



56 Point Quality Control Checklist To Sell Homes Faster



REAL ESTATE VIDEO MARKETING:

This checklist for YouTube, Facebook and Instagram will help you differentiate yourself from your competition and position yourself as the “go to agent” in your marketplace.

Video (1point)

Video already accounts for more than 50% of online mobile traffic and it's growing. Engaging and educational videos will do a lot for you and differentiate you.

- Create a short video that will keep your audience captivated. It doesn't have to be expensive to the effective.

YouTube (6 points)

Your YouTube channel needs to be an extension of your brand, website, and other social media accounts.

- Create a custom cover image and icon that is branded with your story
- Make sure your website and social media links on your YouTube Channel
- Upload your videos
- Optimize the title, description, keywords and website link
- Add visuals and calls to action during your videos
- Link up your analytics and adwords account (advanced)

Facebook and Instagram (3 points)

Facebook continues to push video including their “Facebook live” and provides an excellent opportunity to generate a lot of views.

- Upload your video to Facebook and Instagram
- Create a custom Facebook Audience
- Create Facebook “Live” videos for your audience

Videography Checklist (9 points)

- _____ Are you close to the camera for clear audio?
- _____ Was the microphone gain adjusted for strong, level audio?
- _____ Are you centered in the frame
- _____ Did you remove all background noise?
- _____ Did you remove all background light?
- _____ Do you have a light source shining on you?
- _____ Are you zoomed in to fill 1/3 of the frame?
- _____ Are you looking slightly up at the camera?
- _____ Do you have a background image? (educational videos)

Presentation Checklist (8 points)

- _____ Did you introduce yourself first?
- _____ Did you state why you made the video second?
- _____ Did you give a call to action third?
- _____ Did you share 1 specific idea (Q&A)?
- _____ Are you enthusiastic in your presentation (show emotion)?
- _____ Are you conversational and not reading a script?
- _____ Do you look at the camera the entire time?
- _____ Do you use any visuals or props in the video?

Editing Checklist (5 points)

- _____ Did you include a brief animation logo introduction?
- _____ Did you include B-roll of pictures, additional video, or slides? **(advanced)**
- _____ Did you include graphical text (bullet points) or animation on key points?
- _____ Did you include your contact information?
- _____ Did you include an outro with your logo?

Optimization Checklist (10 points)

- _____ Is the video title specific and benefit driven (non-spammy)?
- _____ Did you include your keyword phrase in the headline?
- _____ Did you include a link to your website?
- _____ Did you include a short description of the video?
- _____ Did you include 5-7 keywords on what the video is about?
- _____ Did you include your contact information?
- _____ Did you set a compelling and professional thumbnail (start frame)?
- _____ Did you include an annotation with a call to action in the video?
- _____ Did you add the video to an optimized playlist on your YouTube Channel?
- _____ Did you upload the video to your blog w/ a written summary?

Email Copy Checklist With The Video To Your List (10 points)

- _____ Specific, non-spammy subject line as a conversational sentence?
- _____ Specific, benefit driven headline to the point of the email?
- _____ 4-5 sentences of very specific, benefit driven email copy without puffery or “useless” statements

- _____ *Start with the story/problem (Why are you sending me this now?)*
- _____ *Why the video was made (Why did you make this video?)*
- _____ *Reference a specific point made in the video (What will I learn in the video?)*
- _____ *What's the benefit of watching the video (Why should I watch it now?)*
- _____ *Call to action in the email*
- _____ *Interesting and professional thumbnail/screenshot*
- _____ *Include the latest customer success story (advanced)*

Social Media & Optimization Checklist (4 points)

- _____ Was the video uploaded to Facebook business page correctly?
 - _____ *Tag person in video*
 - _____ *Tag the location of the video*
 - _____ *Compelling, specific, benefit driven headline?*
 - _____ *Include link to the specific post in the video blog?*
 - _____ *Compelling and professional start frame?*
- _____ Was the video posted to Linked-In?
- _____ Was the video posted to Instagram?
- _____ Was the video posted to Twitter?



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