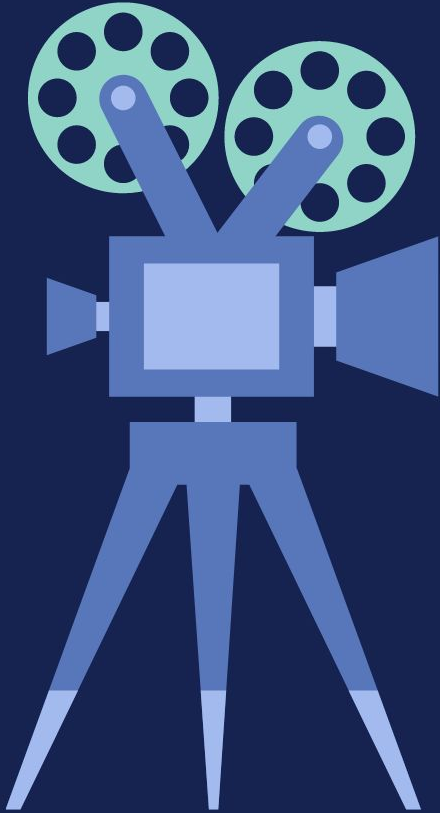




L I G H T S

C A M E R A

S O L D



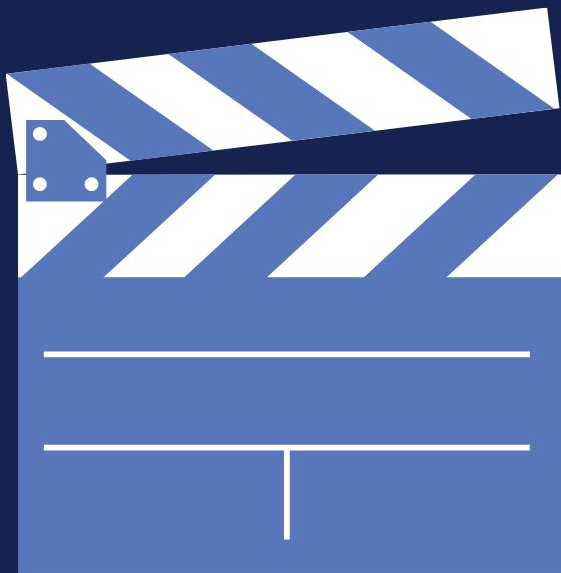
WHY MAKE VIDEOS?

- **First impressions matter.** A video gives the best possible view of your listing.
- **It's what your potential buyers want.** A [HubSpot Research report](#) found that over 50% of buyers want to see videos (that's more than any other medium).
- **Video sells.** The same report found that videos on landing pages improved conversion rates (website visitors who filled out a form) by 80%.



SETTING UP

ELEMENTS OF A SETUP



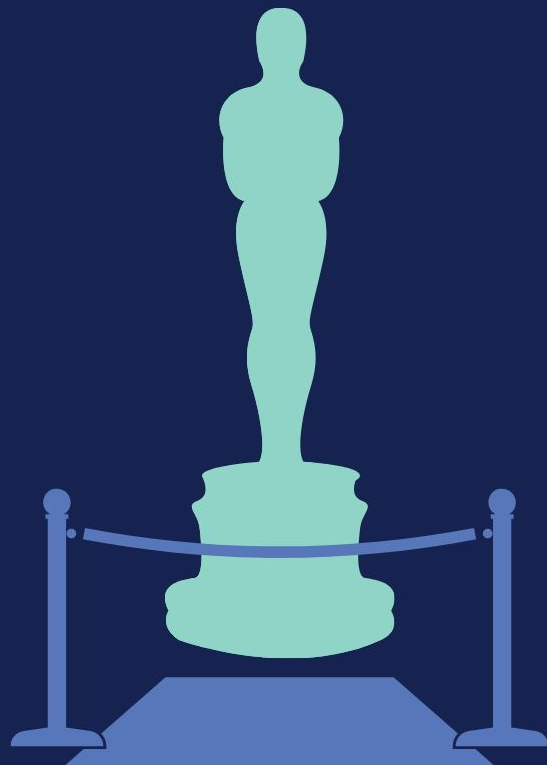
Ready to create video content in your own home? Creating a filming setup is pretty simple. You'll need:

- Good lighting, either natural or artificial
- A camera on a stable surface
- A clean backdrop in a quiet area

LIGHTING

If you have a sunny room, you may want to use natural lighting. To make the most of it:

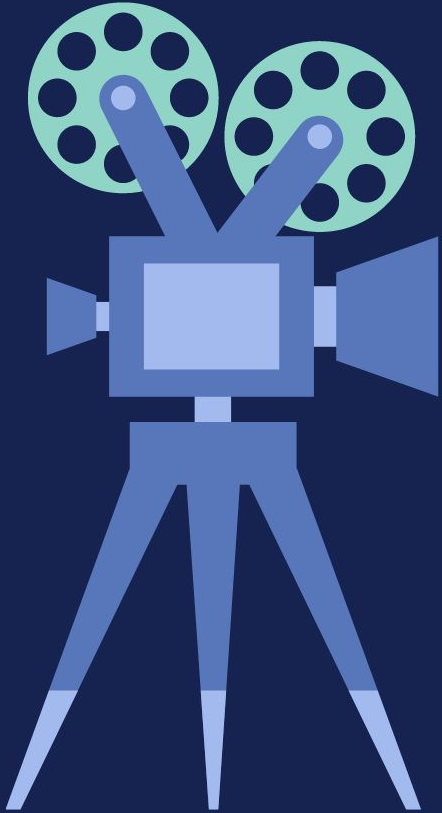
- Watch your potential filming location over the course of a day to see when you get the best light. Mid-morning light is often the brightest and most flattering.
- Don't face directly into a sunny window to film. Keep the window at a 45° angle to your face.



