best place to live in CITY?
- What are the best neighborhoods in ...
- What is it like to live in ...
- What are the worst things about living in CITY
- What the the best cities to live in STATE
- What is the weather like in CITY/STATE
- What is the climate like in CITY/STATE
- Things to do in CITY/COUNTY
- How can I buy a second home in CITY  
What's new in CITY/COUNTY  
CITY is one of the fastest growing cities...here's why

## LIFESTYLE (cont)

- Is LOCATION dog friendly?
- Is LOCATION safe?
- Is XYZ LOCATION known for?
- Which is better, X OR Y
- What is the lifestyle like in LOCATION
- Is LOCATION good for kids?
- Where do the locals eat in LOCATION
- What's the cost of living in LOCATION
- Will I like living in LOCATION
- Advantages to living in LOCATION
- Living in LOCATION without a car
- Cost of living in LOCATION vs. LOCATION
- Best things about living in LOCATION
- Condo living in LOCATION
- Living in downtown LOCATION
- What are the utility costs in LOCATION like? (Water, electric, solar options???)
- What should I know before moving to ...
- 3 weird things about ...
- Best places to run around LOCATION
- Best outdoor activities (hike, bike, etc)

# Power Resource (cont)

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## GENERAL / OTHER

- What are the tax advantages/disadvantages of buying or selling a home?
- What is a short-sale?
- What is a foreclosure?
- (City) Real Estate Projection
- (City) Real Estate Bubble
- (City) Real Estate Taxes
- Best Real Estate Agent
- Home Appraisal Value
- Home Improvement Ideas
- (City) Real Estate Market Update
- Real Estate Commission Rates
- (City) Real Estate News
- Houses for sale in STATE, COUNTY, CITY
- LOCATION Homes for sale
- Condos for sale in LOCATION
- STATE, COUNTY, CITY Moving Checklist

## NEW LISTING

- Property Video
- Property Tour (FB live or you with an intro then voiceover for tour)

## 2ND HOME

- How can I buy a second home in CITY
- Does it make sense to own a second home?
- Is now a good time to buy a 2nd home in STATE/CITY
- What is it like to buy a vacation home in CITY/COUNTY
- Where is the best place to have a second home in STATE
- 5 Steps to turn your CITY home into a vacation rental

## BRANDING

- Who are you / your team - introduce yourselves!
- Do you have a project or cause you support?...talk about it!
- Home Buying Process (What is it like working with your team?)
- Home Selling Process (What is it like working with your team)
- Anything else? Why should they choose you over others in your area?
- What video can you add on each page of your website?

# Quarterly Planner

NICHE FOCUS:

VIDEO TOPIC

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NOTES

“It doesn’t matter when we start. It doesn’t matter where we start. All that matters is that we start.” – Simon Sinek

# Monthly Planner

(EXAMPLE...WORK 1-3 MOS IN ADVANCE)

SUN	MON	TUE	WED	THU	FRI	SAT
	DRAFT: Video Newsletter #1				Video Newsletter #1	
	 Video Day Shoot for next month/quarter					
	DRAFT: Mkt Update Newsletter #2				Mkt Update Newsletter #2	
	Create and Schedule     				 DRAFT Opt-In	

## IMPORTANT DATES

## IMPORTANT TASKS

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# Video Checklist

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- Objective of the Video:  
What is the purpose and Call to Action?
- Video Optimized:  
Keywords used in video file name, video title, description, tags and "say" the phrase 1-3 times in your video
- Thumbnail:  
Eye catching thumbnails can attract your target audience
- Intro / Outro:  
Add branded intro clip, if desired, and an end clip that tells them what to do next / contact info
- Upload to YouTube
- Upload to LinkedIn
- Upload to Facebook
- Upload to Google Business
- Upload to Instagram  
1-60 Seconds - Post  
60 seconds+ - IGTV (w/live link!)
- Upload to Stories (if applicable)
- Add to Video Spreadsheet:  
Keep a list of videos created so you have an easy way to see what's in your library to re-use or re-purpose
- Create Complimentary Social Pieces: Quote Graphics, mini audio clips, Other Graphics, etc.
- Confirm Links:  
Once posted be sure the links work for the opt-in or CTA
- Add to Newsletter (if applicable)



# What's Next?

I WANT YOU TO  
BE UNFORGETTABLE!

Video is powerful, helps you grow your business and Be Unforgettable.

If you're just starting out, the best thing is to, well, just start! Press "record" and record your first video. Get over the fear.

If you're already creating video, get focused and intentional. Weave video into every stage of your marketing from lead generation to post-close.

Look for video opportunities. The power is, literally, in the palm of your hand. Deliver value, impact more people, grow your business intentionally and ultimately have a business and life you love.

Feeling overwhelmed? We can help!

VitabellaRED.com

Hire us to help you  
implement your video  
and marketing strategy.

\*Perfect for agents and teams who  
want to stay in their Zone of Genius.  
Learn more about what we can do for  
you!

hello@vitabellared.com



DAWN DAMICO



Get on the Waitlist for our  
Upcoming Training  
Bootcamp.

\*Perfect for agents or teams with people  
who can implement and they just need to  
learn how to do it!

# Real Estate Agents Video Marketing Playbook

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