

Everything you want to know about producing easy budget-priced and effective videos for your real estate business!

MAKE A MARKET-IN-A-MINUTE VIDEO

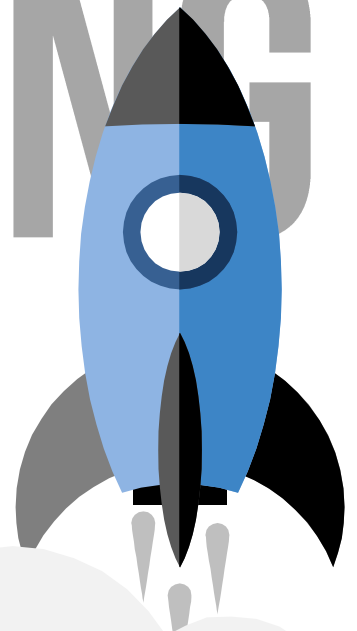
Bonus Starter Script!



Launching Your Success

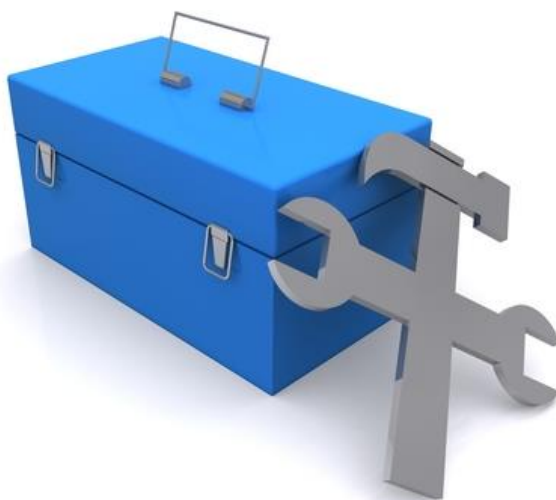
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DIY VIDEO MARKETING TOOLKIT



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INTRODUCTION



Learn how to create a successful video marketing strategy and start producing great video content with only your time and a tiny budget. You can go as big or as small as you wish and still benefit from a video marketing strategy.

We are in the video era. No other format has the combination to captivate audiences more than with moving image and sound. It can catch the roaming eye, spark real emotions, fasten in our minds and convey a strong message in an instant.

For this guide we have invested hours and hours of research so you don't have to. We based our recommendations on the assumption that your budget preference is 'the lower the better.'

Our DIY (Do-it-Yourself) Toolbox (page 12) recommended list of resources are minimums, and mostly free, to produce quality video's; however, as long as you have a smart phone, wifi connection and a good idea there is nothing stopping you from implementing your plan and recording your first video.

Please note there are numerous to be trusted site hyperlinks embedded in this guide and therefore it is intended to be read as a pdf and not as a hard (printed) copy. Where a link may become broken please copy and paste the description in your URL to obtain the information or similar information.

Within a pdf reader such as Acrobat Reader, a search and find function exists to help you navigate this resource guide as you see fit.

Good luck!
Nancy Beaton
Founder/President



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*SnapStats is a monthly subscription service available only to licensed BC REALTORS only.

As powerful as video production can be with relative ease, the reality is you can't just produce and post a few YouTube or Facebook video's and expect instant gold. Successful videos begin with a sound video marketing strategy. If you have no idea what we mean by that keep reading.

This is a well researched field so let's take a look at some of the proven benefits of video marketing for businesses.

Speak Their Language

Research conducted by Hubspot found that 72% of people say they'd prefer to learn about a new product or service by watching a video than by reading text. You will speak the language that the masses are asking for.

Reach More People

According to Cisco Systems videos will account for 82% of all internet traffic in 2020. With such a high percentage of people preferring video, taking the plunge into video marketing right now means that you're bound to reach the majority of your target customers or expose your branding more than you have prior to video.

Close Deals

When it comes to actually buying a product, the Video in Business Benchmark Report 2018 reveals that a whopping 90% of customers say that product videos help them make buying decisions, and 64% say that watching a video makes them more likely to buy a product. This would hold true as a service provider; having a video marketing presence will help people get to know you and help them reach out to you for help with their real estate needs.

Increase Revenue

Another business benefit of video marketing is simply more money in the bank. The Aberdeen Group has found that marketers who use video grow company revenue 49% faster each year than companies who aren't using video for marketing. This statistic is a consumer product based number, but having a well strategized social media video presence will have a positive impact on your commission income.

Drive Traffic

Traffic is king when it comes to your online presence. According to the Aberdeen Group, another benefit of using video for marketing is that video users enjoy 41% more web traffic from searches than marketers who don't use video.

These are just a few of the tangible and proven benefits of using video marketing for business. As more and more people turn to online video for entertainment, information, inspiration, and advice, it's increasingly important for you to keep on top of evolving trends in video marketing so that your business can stay relevant and reap the benefits you deserve.

DEFINING YOUR CLEAR VIDEO OBJECTIVES

Clear objectives will guide your video-making process, and ensure your video marketing gets some traction.

A goal without a plan is just a wish | *Antoine de Saint-Exupery (writer and poet)*

Identifying your desired goal(s) enables you to set target-specific objectives to realize that goal. This is your first step.

Not identifying your goal(s) and therefore clear objectives will result in an imminent struggle for yourself. You will be counter-productive to achieve any long-term marketing goals. Take the time to identify your goal and clear objectives to help avoid wasting time, energy and possibly a missed opportunity of a money-making video that, at best, may hit a target (though probably not the one you intended) or, at worst, possibly harm your business or brand.

So what are the most challenging obstacles to video marketing success?*

- 44% Lack of an effective strategy
- 41% Inadequate video budget
- 40% Lack of compelling content
- 39% Lack of production resources
- 30% Lack of performance metrics
- 25% Inadequate video distribution
- 17% Limited organizational buy-in
- 14% Inadequate video SEO

TRANSFORMING OBSTACLES INTO OBJECTIVES

Understanding how critical video marketing objectives are in developing your video strategy, you now need a checklist to help you determine your video objectives.

Fortunately, some of the work has already been done for you. Much research has been done on how companies have determined their primary objectives. Out of all the various types of business objectives, successful company video marketing strategies zeroed in on eight key areas* [Table A]:

- 46% Improve customer education
- 46% Increase brand awareness
- 45% Increase online engagement
- 39% Increase leads generated
- 35% Increase conversion rates
- 28% Increase sales revenue
- 23% Improve lead nurturing
- 19% Increase website traffic

**Source: Video Marketing Strategy Benchmarks for Success. Research conducted by Ascend2 in partnership with Vidyard.*

7 ACTIONABLE STEPS CHECKLIST

An effective video strategy is built on a foundation of target-specific objectives. In the previous page you learned the most important objectives you should consider when creating your strategy; however, it is important to identify the types of videos that work particularly well to achieve each objective. A video marketing strategy is a plan of action for planting seeds resulting in continuous demand for your business service. Following are 7 foolproof, actionable steps you can adopt to start putting together your most effective video marketing strategy in motion.

