The Ultimate Checklist for **Effective Real Estate** Video Marketing

Whether you're a buyer, seller, or just a plain old real estate marketer, you know the importance of maintaining a strong, reputable, and attractive presence for your target audience. In such a competitive industry that hits so close to home (couldn't resist), it is critical to market your business effectively and find ways to one-up your competitors.

If you have not hopped on the video bandwagon, then it is time to buck up and take the leap. Video has increased in popularity among marketers – and for good reason.

1. Video Content Planning

- [ ] Pen down your goals and expectations
- [ ] Analyze your competitors' tactics
- [ ] Understand your audiences
- [ ] Find the best topics with topics research
- [ ] Find your best-performing video topic with content audit
- [ ] Support the most important news or trends
- [ ] Match video topics with each stage of the customer journey

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2. Video Production

- [ ] Make each video short and sweet
- [ ] Both visual and audio quality are balanced
- [ ] Start strong with a question or highlight a problem
- [ ] No hard-selling content involved
- [ ] Provide values and offer solutions
- [ ] Add graphics and animation to illustrate complex topics roduction

3. Video Optimization

- [ ] Optimize your video title
- [ ] Add a description
- [ ] Include relevant tags
- [ ] Upload subtitle and transcript
- [ ] Create an eye-catching thumbnail
- [ ] Tailor your video content for mobile users
- [ ] Add a clear call-to-action (CTA)

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4. Video Distribution

- [ ] Utilize social media platforms as video channels
- [ ] Consider collaborating with micro-influencers
- [ ] Invest in online video platforms designed for businesses
- [ ] Include video in your monthly newsletter
- [ ] Add videos to your website

5. Video Monitoring

- [ ] Define the right metrics to measure the ROI
- [ ] Invest in a stand-alone analytics software or use a built-in
- [ ] Monitor the performance every month
- [ ] Recycle high-performing video content into evergreen classics

Ready to refresh your video marketing strategy this year?

Well, just like anything else in life, great video marketing campaigns only come with great effort. Add these tactics and tricks to your video marketing checklist for continued success.