LIGHTING

Can't wait for better weather? It's easy and inexpensive to set up your own lights for 24/7 filming. A traditional setup includes 3 lights.

- The **key light** is the brightest, and should be at a 45° angle to your face, positioned a bit above you and pointed downward.
- The **fill light** is less bright and goes at a 45° angle to your face on the opposite side from the key light, at about eye level. As the name suggests, it "fills in" the shadows created by the key light.
- The **back light** should be positioned behind you, high enough that it is out of frame, and pointed at the back of your head. It helps separate you from the background.



CAMERAS

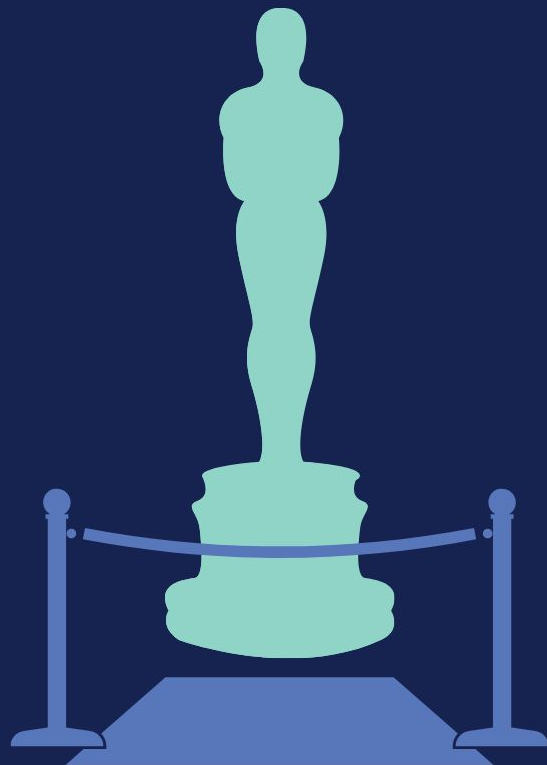
Not looking to buy new equipment? No problem. You have a perfectly good camera right in your pocket. Here's how to make the most of it:

- Make sure to **use the back-facing camera** when filming on a cell phone. It is higher resolution.
- **Film in landscape mode.** It'll make your video look better on almost every platform.
- **Put the phone down.** Either purchase an inexpensive cell phone tripod, or just prop your phone up with books or other household objects.

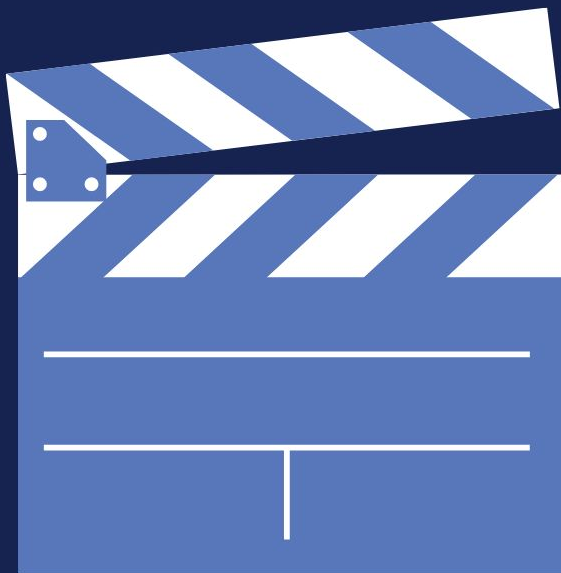
CAMERAS

Looking to level up your video quality? Here's what to look for in your video camera:

- Cameras with interchangeable lenses may seem intimidating, but they **provide more value for your money**. You can create different shots with the same machine.
- An external microphone jack lets you upgrade your equipment for clearer audio.
- In general, a **DSLR offers more customization and options** than a point and shoot camera at the cost of ease of use.



BACKDROP



Your backdrop shouldn't distract from your video. Some options for a good backdrop include:

- A **plain wall**
- Your **office wall**, with any clutter in the background removed
- A **simple filming backdrop** made from fabric or paper clipped to a support rack or curtain rod

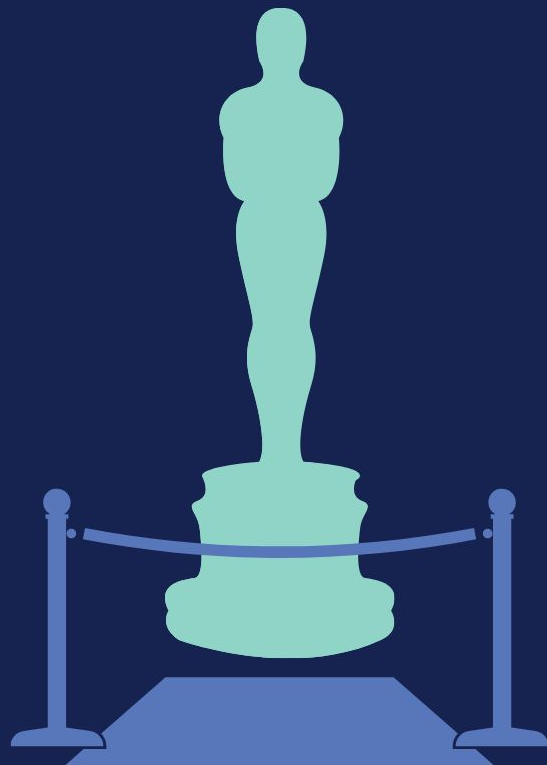


PLANNING

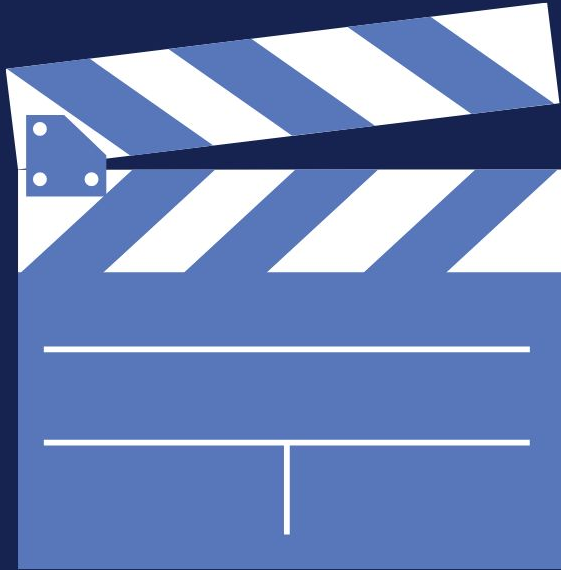
PLANNING YOUR VIDEO

When planning your video, there are four questions you need to answer:

- Why am I posting this video?
- Who is my audience?
- Where will I use this?
- What will I say?