1. SHARPen Your Objectives/Goals

Using table (a) from the previous page, select 1-3 objectives and turn each selected objective into a SHARP goal. For example, “Increase online engagement” becomes: “Use video content to grow my followers/subscribers by 15% over the next 4 months.” You are going to come back to this when you’ve gathered more information in the later steps.

2. Find Your People, Find Your Channel

Identify who are you wishing to engage and where you can find them online. Creating the most engaging videos in the world is time and energy wasted if you cannot identify your target audience. Another fail would be publishing your video campaign on irrelevant channels. It’s critical to define your ideal customer and research where they spend their time online to determine the most appropriate platforms for your videos.

3. Save Me the Money

It’s perfectly possible to create decent quality, imaginative videos on a small budget. Refer to our DIY Video Marketing Resource Toolbox (page 12) to find out how.

4. Custom Made Only Please

You have now identified where your ideal viewer hangs out online by determining which video channels you are going to target. You know the kinds of video content that are best suited to your chosen video marketing objective from table (a) on page 5, and you have researched and now know what kinds of videos resonate with your ideal viewer/prospective client.

The next step is to compile all of this information to create video content that supports your objectives, is relevant and works best on the platform you’re publishing on. It must also have the right tone and message to appeal to your target audience. Once you know what your videos will look like, go back to your SHARP goal(s) and razor sharpen them. In our example, it would now read:

RAZOR SHARP GOAL: Use short, entertaining videos and User-Generated-Content videos on Instagram to grow my followers by 15% over the next 4 months.

5. Optimize Everything

Now you need to optimize your videos for SEO (Search Engine Optimization) to make sure you get as much engagement as you possibly can. BackLinkO’s [SEO in 2020: The Definitive Guide](#) can help you with that.

6. Test, Test, Test

Don't just upload your video and assume it'll do its job to achieve your SHARP objective. You need to conduct A/B tests to determine the elements that aren't working out and those that are. Through a process of testing and refining, you'll discover your optimal content and the best times to post it. [A/B Testing for Videos – Five Easy Steps](#) by Rocketium Academy will help you perfect the art of testing.

7. The Proof is in the Numbers

Your video's success cannot be achieved without evaluating the numbers. Depending on your platforms being used, and objectives there are several ways of doing this; Number of shares, view counts, likes, engagement rate, play rate, subscribers, followers, YouTube Analytics, Google Analytics, etc. Check out Analytics in YouTube [HERE](#) and Advanced Mode Analytics [HERE](#) to learn more. These links are included in the DIY Video Marketing Toolkit (page 12.)

The importance of video marketing cannot be ignored. Today 87% of businesses are using video as a marketing tool, up from 63% in 2017, and that number will only increase year by year. Effectively, 83% of marketers say that video gives them a good return on investment (ROI) according to research conducted by Ascend2 in partnership with Vidyard.

87% of businesses are using video as a marketing tool, up from 63% in 2017 – Wyzowl

Developing an effective and rewarding video strategy takes time, energy, creative thinking and market research. You must determine the right video marketing objectives for your business to help deliver the highest performing videos that realize those objectives. REALTORS® that don't invest their time and energy in creating videos that deliver will be left behind as more and more people spend their time online watching videos.

The use of video on social media has skyrocketed over the past few years, driven by:

1. Increased numbers of people using social media globally
2. Audience preference for information delivered visually rather than via text
3. A growing number of businesses who say that video has the best return on investment (ROI)

Video isn't a one size fits all format. To reach your target audience, you need to know how to make and distribute videos across different channels. Following are the common video channel platforms used.

Facebook Video

- Facebook is the place to make your brand identity front and center of everything you create. You want your video content to be easily identifiable with your company.
- Upload videos directly to Facebook. 'Native video' is video that is uploaded to or created on social networks and played in-feed, as opposed to links to videos hosted on other sites. Native video formats are specific to each social platform and are designed to maximize video engagement, discovery and distribution.
- Pin a video to the top of your page to introduce your company, highlight a service, and set the tone for your page.
- Consider including text transcriptions of all the audio content for accessibility.

Instagram Video

- Instagram 'Stories' should be kept short, light and engaging. Integrate a small story if possible.
- By default IG videos play silent until users unmute the sound. It's important to entice the viewer to turn the sound on with engaging visuals.
- Longer content is best suited for IGTV. IGTV is a standalone video application by Instagram for Android and iOS smartphones. It allows for longer videos compared to Instagram feeds

Snapchat Video

- Snapchat video's are typically playful, off the cuff and all about immediacy.
- Focus on what's going on for you right now.
- Make your Snapchat video's intentionally unpolished and playful.
- Using emojis and notes in your video will keep the Snapchat's aesthetic.

Twitter Video

- Keep your Twitter videos topical.
- Get to the point quickly and make it engaging.
- Add captions or subtitles to your videos.
- You can post the same content multiple times.

LinkedIn Video

- Use visual storytelling to hold your audience's attention.
- For the greatest success insert the most important content within the first 10 seconds of your YouTube video.
- Best for branding awareness videos to be under 30 seconds.

YouTube Video

As the second-largest search engine after Google, and with 2 billion active users, YouTube is currently the most powerful video channel for marketers.

In fact, in 2018, 87% of marketers said they used YouTube to publish video content, and 90% of them found it an effective strategy.

If you're just getting up to speed with social media video marketing, here are 5 top YouTube marketing tips to help you create effective videos that catch the attention of your target audience.

- Study and research your competition
- Watch popular industry related channels for inspiration
- Optimize your videos
- Produce and schedule video content consistently and regularly
- Analyze and understand the response to your videos

YouTube's Current Specs can be found [HERE](#).

To open a YouTube account to create a channel you must have a google account (ie gmail address.) Google is the owner of YouTube.

Social Media Best Practices & Formatting Guidelines

[Facebook](#)

[Instagram](#)

[YouTube](#)

[Twitter](#)

[LinkedIn](#)

Creating engaging video content can be as complex and multifaceted as a blockbuster movie, or as simple and playful as a 10 second stop motion video. Whatever your video content goals are, one thing is paramount: you need a process for creating a video that takes you from idea to delivery.

This process is known as video production and it consists of 3 stages:

1. Pre-production—the planning stage
2. Production—the creating stage
3. Post-production—the editing stage

5 Tips to Keep Making Good Videos

Creating videos that engage audiences and persuades them to take action is the target, but for those new to video production this can be overwhelming. Tyson Frantz, freelance motion graphics designer, shares his 5 tips for making a good video. Here's what he had to say:

1. Small Budget?

Then shoot all your videos with a smartphone. Smartphones have changed the game when it comes to creating great videos at very little cost. Our Toolbox (page 12) is built on the assumption that you are using a smartphone for your production.

