



For
Real Estate
Agents

The Definitive Guide to YouTube for Real Estate Agents

(and special bonus: How to win listings with
3D, teaser videos, and virtual reality)

YouTube - By The Numbers

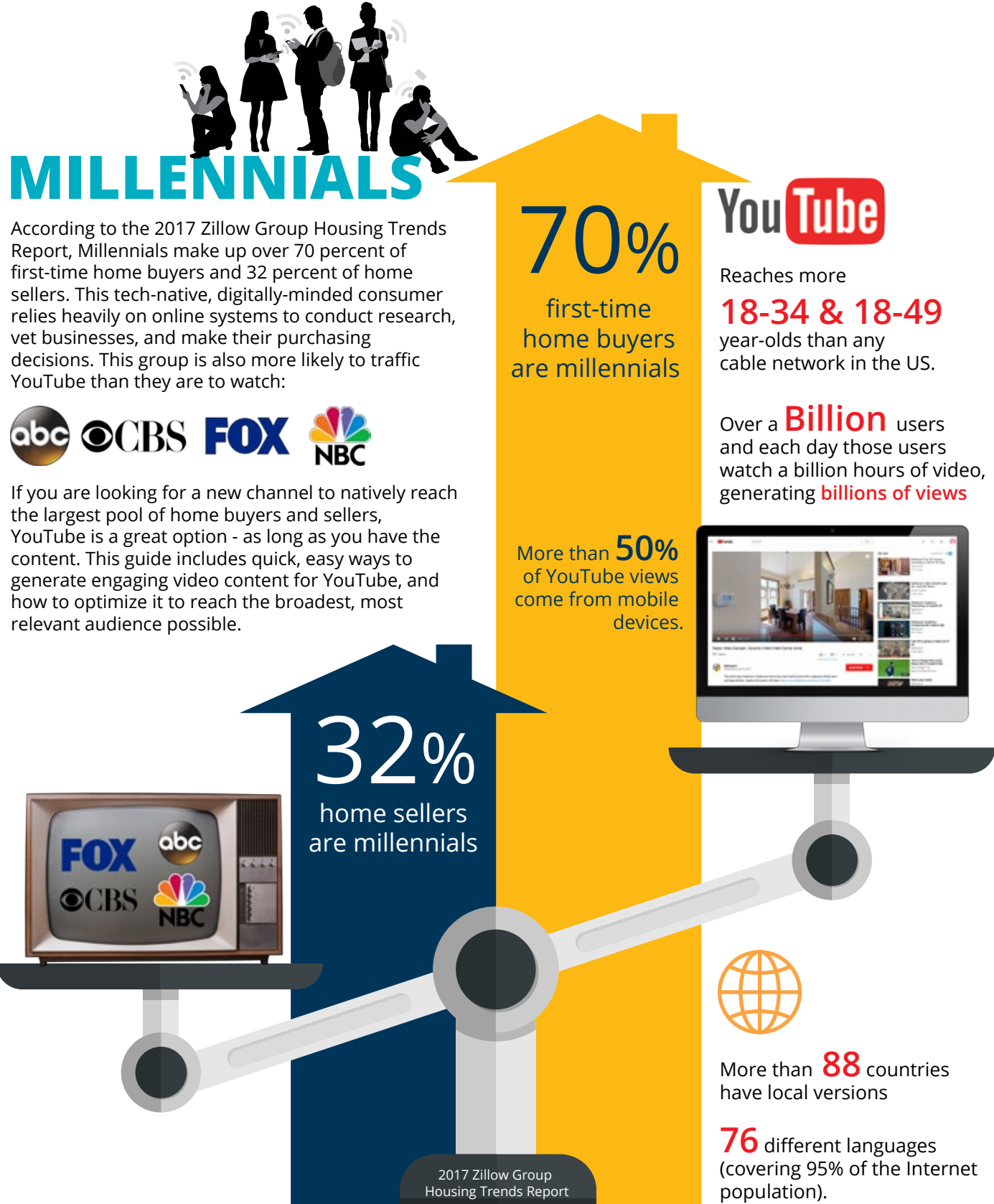


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Real estate agents - Read on to learn how you can use YouTube to build your brand, attract more home sellers, and reach more buyers. By incorporating dynamic and engaging visual content, including 3D Dollhouse views and virtual tours, you can get grow your audience, get more clients, and outsell your competition.