WHY AM I POSTING?



The “why” of your video is critical to answering the other planning questions. Some common reasons include:

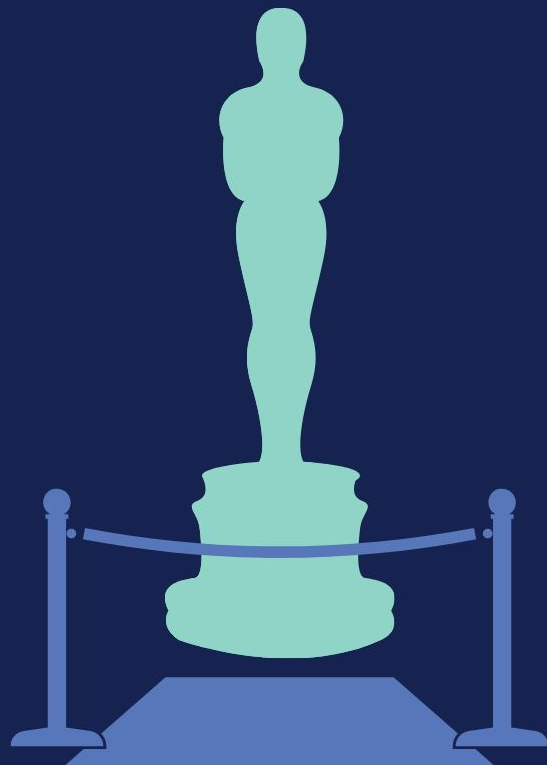
- To **educate** people
- To **sell** a product
- To **connect** with an audience
- To **grow** a brand

Without a why, your video will be confusing and unfocused.

WHO IS MY AUDIENCE?

You probably speak differently to your coworkers than you do to potential clients. When writing your script, it's critical to consider who you're talking to.

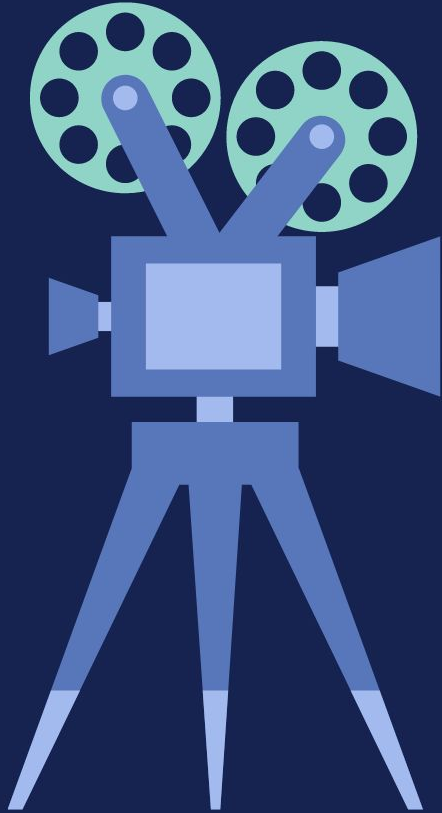
To better focus their efforts, marketers create fictitious representations of their ideal clients, called **buyer personas**. You can use the same process to figure out your ideal audience.



AUDIENCE PERSONAS

When creating an audience persona, ask yourself:

- Approximately how old are they?
- What industry do they work in?
- What is their day-to-day life like?
- What do they watch, read, and listen to?
- Where are they spending their time online?
- What does my ideal audience member care about?
- What are they worried about?
- What problem am I solving for them?



WHERE TO POST

After identifying your ideal viewer, you probably have a good idea of where they spend time online; focus your efforts on this site.

Attention is extremely limited online, so no matter how great your content, you need to be where your audience already is.

It's possible to reuse content across multiple platforms, so take note of your second and third choices - we'll cover how to do this later.

OPTIONS FOR POSTING

- **YouTube**

- 2 billion monthly active users
- World's 2nd most-visited website, after Google
- Product reviews and "how to" content are popular
- Best site for long-form, informational content
- Many podcasts also post a video version of their show to YouTube

- **Facebook**

- 2.4 billion monthly active users
- Most widely-used social media platform in the US
- Best site for shorter, shareable content
- Includes live streaming video capability, with option to save the video to your page permanently afterward

OPTIONS FOR POSTING

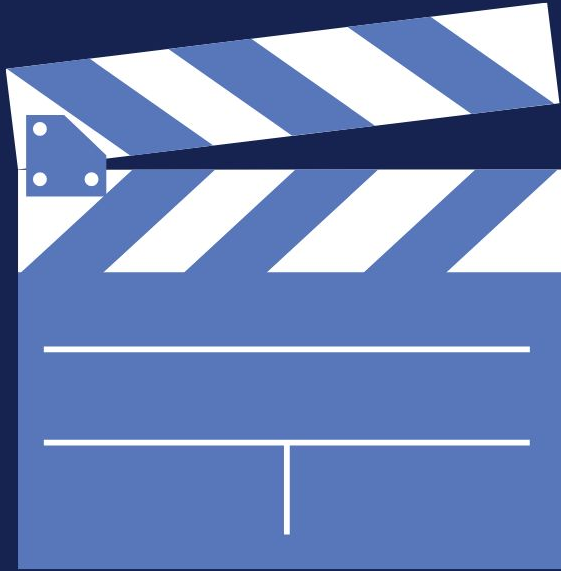
- **Instagram**

- 1 billion monthly active users
- 500 million open Instagram Stories per month
- Best for short-form videos that rely primarily on visuals - sound doesn't auto-play
- Instagram Stories are good for engagement and "behind the scenes"
- Reels are short, vertical videos that can be posted to your followers, as well as a dedicated space on the Explore page
- Videos can be crossposted to Facebook easily

- **TikTok**

- Over 1 billion monthly active users
- Over 60% of users are under 30
- Best for very short funny or informational videos aimed at a younger audience

WHAT WILL I SAY?