2. Short and Sweet

Attention spans have shrunk significantly, so for social media keep your video content under 1 minute and make it attention-grabbing.

3. Keep it Fresh

Viewers do not want to see the same thing over and over, so keep content fresh by changing the location of your shoots and/or the script.

4. More is More

Use every social media platform available to you, where you know your users are active. When it comes to video marketing, there is no such thing as too much exposure.

5. Think Format

This will allow you to easily adapt them to be posted on the range of formats required by Facebook, Instagram, Twitter, YouTube, Vimeo and more. Note Vimeo free is not available for commercial use.

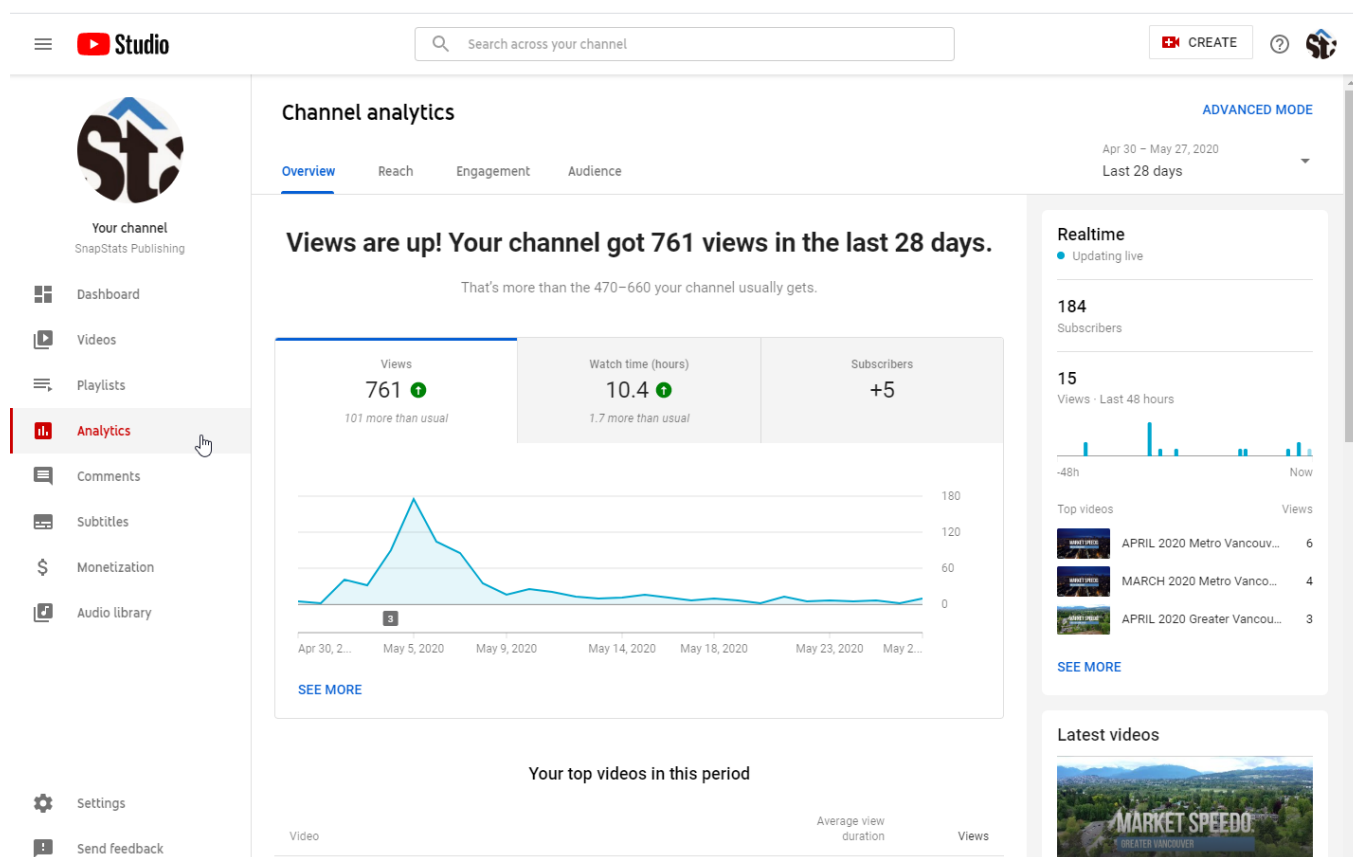
VIDEO MEASUREMENT

The only way to assess your video marketing campaign's success is by way of measuring and evaluating audience response. It is therefore critical to have the right analytics tools in place and to remember that the measurements that count the most are those that demonstrate how effectively you are achieving your key business objectives.

Video marketing metrics expose what is and isn't working in your video marketing approach and how the content is being consumed. The most common metrics to track are:

- Watch Time
- View Count
- Engagement
- Click-Through Rate
- Conversion Rate

Most video marketing platforms provide analytics. Included in our Toolbox (page 12) you will find a link from YouTube on how to understand their analytics. Below is a screenshot from YouTube's dashboard.



The following is a budget sensitive and entry level approach to video production. You can make it as affordable as you need or as expensive as you wish. The end goal though is to be as professional, creative and innovative as can be while growing your skill set. Fortunately, all these objectives are free to achieve.

The following product recommendations are based on user reviews. These products have not been tested by us. If you chose to order them be sure to verify the return policy in the event you are not happy with your purchase. Also verify they will fit your application needs (ie size of phone, model of phone etc.) before ordering.

RECORDING DEVICE

1. Smartphone or an Ultra HD dedicated video camera camcorder (see below.)

The newer and more expensive the smartphone the likely better quality your videos will be. If you have had your phone for a couple of years check with your provider as you may be eligible for a free upgrade.

2. Dedicated video camera camcorder

With the disruption of smartphones in the market place, dedicated camcorders have taken a hit and as a result are now hugely affordable. So if you have an older Smartphone and don't wish to pay \$1,500 for an iPhone 11 you can find a great Ultra HD (high definition) [HERE](#) for \$69. In fact, the iPhone 11 does not offer Ultra HD which is that razor sharp film quality you see in some YouTube videos.

Production Tip: Ensure your produced video is in High-Definition (HD) or Ultra High-Definition (using a dedicated video camera camcorder) at 1920 x 1080. See page 18 for details.

RECORDING DEVICE HARDWARE

All-in-one Smartphone video rig set up [HERE](#) includes a phone grip, mini tripod, external microphone but no lighting.

