

# Advantages of using Video to promote your property

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### **In 2020 Content is King.**

With the undeniable growth of social media, content has become king.

When selling your property, the way in which you showcase the content (your property) to potential buyers is key in not only standing out from the crowd, but showcasing your property in a more strategic and purposeful manner.

### **Why has video become an important component in a successful marketing campaign?**

The statistics in video marketing speak for themselves. 64% of consumers are more likely to act on a product or service after seeing a video promotion when compared to static or still imagery. Video will also help your advertisement stand out from the hundreds of advertisements an average person is exposed to on a regular basis, making it more likely to gain attention and be remembered.

### **How does Video promotion help sell a property?**

A promotional video is a powerful marketing tool which helps communicate more than just information. While photography showcases the property at a base level, a video can create emotions and portray a certain lifestyle, feeling or story. When used in a strategic way the emotions can help better showcase the home and help drive a deeper connection between potential buyers and the property.

Photos highlight particular rooms or features of the house in a still image, which often makes it hard to piece

together an idea of the home as a whole. Videos, however, flow through the homes giving more of a guided tour of the house, while highlighting the rooms and features of the property. This guided tour allows the buyer to better understand the home and help them picture how they would live in it, creating an attachment to the property without even seeing it in person.

### **So do I need a video to sell my property?**

When its time to sell your property, you need to remember that your listing needs to stand out and to get the best price for your property you need to attract the right buyers. The best way to achieve this is to choose a real estate agent who can create a unique and specific marketing plan, that effectively promotes your property, to reach those specific buyers. Look for and invest in an agent who can create an engaging promotional video that best communicates your property to the right buyer through an effective and efficient marketing campaign.