By now, you know who your target audience is and what you're trying to communicate. It's time to choose how you'll say it. Common types of videos include:

- **Customer Testimonial** - Lets your past clients speak for you by sharing their experience working with you
- **Demonstration** - Shows the features of a specific product (such as a listing)
- **Documentary** - Shows your business over time, potentially telling one overarching story
- **Explainer** - Explains how to perform a process, use a product, etc.

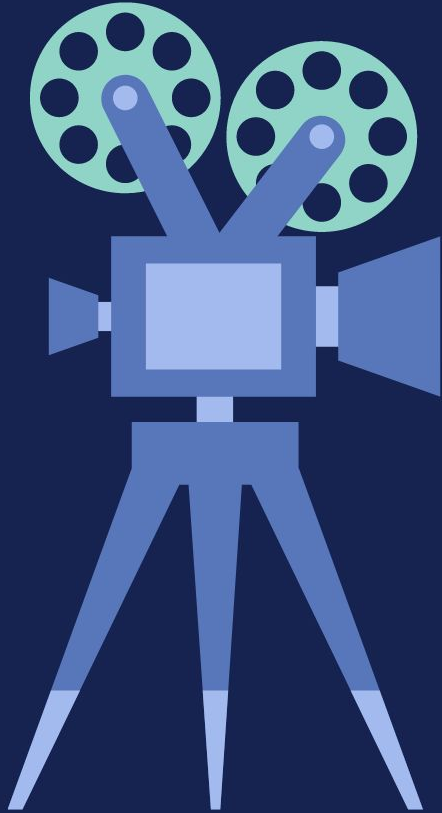
WRITING YOUR OUTLINE

You'll want a script - or at least an outline - in place before you start filming. A script works best for videos that require precise language, whereas an outline helps make sure you cover everything you intend to discuss on a topic you know well. Keep in mind:

- **Your Audience** - You know by now who your audience is and what they care about. Write directly to your audience using language they'll understand.
- **Your Time Limit** - Most platforms come with a time limit. Stick to one topic to make sure you're covering what you want to say without running out of time.
- **Your Video Type** - If you're creating an explainer video, you need to make sure you cover the process accurately, in a specific order. For a documentary, you'll want to decide your overarching story or thesis and tie it in throughout the video.



FILMING



AND...ACTION!

Once you have your setup and a plan, it's time to hit record and film your video.

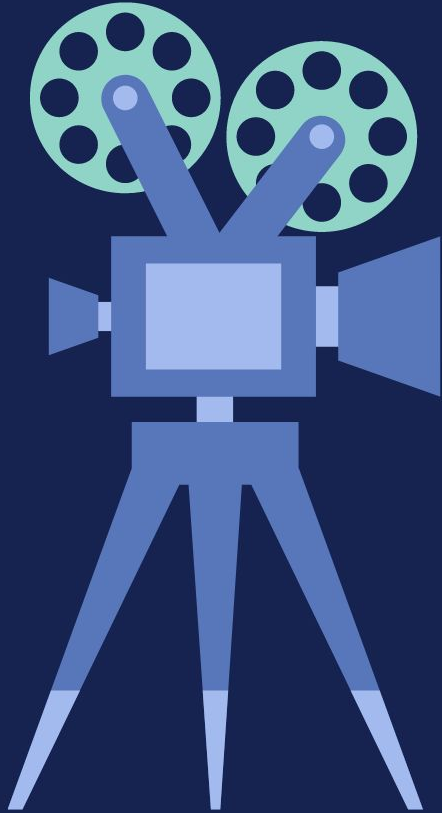
Your filming strategy will vary widely depending on what type of video you're creating, but there are a few general purpose tips to keep your video interesting and reduce the number of edits you'll need to make.

TIPS FOR FILMING

- **Keep an Eye on the Clock** - If you're using natural light, you have a time limit. Plan your shoot accordingly and come prepared.
- **Your Time Limit** - Most platforms come with a time limit. Stick to one topic to make sure you're covering what you want to say without running out of time.
- **Your Video Type** - If you're creating an explainer video, you need to make sure you cover the process accurately, in a specific order. For a documentary, you'll want to decide your overarching story or thesis and tie it in throughout the video.



EDITING

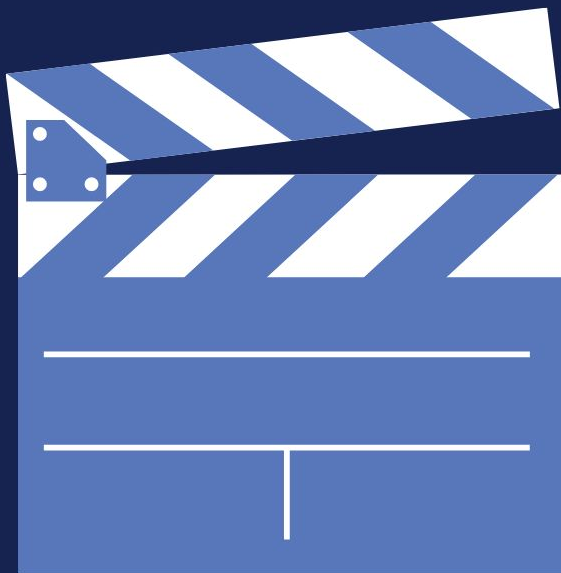


EDITING OPTIONS

Once you've filmed, it's time to edit. If you don't want to purchase or download any additional software, your existing equipment may come with built-in editing programs.