Microphone

The first element that separates your video from an obvious home-made production is quality audio. Research for the best solution for your application. Two recommendations follow:

1. Good: Professional grade lapel microphone [Amazon](#) \$39.99
2. Better: Rode VideoMic Me Directional microphone for Smart Phones [Amazon](#) \$83.99 and windshield for \$25.99 [Amazon](#)

Tripod

Selfie Stick & Tripod UBeesize 51" Extendable Tripod Stand with Bluetooth Remote for iPhone & Android: [Amazon](#) \$39.99

Lighting

1. Good: 8" Selfie Ring Light with Mini Tripod Stand & Cell Phone Holder [Amazon](#) \$49.99
2. Better: Lume Cube Air [Amazon](#) \$89.99

Green Screen Hardware (optional)

If you are planning on utilizing a green screen in your production following is hardware recommendations (see page 15):

1. Good: LimoStudio 9 Foot x 13 Foot Green Fabricated Chromakey Backdrop Background [Amazon](#) \$61.12
2. Better: Elgato Green Screen - Collapsible chroma key panel for background removal with auto-locking frame, wrinkle-resistant [Amazon](#) \$238.39
3. Best (includes lighting set-up): Neewer 8.5 x 10 feet / 800W 5500K Umbrellas Softbox Continuous Lighting Kit [Amazon](#) \$329.99
4. Fabric Only option: [Neewer](#) 6 Foot x 9 Foot \$35.99

SOFTWARE

Teleprompter

Free online teleprompter [HERE](#). Nothing to download. Using your browser this software turns your computer/tablet into a teleprompter. Enables you to read your script while filming and provides adjustable speed. Commercial use is acceptable.

Video Editor

1. [Screencast-o-matic](#) \$1.65 USD/mo. Available upgrade with their free screen recorder (see below.)
2. [HitFilm Express](#) Free with the option to upgrade to a respected but for most a cost-prohibitive professional platform. It will be too much software for most REALTORS®.

IMPORTANT: If you are seeing a watermark post production using the free software version or experiencing strange noises, it means either you did not activate the free software, or that you are using an effect that comes in an add-on pack (marked with the green "add-on" next to the name.) If you remove the effect from your shot and/or activate the software the watermark and/or noise should disappear. If you continue having an issue please contact HitFilm support directly. You can activate your free software in the settings and within the 'activate' tab.

Video Animation (optional)

[Viddyoze](#) allows you to easily create animation elements to merge with your video content in your video editing software. A one-time licensing fee of \$67 USD at time of writing (reg \$127) for 170 Templates.

IMPORTANT: To unlock 700 more templates and more robust elements you must subscribe to the Template Club for \$37 USD a month which includes 15 new templates a month.

Powerpoint Alternative

If Microsoft Powerpoint software is cost prohibitive, Google [slides](#) is free and easy to use when you wish to add or utilize slides for your video content.

Screen Recorder

[Screencast-o-matic](#) is a free screen recorder to record any google slides/presentation you wish to incorporate into your videos. Upgrade available to add a video editor for only \$1.65 USD /mo.

Digital Assets

[Mixkit](#) is a free gallery of extraordinary stock video clips, astounding stock music tracks and remarkable video templates with all content licensed for free.

Logo Maker

List of best free options for a logo design [HERE](#) to include in your opening video title (known as an 'intro') and end (known as an 'outro') if desired.

Green Screen Software (if you plan to adopt green screen production)

IOS iMovie App Free: This free app includes an easy to use green screen feature. It works quite well and easily saving the cost of a green screen background set-up. If you want a better quality green screen experience check out the Amazon option recommendations above under 'hardware.' It is important that the green screen is wrinkle resistant to prevent shadows in production.

Green screen editing software: [HitFilm Express](#) is free and includes a beginner tutorial on how to green screen [HERE](#). See note under Video Editor page 13.

Social Media Accounts

If you don't have accounts already you will want to consider the following (depending on your target market):

1. YouTube (Google)
2. Facebook
3. Instagram (Facebook)
4. Twitter
5. LinkedIn
6. Snapchat

Vimeo is a great ad free video platform; however, their **free account option is not for commercial use**. Take warning, they are very swift at suspending free accounts being used for commercial purposes.

BONUS DIY TOOLKIT INFORMATION

Script

Write your own or use the SnapStats fill-in-the-blanks script on page 25 as a starting point for your narrative. See 'How to Write A Video Script for YouTube' link in our How to Training Library page 16.

Location Scouting

When considering locations for your film shoot be cognizant of background noise (ie traffic, planes, garbage trucks), lighting, wind and people. Below is a list of location ideas to inspire you.

City landmark locations | outside a listing | inside a listing | walking a neighbourhood | sitting on a log at the beach | a park bench | outside of your car beside a landmark | an office | an office boardroom | natural settings such as a park or forest | outside a business | inside a business | greenscreen (see below.)

Green Screen Virtual Locations



Some agents are green screening. To green screen means filming yourself in front of a green screen, and then dropping an image or video of your choice behind the foreground recording in editing.

These productions can look realistic with current technology; however, they can also look cheesy so you need to be careful unless cheesy is your theme!

Left Image: In post-production drop any image or even a video behind you when incorporating a green screen.

Practice

Practice, practice and practice your script and ad-libbing until you become so comfortable and relaxed in front of a camera filming that you are displaying an air of confidence in your recordings.

Analytics

Most video marketing platforms provide analytics. It is important to understand where your traffic is coming from and how they are behaving when they come across your video. See page 11 and 16 for more information.

Be a Sponge

Learn as much as you can to make the best possible video's you can. Knowledge is power! See our How to Training Library (page 16) which provides links to short videos that empower you quickly to make your videos look as professionally produced as possible instead of a homemade production.

Invest the time to watch the short videos and information links below as a first practical and prudent step to your video marketing strategy.

Presentation

- Don't use filler words for your videos or when speaking generally. Stop the bad habit now [HERE](#).
- Wardrobe tips for filming [HERE](#).

Filmmaking

- Mobile filmmaking basics [HERE](#). You don't need an expensive camera to get cinematic shots. Check out Patrick Levar's 'My Equipment' recommendations by clicking on SHOW MORE. If you want to take your self-filming to next level check out Patrick's other video's for more equipment recommendations and techniques.
- 5 ways to instantly make better videos [HERE](#). Peter McKinnon has almost 5 million YouTube subscribers so he knows what makes a good video production.

Production

- How to write a video script for YouTube [HERE](#).
- Title and copy writing [Words that Sell](#) book by Richard Bayan. Over 75 lists of powerful and persuasive words and phrases to help you write content, titles and keywords.
- 700 Power Words Free PDF Download [HERE](#).
- How to Green Screen video using HitFilm Express (free): Beginner tips [HERE](#).

Video Measurement (Analytics)

- Analytics in YouTube [HERE](#) and Advanced Mode Analytics [HERE](#).

