

5 Reasons to Vlog In Real Estate



A Marketers advice

NATHAN ZALE



5 REASONS TO VLOG IF YOU'RE IN REAL ESTATE

There's really no need to make my case on video marketing and vlogging in business, especially if you're a realtor. But, let me do my duty and aware you of a few things:

- Video marketers achieve a **54% increase in brand awareness**.
- 78% of people watch online videos every week and 55 % view online videos every day (HubSpot).
- Social video generates 1200% more shares than text and image content combined (Wordstream).
- 100 million hours of video are watched each day on Facebook (TechCrunch).

Okay, okay you get it. You **NEED** to be vlogging. But let's dive even deeper as to why you need to be doing it if you're in real estate, lending, or any service based industry.

Vlogging positions you as an authority

What better way to **SHOW** you know your stuff by jumping on camera and sharing your knowledge. It shows you know what you're doing versus just "reposting an article" or writing a blog. Get personal. It works.

Vlogging provides an "introduction" to who you are

Yep, that's it. If you're regularly working with people through social media or want to expand your online media presence, then jumping on camera is the way to go. It allows your potential customers and referral partners to get to know you on a deeper level. They read your body language. They see how you connect. Plus, it also attracts people that **YOU** would want to work with.

Vlogging makes you stand out

There are so many realtors NOT taking advantage of vlogging. It's almost mind-boggling.

So, why wouldn't you want to stand out and be the unicorn in your market? Take advantage of it. Bite the bullet and hire someone, or learn yourself.

Vlogging gets you major EXPOSURE

Here are some reasons why:

- Including a video in a post increases organic traffic from search results by 157%. (Search Engine People, 2017)
- According to Webdam, video on social media get 3 times the number of inbound links than plain text posts.
- Social video also generates 1200 percent more shares than text and images combined.

In short - social media favors video content native to the platform it's on.

Vlogging gets you business

I can personally tell you that vlogging will get you business. Bringing this all together will define your brand, get you more exposure, and build your connection list like non other.

Give it a shot, trust the process, and reap the benefits.

If you're looking for some vlogging ideas, check out these 10 ideas.

Alright guys - thanks so much for reading! I would love to connect with you through instagram, facebook, or whatever your preferred platform is. Don't be shy!