- Apple computers and iOS devices can take advantage of Apple's powerful **iMovie** software. This free video program is typically bundled with computers, or can be downloaded to your device from the App Store.
- Windows users have access to **Movie Maker**, which can be downloaded from the Microsoft Store.

EDITING OPTIONS



Want to go beyond built-in options? Here are some of our favorites, from basic to pro:

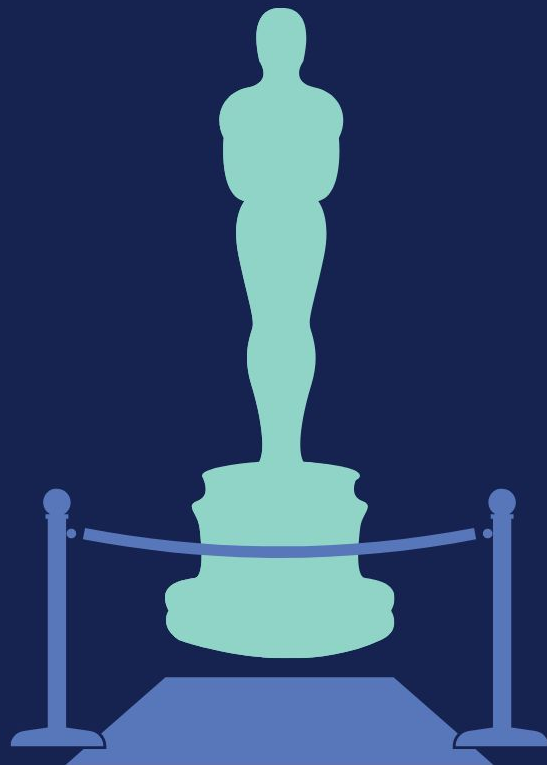
- **Camtasia** is a simple video editing app that has a free basic version.
- **DaVinci Resolve** is a powerful free video editing tool. Their paid version has even more robust features.
- **Adobe Premiere Pro** has every editing feature you could need for \$19.99/month. This has a learning curve, so consider starting with more basic programs or finding training classes on how to make full use of all the tools available.

EDITING ON YOUTUBE

If you're completely new to video editing and aren't ready to commit to learning a new tool, **YouTube offers basic video editing right on its platform!**

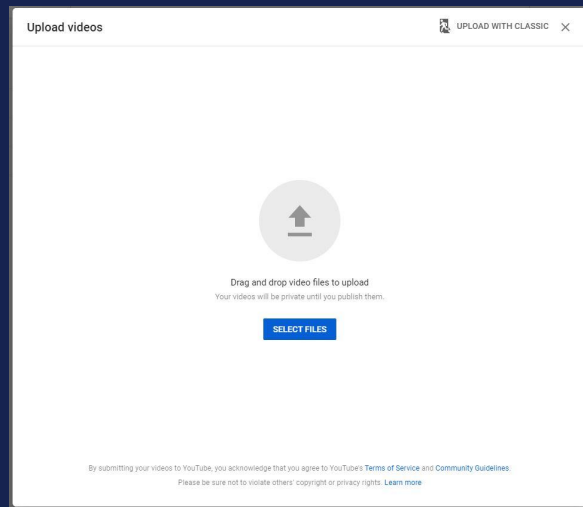
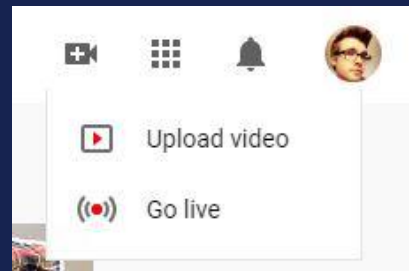
Since you may already plan to upload your video to YouTube or another hosting site before promoting, this is the most accessible option and the fastest choice if you're in a hurry.

If you don't already have a YouTube account, **you'll need to create one** before beginning this tutorial.



EDITING ON YOUTUBE

- Once you've logged into your account, click the Create icon at the top right-hand corner of the page. It looks like a video camera with a plus sign in the middle.
- Select **Upload video** from the drop-down menu.
- Click the blue **Select Files** button on the following page and upload your walkthrough footage. You can also drag and drop the video onto the page.



EDITING ON YOUTUBE

- On the next screen, add your title. Be **descriptive and engaging**.
- You'll also be able to add a description. Don't overlook this step - you can **use this space** to promote your website, give additional resources, and more.
- Once you've completed all necessary fields, click **Next**
- Until you've made your edits and added your music, keep your video privacy set to **Unlisted** or **Private**.

The screenshot shows the YouTube video editing interface for a video titled "123 Main Street Walkthrough". The interface is divided into three steps: 1. Details, 2. Video elements, and 3. Visibility. The "Details" step is currently active.