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Creating Awesome Videos

Creating Awesome Videos

It seems like a no-brainer - but to be on YouTube at all, you'll have to create video content. This doesn't have to be complicated, though, and real estate agents can create a variety of content to help boost their visibility and engage prospective sellers and buyers.

Best Types of Videos to Post:

1

Listings, listings, listings



Home buyers are playing the field and want to see a variety of options. Show them everything you've got and more, especially video tours of a property that inspire them to visit the home in person.

2

Neighborhood updates



Is there an interesting update to a neighborhood that home buyers would be interested in knowing about? Is the school district improving? Is there a hot new restaurant?

3

Satisfied clients



After you've done your job finding the perfect home or selling a home for full price in cash, try and take a video on the spot asking them to speak on your behalf. These videos can be powerful endorsements to make future clients comfortable with trusting you.

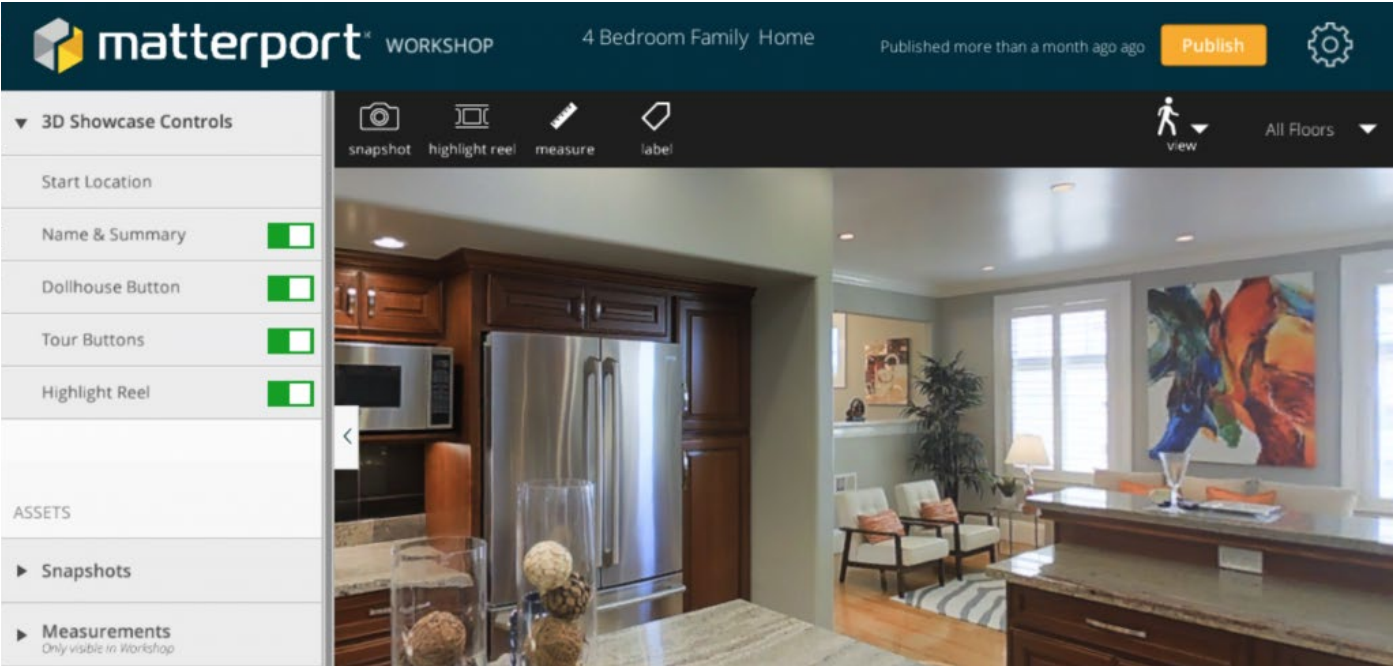


ProTip

Categorize your content with "Playlists" to help consumers find collections of videos that matter most to them. Consider playlists for specific neighborhoods, types of homes, or testimonials.

Creating Video with Matterport Is Easy

Matterport automatically outputs short teaser videos that can be used on YouTube, but if you want to create a full virtual tour from your 3D Showcase to post to YouTube - that's easy, too!



Turn Your 3D Showcase into a YouTube Video

- 1
- Create a Guided Tour in Workshop. This is what we'll use as the basis of our video tour, so be sure to include any highlights that you want to appear in the video. If you're an advanced user, you can spend some additional time ensuring that flythrough transitions are smooth so that you can create an even more engaging video that gives a better sense of how different areas of a home relate to one another. (for non-Matterport users, Workshop is where you can edit your 3D tours, take unlimited 2D Snapshots, download teaser videos, embed multimedia, and more.)