A – Z How to Links

1. [BackLinkO](#) YouTube Marketing Hub (Free). How to build a YouTube channel from the ground up. Whether you're looking for advanced strategies, how to get started, or tactics for optimizing your videos on SEO, this BackLinkO is your resource hub for YouTube knowledge. Lessons include tips, strategies, design lessons and techniques to help your videos get found on YouTube's platform.
2. YouTube's quick start guide to YouTube is also a good resource [HERE](#).

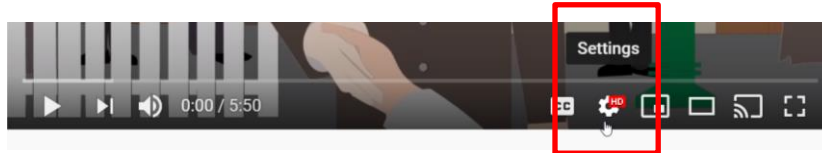
Search Engine Optimization (SEO)

- BackLinkO's [The 2020 Definitive Guide to SEO](#)
- SEO Key Words: 12 Best Free Keyword Research Tools for 2020 [HERE](#)

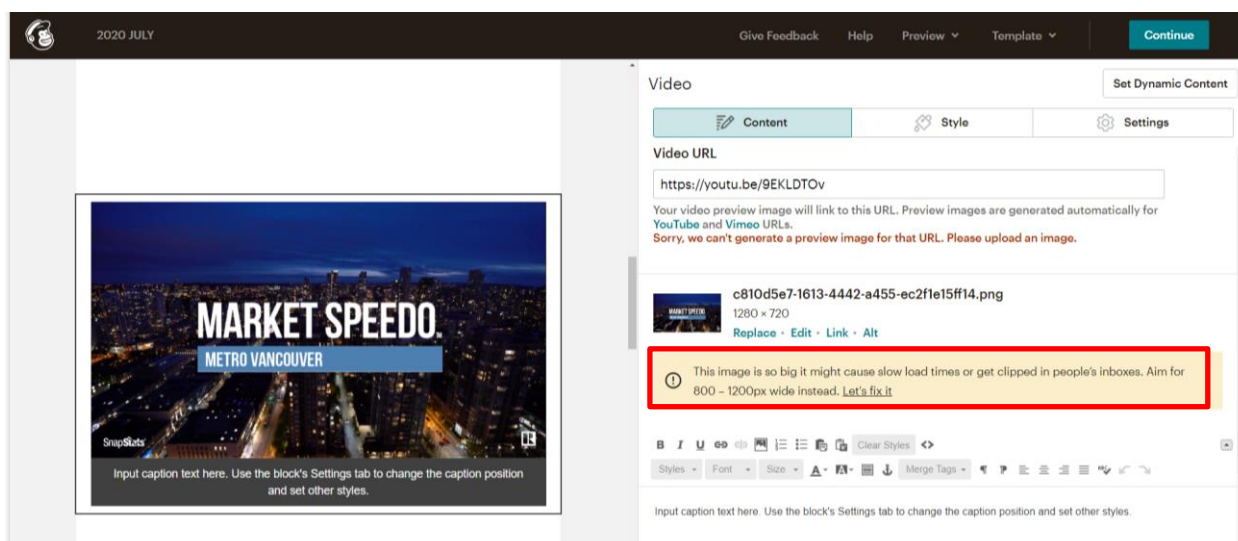
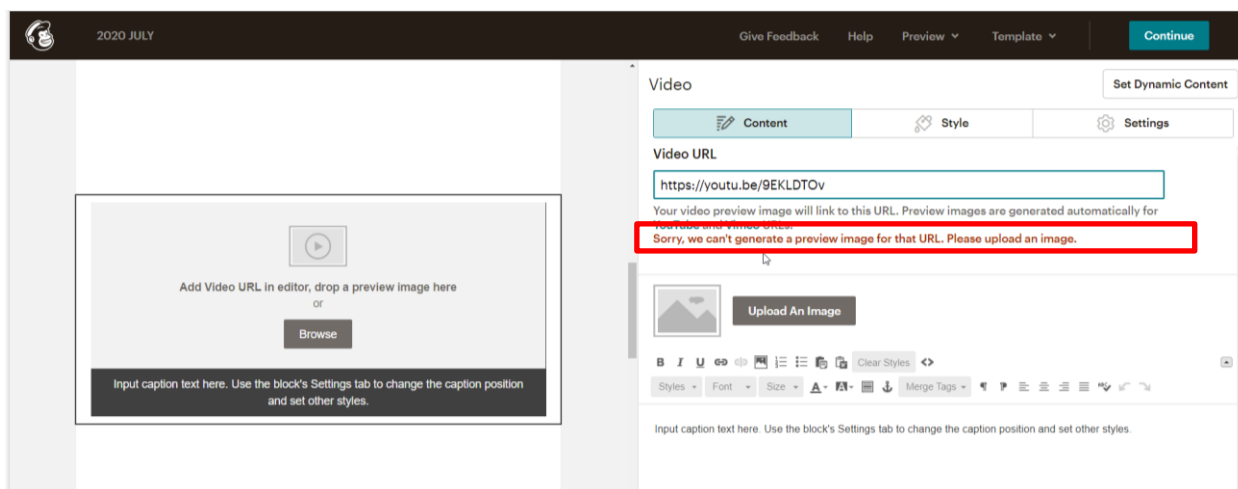
- Find your authentic and/or unique style and experiment. You can view archives of big vloggers to compare their production style and quality from when they first started to how their video's are today.
- Learn your software! You will make better videos for your time invested.
- Smile when talking.
- Do not talk too fast...unless it's part of your style/theme.
- If recording yourself with a webcam via your laptop, be sure to elevate your laptop so the camera is eye-level. This will ensure your viewer is not looking up your face and nose.
- Keep video background music volume low otherwise it will be too distracting.
- If filming outdoors refrain from wearing sunglasses when being filmed.
- Not feeling the creative juices? Then go on YouTube and find other REALTOR® video's to get inspired. We get you started with some sample video's included in this Toolkit.
- Hair, Makeup & Wardrobe: Take the time to look your best.
- Set up Google Alerts to be on top of market news to help you write your own market update report copy by subscribing to [Western Union](#) report, visiting [CMHC](#) and other industry resources.
- Subscribe to [SnapStats](#) to arm yourself with the market intelligence you need to be an expert!
- You can use bloopers as outtakes to add some humour and dimension to your videos.