Details

Title (required)
123 Main Street [Walkthrough](#) 28/100

Description ⓘ
Tell viewers about your video

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

0% processed

NEXT

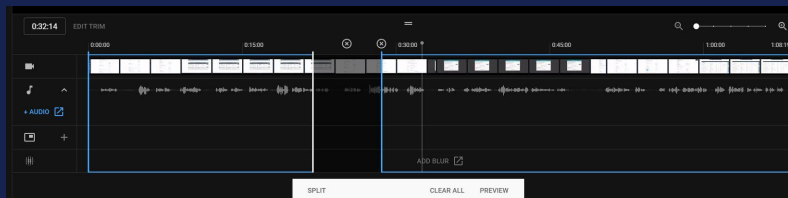
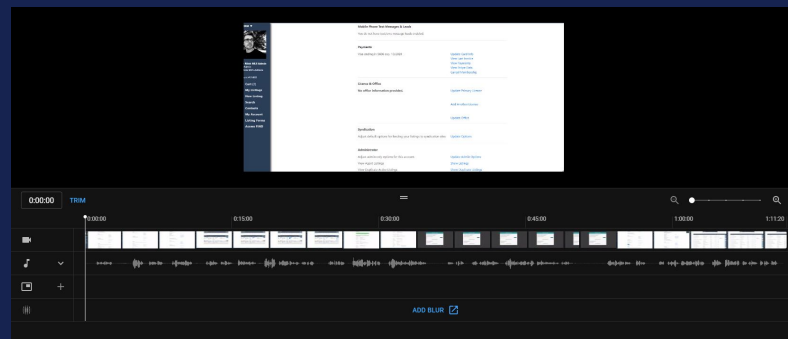
Additional details visible in the interface include a "Saving draft..." indicator, a "Processing video..." status, a video link (<https://youtu.be/WfVqgqolbrU>), and a filename ("3 Simple Light_Lens flare - Chroma Key ...").

EDITING ON YOUTUBE

- Once you've saved your video, you'll be taken to the YouTube Studio. To access this later, click your profile icon in the top right corner of the page and select **YouTube Studio**.
- From the YouTube studio page, click **Videos** on the left hand side of the screen.
- Your newly created video should be at the top of the list. Click the video thumbnail to open the video details page.
- On the left hand side of the screen, find and select **Editor**.
- This editor will allow you to remove sections from your video, such as setup time at the beginning or pauses between rooms.
- To eliminate a section of video, select the Trim option on the left hand side of the preview window.
- This will highlight the video clip on the bottom of the screen. You can slide the left hand side of the clip to eliminate the beginning of the video, or drag in the right side of the clip to cut out the end of the video.

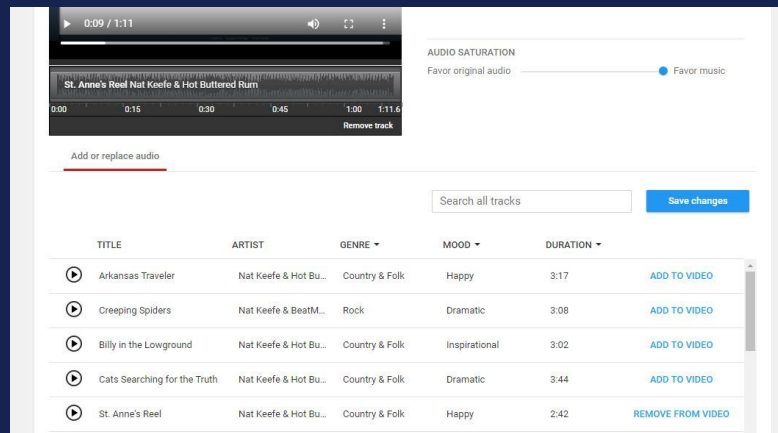
EDITING ON YOUTUBE

- To eliminate a section from the middle of the video, click to bring the play head to the section you want to remove or click the play button to find the section you need.
- Click the **Split** option at the bottom of the screen.
- This cuts your video into two pieces. You can now click and drag to shorten the individual clips and remove the unwanted video clip. You can use this option as many times as you want.
- To review your edits, click **Preview**.
- To finalize, click the blue Save Button in the top right corner of the screen.



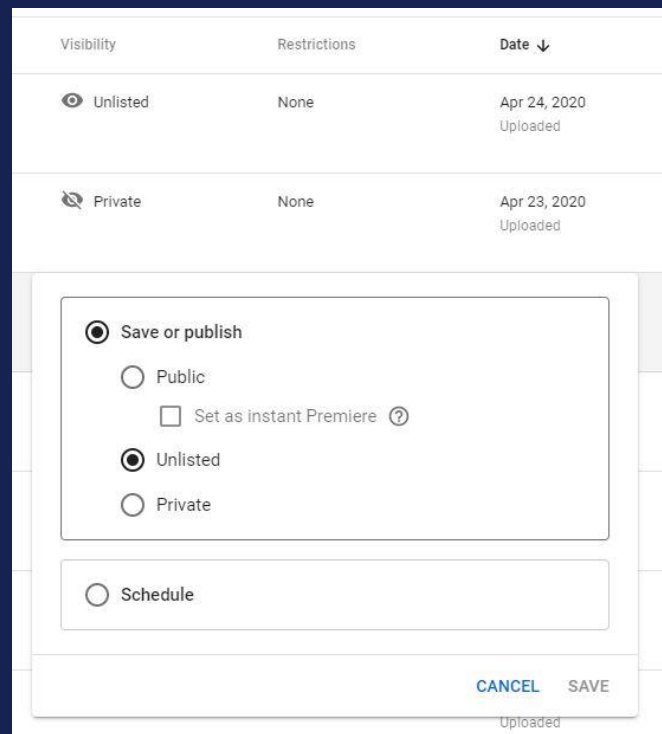
EDITING ON YOUTUBE

- To add music, open your video in YouTube Studio.
- Select the **Editor** option again.
- Select the **Audio** option near the bottom of the screen; it looks like a music note.
- Click to expand the dropdown menu, then select the **+** icon to open the audio library and find the music that best suits your video.
- Click the **Add to Video** option.
- By default, this will overwrite the original audio; this can be adjusted with the slider.
- Once you've added the music, click the blue **Save Changes** button.



EDITING ON YOUTUBE

- Once the video has processed, pull up your video by following the previous steps (Studio, Videos). Find your video and select **Visibility**.
- Select an option to make your video visible to others:
 - **Public videos** can be seen by anyone – they appear on your channel and in search results.
 - **Unlisted videos** can only be seen by those who have the link to the video (whether emailed or shared via social media).