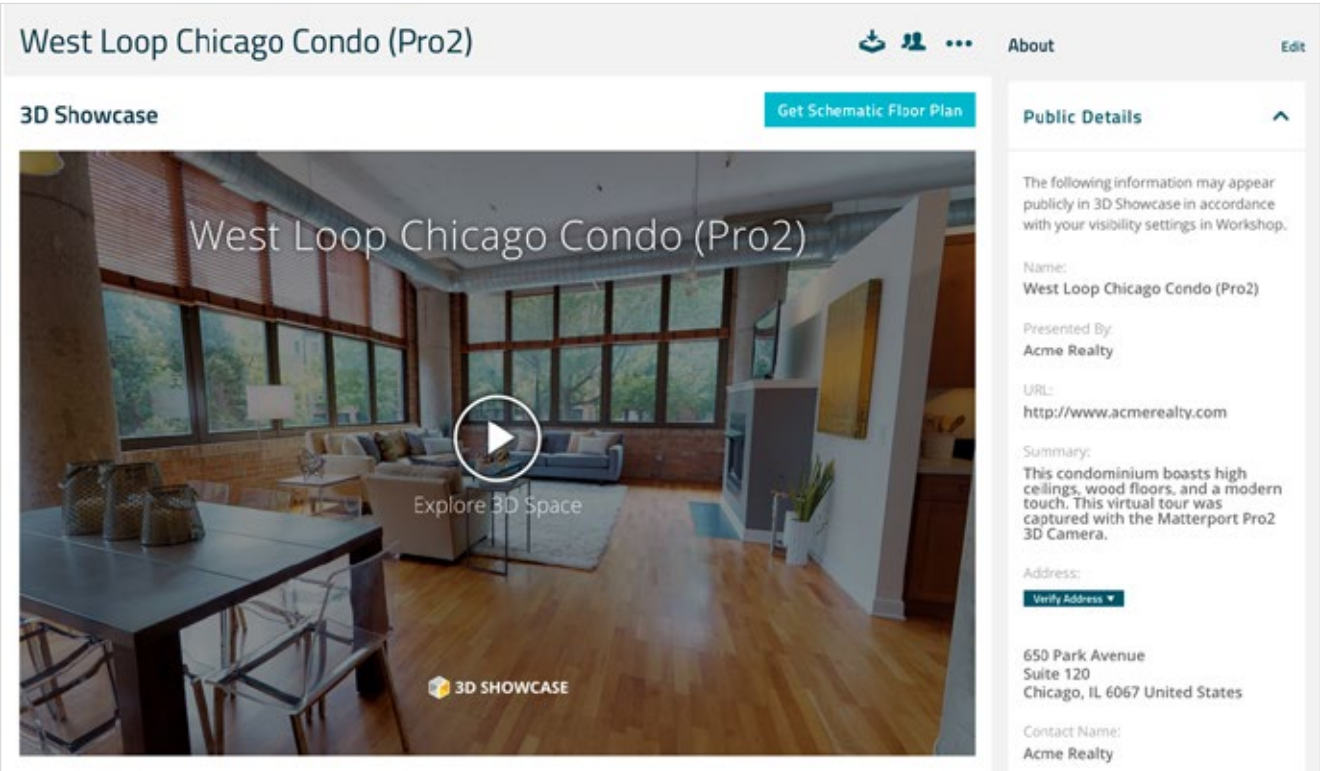
What is a Guided Tour?

A Guided Tour is a video-like experience in which a viewer is navigated through the home automatically. An agent takes Snapshots of what they believe is the best features or rooms of a home, and a lean-back 3D walkthrough is automatically generated which plays just as a video walkthrough would.

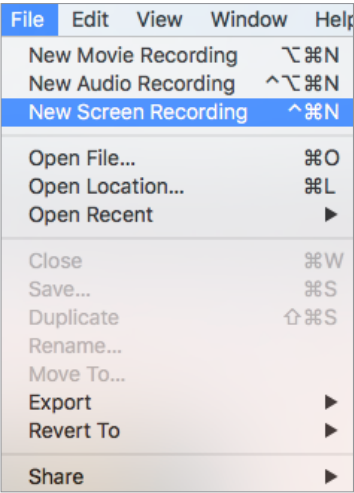
To see an example of a Guided Tour, click here and press the “Play” button in the bottom left >

GUIDED TOUR EXAMPLE

- 2
- Save your Guided Tour by pressing “Publish” and exit Workshop.
- 3
- On the Cloud page for your 3D Showcase, click play to load your 3D Space. Ensure that your browser window is wide enough to show the Space at the 1068 x 600 size - this aspect ratio will match YouTube’s native aspect ratio, to minimize the appearance of black bars bordering your video.