PRODUCING VIDEO'S IN HIGH OR ULTRA HIGH DEFINITION

Check if your produced video is in High Definition (HD) at 1920 x 1080. If you produce a video in HD and it is not playing back in YouTube as HD be sure to check your YouTube playback setting is not defaulting to a lower resolution. Simply click on the bottom YouTube gear icon when watching your video to verify the setting (see image below.) If the issue is not your YouTube default gear setting you will need to troubleshoot what went wrong in the export process or in the program you are using to edit and export your video.



MAILCHIMP USERS NOTE: If you are including a high definition (HD) YouTube video in any Mailchimp campaigns, you may receive the error message below forcing you to upload a separate preview (thumbnail) image which must be a jpg or png file with a maximum dimensions of 800 – 1200 pixels wide. A high definition video by default is 1920 pixels wide. You may have to create a standalone thumbnail image and ‘Upload An Image’ as displayed below. See page 19 for ‘The Perfect Thumbnail.’

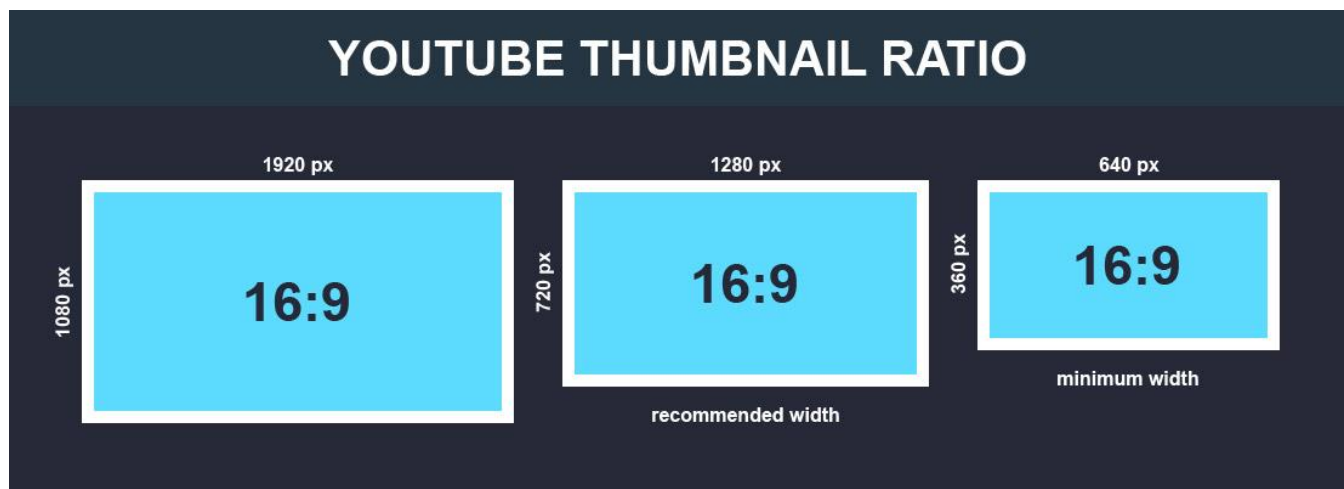


THE PERFECT YOUTUBE THUMBNAIL

A YouTube thumbnail is a cover or preview image of any video uploaded to YouTube. When you upload a video YouTube automatically generates thumbnails from your video and gives you 4 options to choose including the option to upload a custom thumbnail.

Thumbnails are important! This is the first thing your viewer will see when they browse your videos. According to YouTube 90% of the best performing videos on YouTube have **custom** thumbnails. YouTube thumbnail helps you to improve CTR (Click Through Rate) to increase views for your videos.

The takeaway here is 'Aspect Ratio' which refers to the shape of your video. For example, an aspect ratio of 1:1 is a square shape. The higher numbers of pixels create better high-quality images but it also increases the file size. If the resolution is low the image will look pixelated. For this reason, you need a high-resolution image that won't look blurred if you scale it up.



The ideal YouTube thumbnail size is 1280 x 720 pixels (width x height) with a minimum width of 640 pixels. The thumbnail image format should be .JPG, .BMP, .GIF, or .PNG. The recommended ratio is 16:9 as it's the most used in YouTube players and previews. **Note that the 1280 x 720 will not playback your video's in YouTube in HD (high-definition.)** See page 18 for details.

HOW TO RID OF BLACK BARS IN YOUR YOUTUBE VIDEOS

YouTube adds black bars to any uploaded video that is a different aspect ratio than 16:9 (such as 4:3) because the YouTube video player itself has an aspect ratio of 16:9 (see images below.)

If you want to avoid having black bars on your YouTube video your two options are to use a camera that captures footage in a 16:9 aspect ratio or to resolve the issue within your video editor software. Google a solution for your specific software being used or search the help section within the software.



12 VIDEO'S TO MAKE THAT ARE NOT LISTING VIDEOS

Listing videos remain the most popular types of video for real estate agents and these are typically contracted out to professional photographers/videographers to create and publish. There are so many more genres of video you can publish or create to make your audience more aware of your business and generate new leads.

Following are 12 types of videos you can create yourself. Set aside some of your real estate video production time and effort toward creating some of these unique video types to add another layer to your online marketing presence.

1. **Housing Market Updates: Market in a Minute**

Repurpose your SnapStats reports into educational videos for your niche market, city or the lower mainland. We provide you a script template on page 25 to get you started right away. Sample video [HERE](#). More sample videos can be found on page 23 & 24.

2. **Interview Videos**

Do a short video interviewing a Buyer or Seller on their experience, or perhaps something unique that occurred in the transaction. You could create it as a testimonial video as well.

3. **Live-Stream**

With Facebook you can livestream and have a live recordable Question & Answer streamed video.

4. **Blog Post Recap Videos**

Turn an old blog piece content into several new pieces of content saving you from constantly having to create new work.

5. **Advice Videos**

You could generate dozens of videos on this topic alone. Information that a home Buyer or Seller would benefit from knowing or learning.

6. **Local Business Review Videos**

Do a feature on one of your favourite local shops, or interview a local business owner. A tour of the premises would be of interest depending on the business. You could do the same for one of your favourite charities.

7. **Bio/About Me Videos**

Be careful to keep the ego in check when doing About Me videos.

8. **Neighbourhood/Community Video**

Highlight pockets of your neighbourhood or a neighbourhood feature.

9. **Client Process/Update Videos**

These are for your clients' eyes only. A quick update on the sale of their home or how an open house did.

10. **Whiteboard Videos**

Just you, the camera, some markers and a white board with a topic usually centred around the latest statistics.

11. **How-to Videos**

Searches for 'how-to' content on YouTube have skyrocketed. Use informative slides supporting your niche topic. Sample topics would be defining your want vs wish list for your new home, or how to secure the best financing for their home.

12. **Brand Promotional Videos**

This is not a do-it-yourself project normally. This is professionally scripted, filmed, edited and produced. It will be one of your longer videos in your library and it will be the most versatile video you can use in your marketing plan. It is worth the investment.