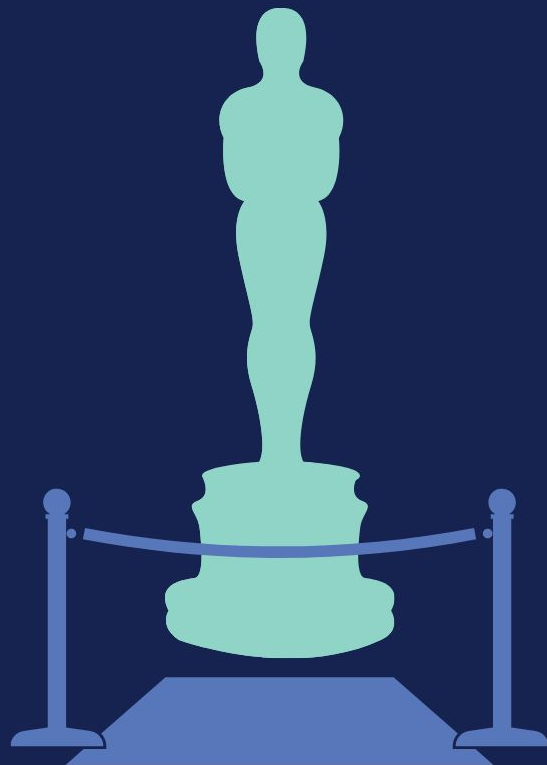


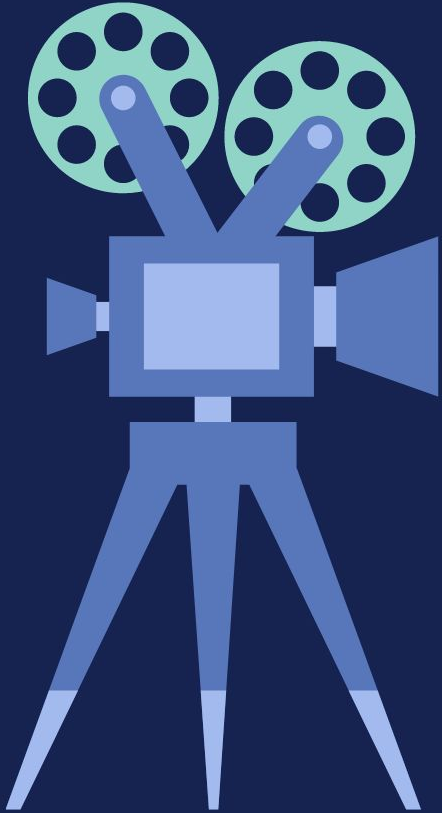
PROMOTING

THE PREMIERE

Once your video is complete, it's time to share it with the world!

By now, you already know the main platform where you'll be posting your video. However, it's possible to repurpose video content across platforms. This can both drive traffic to the original video and also grow your audience on additional platforms.





CROSS PROMOTION

From YouTube

- Pull out short, impactful moments from your full-length video
- Add graphics and captions to draw attention without audio
- Share to Instagram and/or TikTok
- Direct viewers to full-length video using link in your bio
- You can use a service like Linktree to get more from your bio link

CROSS PROMOTION

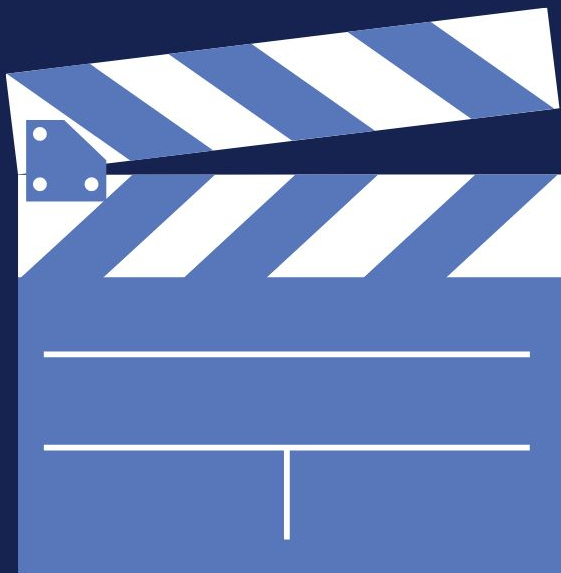
From Instagram

- It's easy to share Instagram videos directly to Facebook
- Content that works for Instagram Reels is perfect to repost to TikTok (and vice versa - just make sure to edit on another app to avoid watermarks)

From Facebook

- Live videos on Facebook can be saved to your page for your audience to watch on demand
- Using programs like OBS Studio (Open Broadcaster Software), you can broadcast to sites like Twitch and YouTube simultaneously and save the video to those channels