- 4
- For Mac users, Open Quicktime and select Screen Recording. Drag your cursor over your 3D Showcase screen and press play on your Guided Tour. When the tour is over, press Escape and stop the recording. Then, export the file as a video in the maximum resolution possible. For PC users, you can follow similar steps using the program Ice Cream Screen Recorder. Read our support documentation [here](#) for more information.



- 5
- Upload the video to YouTube and include the appropriate title, description, and tags. That's it!

Go on to the SEO section of this ebook to to learn the best practices regarding descriptions and tags on YouTube.

See an example of a video made with Quicktime and a Guided Tour here:

QUICKTIME VIDEO / GUIDED TOUR EXAMPLE

Growing Your Audience

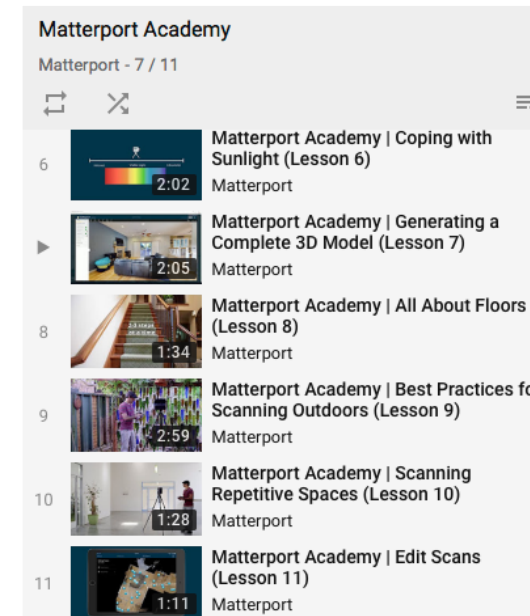
Growing Your Audience

Videos with no viewers are like falling trees with no one around to hear them. There are a few tricks you can use to maximize the number of prospects who find your videos and become regular consumers of your content.

1

Upload fresh content frequently for your target audiences

If you want to be successful on YouTube, you need to post fresh content as often as possible, on the subjects which speak to your target audience. Are you targeting luxury buyers, first-time home shoppers, or millennials? Consider what content you can post to attract the attention of these crowds.



Try posting something new once a week, so that your followers know to expect something new and can come to rely on you for fresh content. Once you have a regular cadence of videos posted, you can try different kinds of content to see what drives the most engagement (new followers, likes, or re-shares).

Consider creating playlists or channels about the different neighborhoods you service or categories of property types.

70% of home buyers say they expect a video, either on a property website, Facebook, or YouTube.



ProTip

You can embed any video you create on YouTube into your Matterport 3D Showcase. If you have a listing in a specific neighborhood, consider embedding all of your videos relevant to that listing within your 3D tour. This can include neighborhood updates or information about the home itself. If you have a smartphone, you can easily record yourself describing aspects of the home like the hardwood floors, cherry cabinets, wine fridges, or anything else you feel a client needs to hear from you.

See an example of 3D Showcase with embedded multimedia [here >](#)

ST. JUDE'S DREAM HOME GIVEAWAY



2

Distribute videos to your email database



Video content gets some of the highest engagement in email - more than static photos or text alone, but videos themselves cannot be played within an email client.

Instead, you can use GIFs to add a visually dynamic element to your emails, take your existing YouTube content across channels, and embed it right in emails for more clickable content.

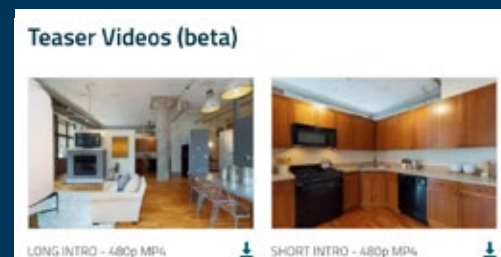
If you do not have a platform like Matterport, which automatically generates a teaser GIF from every 3D walkthrough, you can crop your video tour into a short 3-5 second clip, and run it through a free or paid MP4-to-GIF conversion tool online.