SAMPLE VIDEOS BY SNAPSTATS SUBSCRIBERS



MARK WIENS PREC *SnapStats subscriber*

[Sample Video 1](#)

[Sample Video 2](#)

Notes: Professional, to the point and energetic. Check out Mark's YouTube channel to see how he creates special seasonal videos around topics such as Christmas elves.

Mark's [YouTube](#) channel

MATT KERR PREC *SnapStats subscriber*

[Sample Video 1](#)

[Sample Video 2](#)

Notes: Great example of using bloopers as outtakes to add humour to videos as well as promoting SnapStats as an available report for their clients/viewers to receive.

Team Kerr's [YouTube](#) channel

JAMIE HOOPER *SnapStats subscriber*

[Market Update June 2020](#)

[Sample Video 2](#)

Notes: The first video is an excellent example of using a green screen in production, calling for action and professional intro/titles. The second video garnered over 2,000 views demonstrating how a great video title and thumbnail impacts your audience to watch.

Jamie's [YouTube](#) channel

AUSTIN TAKAHASHI *SnapStats subscriber*

[The Millennial Agent Reacts](#)

Notes: Big points for creativity of using a video within a video and catchy title. Produced in HD and high quality audio.

Austin's [YouTube](#) channel

More sample videos next page.

MORE SAMPLE VIDEOS (NON-LOCAL)



[NYC MARKET UPDATE IN 60 SECONDS](#)

Well produced market update video.

Notes: Video is just over 60 seconds, produced as high-definition, good audio, REALTOR® is well spoken, clear, concise (no filler words) and is very comfortable in front of the camera.

[TWIN CITIES REAL ESTATE MARKET UPDATE](#)

More organic in approach.

Notes: Do not wear sunglasses for your video's even in bright sunshine. Use a windshield for your microphone to prevent wind noise.

[WHATCOM COUNTY MARKET UPDATE](#)

Tommy Mulcher Bellingham REALTOR®.

Notes: Tommy gets thousands of views. He is confident, gregarious and looks like he is having fun.

[DAVID RATTI](#)

Team up with a mortgage broker or other expert.

Notes: Offering an expert take on financing. You could also team up with a builder, clutter organizer or even a dog groomer. The possibilities are endless. Audio could be improved.

[AZ REAL ESTATE MARKET UPDATE](#)

Incorporating graphics into your videos.

Notes: Professional and polished. Better suited for those who have the skill, time and/or money to have these produced each month.

[LAS VEGAS](#)

10 Minute Market Update.

Notes: High number of views. Professionally produced so not so much a DIY video but a good example of what is possible if resources and funding is available.

STARTER SCRIPT: MARKET MINUTE UPDATE VIDEO



A great example on how to incorporate your SnapStats reports in a *Market-in-a-Minute* video is demonstrated [HERE](#). Sample video points to note: Video is just over 60 seconds, produced as high-definition, audio is good, REALTOR® is well spoken, clear, concise (no filler words) and is very comfortable in front of the camera.

Video Title Examples: *Maple Ridge Minute Market Update* or *Maple Ridge Minute Market Real Estate Update*. This is a basic title so a reminder that the more creative the title is, the more attention and views your video will garner.

Script:

Hello/Hey Guys/Hi There,

It's _____ NAME _____ of _____ BROKERAGE _____ here with your _____ AREA _____
Market Update in 60 seconds or less.

OPTION: *INSERT HERE your own custom script with market points in this space pulled from your SnapStats report page, or Market Speedo™ infographics/maps. Use the SnapStats blue chart data as talking points (month over month) and one or two of the 5 Market Summary bullet reports as additional talking points of interest (see addendum next page for script samples.) Refer to the sample videos provided on page 23 and 24 for inspiration and ideas.*

The market speed for _____ AREA _____ is _____ % indicating it's a [sellers/balanced/buyers] Market*.

Total sales last month were _____ VALUE _____ which is _____ % [greater/less] year over year and a _____ % [increase/decrease] over the previous month.

The **Median Sale price** was _____ VALUE _____ making it a _____ % [increase/decrease] over this time last year and _____ % [greater / less] month over month.

There were _____ VALUE _____ **active listings** last month which is a _____ % [increase/decrease] over this time last year and _____ % [more/less] than the previous month.

If you want to know more about what's happening in the front lines with _____ AREA _____ real estate, send me a DM or find my email address in my bio. Until next time. [Smile!]

[Insert an outro animated clip or a Google slides title slide with your name, contact info and brokerage]

*Indicative Market Type Spreads (Sales Ratio %)

Sellers Market: 21% and Greater | Balanced Market: 12% to 20% | Buyers Market: Up to 12%

STARTER SCRIPT: ADDENDUM

Using a page from your SnapStats monthly report refer to the blue chart data section and Market Summary bullets to help you create content for your video (see image below.) The blue chart data reports **month over month** variances. The variance percentage values will suggest current market conditions.

| SnapStats® | April | May | Variance |
|--------------------------|-------------|-------------|----------|
| Inventory | 72 | 68 | -6% |
| Solds | 10 | 20 | 100% |
| Sale Price | \$1,071,500 | \$1,207,500 | 13% |
| Sale Price SQFT | \$538 | \$556 | 3% |
| Sale to List Price Ratio | 95% | 101% | 6% |
| Days on Market | 9 | 12 | 33% |

Market Summary

- Market Type Indicator **NEW WESTMINSTER DETACHED**: Sellers Market at 29% Sales Ratio average (2.9 in 10 homes selling rate)
- Homes are selling on average 1% above list price
- Most Active Price Band** \$1 mil to \$1.25 mil with average 27% Sales Ratio (Sellers market)
- Buyers Best Bet** Homes between \$1.25 mil to \$1.5 mil, Connaught Heights, Queensborough and minimum 7 bedroom properties
- Sellers Best Bet** Selling homes in GlenBrooke North, The Heights and 3 to 4 bedroom properties

**With minimum inventory of 10 in most instances

You can also pull talking points from your SnapStats YTD monthly reports, 5 Year Annual reports (published February), and even the lower mainland Market Speedo market maps provided to you in our monthly Toolkit. The maps can also be found in the Members Resource centre.

WRITING SCRIPT COPY WITH YOUR SNAPSTATS

Referencing the sample above, the market take away would be (note all numbers are median values):

- Inventory decreased month over month by 6%
- Sales doubled month over month
- Sale prices increased 13% month over month
- Home sale prices were on average (median) 1% above list price
- Homes were on the market for an average 12 days before selling

Using the key market summary points above your script copy could read as follows:

*....Buyer's had a fire under them last month. They bought twice as many homes month over month and paid on average 1% **above** asking price. Seller's, however, were not as motivated to list their homes, and as a result existing inventory levels shrunk 6%. If demand continues to outpace supply this typically means prices will continue to hold strong or increase. Overall, the market is indicative of a Seller's market with a 3 out of 10 homes selling rate.*

Some month's there may be an external factor influencing the market (see Pre & Post Production Tips 'Google Alerts' page 17.) An example of that would be any uptick in sales for the month of June 2020:

One variable for the increase in Buyer activity could be the tightening of mortgage rules by Canada Mortgage & Housing in response to COVID-19. These changes are designed to provide some stability to the housing market. Buyers qualified pre-July 1 may not qualify after July 1.