YOUR PROFILE



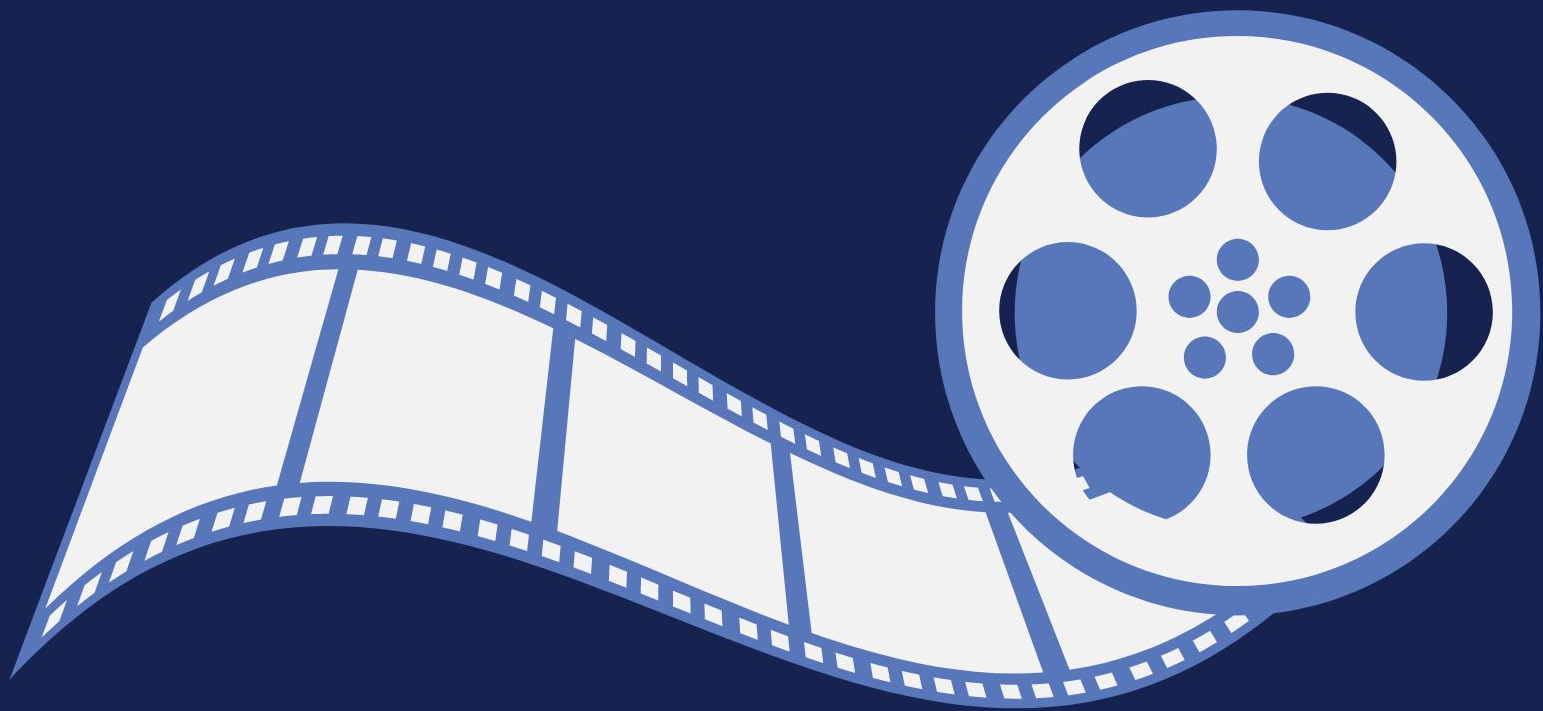
It's important to put your best foot forward, which means making the most of your profile when posting your video. Your profile should include:

- **Your full name**
- **A photo of you or your logo**
 - This doesn't need to be a professional headshot, but should be hi-res and well-lit
 - Resist the urge to filter and Facetune!
- **The best way to contact you**
 - Facebook can allow buyers to message you without leaving the page
 - Reinforce with banner image/posts where allowed
- **A link to your website**
- **The name of your brokerage**

ADDITIONAL BRANDING

Make the most of your profile with additional branding areas:

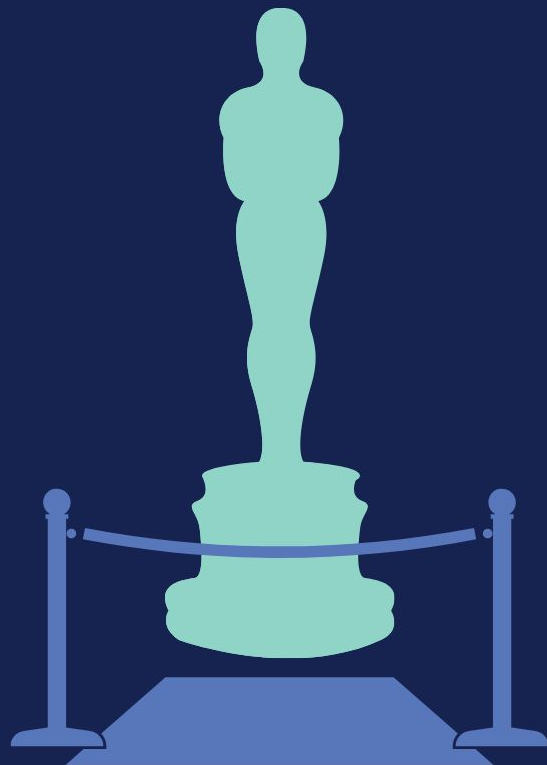
- **Profile Header**
 - Facebook and YouTube allow large branded banner images
 - Use a photo editor like Canva to size images appropriately
 - Highlight additional info, recent sales, new listings, branding
- **Pinned Post**
 - Facebook and several other platforms allow a pinned post at the top of your feed
 - This can help you share additional info when your profile is limited or highlight your latest video
- **Link in Bio**
 - Services like Linktree can help you make the most of sites that only allow one link
 - Make sure to include all other social media, as well as links to specific resources



WHAT'S NEXT?

Looking to keep learning? We have you covered with a full library of resources.

Check out [Making a Splash on Social](#) or [Online Marketing 101](#), which are great supplements to this ebook. If you're still looking for more, check out our [recorded webinars](#) and our [blog](#). If you want your questions answered live, register for one of our [live webinars](#).



ABOUT THE AUTHOR

[State Listings, Inc.](#) began in 2009 as [NY State MLS](#). Born from a desire to create a common sense MLS solution, New York's statewide Multiple Listing Service quickly garnered agents across the state - as well as nationwide attention and demand for our services. 10 years later, our nationwide Multiple Listing Service, [My State MLS](#), has agents in all 50 states and Puerto Rico. In addition to our MLSs, our services have expanded to include IDX feeds, website design, and private MLS administration.

As State Listings' Marketing Director, Amanda Sternklar is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings through our social media or creating guides and webinars on getting the most from our services, Amanda helps members grow their businesses every day.

SOURCES

- <https://blog.hubspot.com/marketing/content-trends-global-preferences>
- <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>
- <https://wallaroomedia.com/blog/social-media/tiktok-statistics/>