WHY SNAPSTATS?



Click [HERE](#) to watch a quick video to learn more about SnapStats and why REALTORS® choose us as their go to market intelligence report and success tools. Click the image below to visit our website. We are more than a monthly report!



RICHMOND

MAY 2020

Price Band & Bedroom DETACHED HOUSES

| SnapStats® | Inventory | Sales | Sales Ratio |
|-----------------------|------------|-----------|-------------|
| \$0 – 300,000 | 0 | 1 | NA* |
| 300,001 – 400,000 | 2 | 0 | NA |
| 400,001 – 500,000 | 1 | 0 | NA |
| 500,001 – 600,000 | 1 | 0 | NA |
| 600,001 – 700,000 | 0 | 0 | NA |
| 700,001 – 800,000 | 0 | 0 | NA |
| 800,001 – 900,000 | 1 | 0 | NA |
| 900,001 – 1,000,000 | 3 | 1 | 33% |
| 1,000,001 – 1,250,000 | 27 | 5 | 19% |
| 1,250,001 – 1,500,000 | 79 | 9 | 11% |
| 1,500,001 – 1,750,000 | 59 | 9 | 15% |
| 1,750,001 – 2,000,000 | 76 | 6 | 8% |
| 2,000,001 – 2,250,000 | 26 | 2 | 8% |
| 2,250,001 – 2,500,000 | 48 | 2 | 4% |
| 2,500,001 – 2,750,000 | 39 | 3 | 8% |
| 2,750,001 – 3,000,000 | 40 | 0 | NA |
| 3,000,001 – 3,500,000 | 23 | 1 | 4% |
| 3,500,001 – 4,000,000 | 23 | 1 | 4% |
| 4,000,001 – 4,500,000 | 10 | 0 | NA |
| 4,500,001 – 5,000,000 | 6 | 0 | NA |
| 5,000,001 & Greater | 8 | 0 | NA |
| TOTAL* | 472 | 40 | 8% |
| 2 Bedrooms & Less | 16 | 3 | 19% |
| 3 to 4 Bedrooms | 201 | 15 | 7% |
| 5 to 6 Bedrooms | 229 | 21 | 9% |
| 7 Bedrooms & More | 26 | 1 | 4% |
| TOTAL* | 472 | 40 | 8% |

| SnapStats® | April | May | Variance |
|--------------------------|-------------|-------------|----------|
| Inventory | 454 | 472 | 4% |
| Solds | 36 | 40 | 11% |
| Sale Price | \$1,489,000 | \$1,610,500 | 8% |
| Sale Price SQFT | \$644 | \$588 | -9% |
| Sale to List Price Ratio | 95% | 95% | 0% |
| Days on Market | 49 | 33 | -33% |

Community DETACHED HOUSES

| SnapStats® | Inventory | Sales | Sales Ratio |
|-------------------|------------|-----------|-------------|
| Boyd Park | 11 | 0 | NA |
| Bridgeport | 19 | 1 | 5% |
| Brighthouse | 6 | 0 | NA |
| Brighthouse South | 2 | 0 | NA |
| Broadmoor | 41 | 3 | 7% |
| East Cambie | 7 | 0 | NA |
| East Richmond | 5 | 1 | 20% |
| Garden City | 11 | 2 | 18% |
| Gilmore | 2 | 0 | NA |
| Granville | 45 | 3 | 7% |
| Hamilton | 10 | 1 | 10% |
| Ironwood | 17 | 1 | 6% |
| Lackner | 12 | 2 | 17% |
| McLennan | 9 | 0 | NA |
| McLennan North | 1 | 0 | NA |
| McNair | 15 | 2 | 13% |
| Quilchena | 19 | 2 | 11% |
| Riverdale | 36 | 2 | 6% |
| Saunders | 27 | 0 | NA |
| Sea Island | 5 | 0 | NA |
| Seafair | 28 | 2 | 7% |
| South Arm | 11 | 3 | 27% |
| Steveston North | 28 | 1 | 4% |
| Steveston South | 14 | 3 | 21% |
| Steveston Village | 12 | 5 | 42% |
| Terra Nova | 16 | 1 | 6% |
| West Cambie | 15 | 1 | 7% |
| Westwind | 8 | 1 | 13% |
| Woodwards | 40 | 3 | 8% |
| TOTAL* | 472 | 40 | 8% |

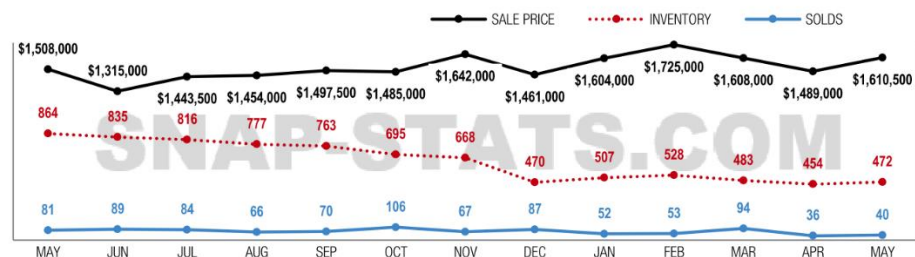
*Sales Ratio suggests market type and speed (ie Balanced 12-20%.) Refer to YTD reports for sustained periods. If >100% MLS® data reported previous month's sales exceeded current inventory count.

Market Summary

- Market Type Indicator **RICHMOND DETACHED**: Buyers Market at 8% Sales Ratio average (8 in 100 homes selling rate)
- Homes are selling on average 5% below list price
- Most Active Price Band** \$1 mil to \$1.25 mil with average 19% Sales Ratio (Balanced market)
- Buyers Best Bet** Homes between \$2.25 mil to \$2.5 mil / \$3 mil to \$4 mil, Steveston North and minimum 7 bedrooms
- Sellers Best Bet** Selling homes in Steveston Village and up to 2 bedroom properties

**With minimum inventory of 10 in most instances

13 Month Market Trend



Compliments of...

Your Name Here Personal Real Estate Corporation
Your Office Name
604.555.5555

YourWebsite.com
YourEmail@youremail.com



MY ACTION STEPS / NOTES



Lined area for notes, consisting of 20 horizontal lines.