Once you're using GIFs in your emails and on Facebook, you'll be able to pull in more of your existing audience to your full-length video content on YouTube and encourage more shares and engagement from there.



ProTip

Your automatically generated teaser GIFs can be used directly in emails to point users to your video content. Because GIFs are dynamic and play in most modern email clients and browsers, you'll boost your click-through rate and get more eyeballs through to your video content.



3

Use cross-marketing to create a recurring cycle of traffic

To ensure you get a high volume of traffic to your website, your Facebook page, and your YouTube channel, make sure you are using each channel to promote the others. Add links to your 3D walkthroughs, website, or social media accounts, within your YouTube video descriptions - and also be sure to include links from your 3D walkthroughs, website, or social media accounts back to your YouTube.

CREATOR STUDIO

VIDEO MANAGER

Videos

Playlists

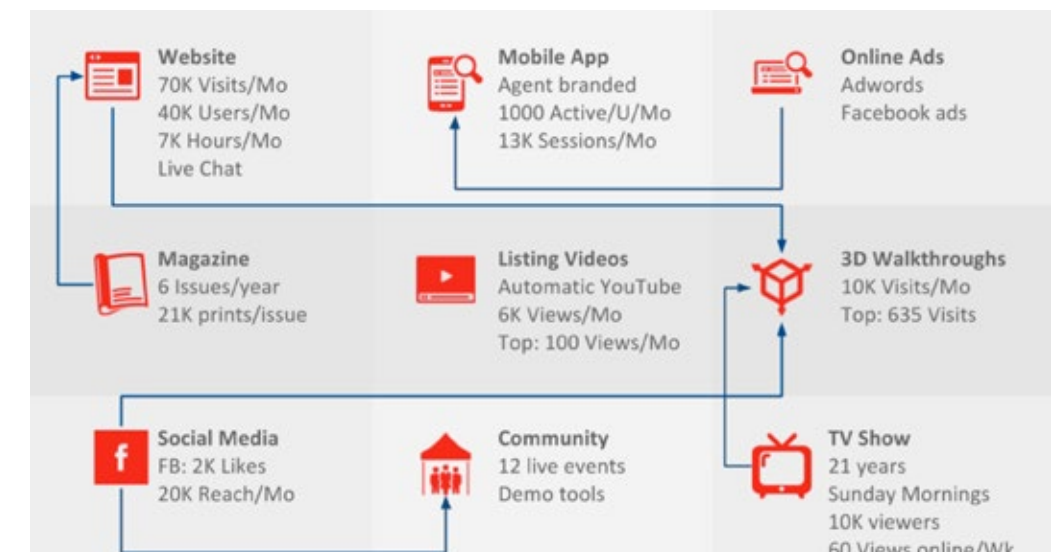
LIVE STREAMING

Tactics:

Add default boilerplate to your YouTube video descriptions that describes your real estate approach, gives your name and contact information, and links to your other social channels and your website.

- Make this your default by going to you **Creator Studio > Channel > Upload** defaults and adding your text to the Description field.
- On your website, ensure you have a page dedicated to your YouTube videos and make sure there is a visible link to your Facebook page.
- If you manage a blog on your website, you can also post your more recent videos here.

The more traffic you generate across platforms, the better your online platforms will perform.



% Cressy and Everett Real Estate Cressy and Everett Real Estate

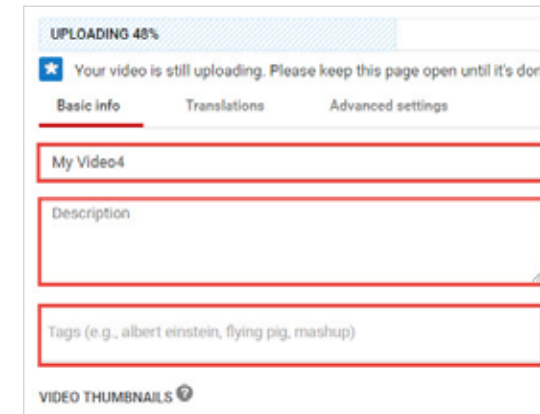


Cressy and Everett Real Estate, one of REAL Trends top 250 brokerages in the country, uses cross-marketing strategies to amplify their marketing efforts.



Drive More Traffic with SEO

Leverage SEO and Advanced YouTube Features



A great way to generate fresh content and add value for your visitors is to use the key features native to YouTube itself. YouTube leverages similar search technology as Google's search engine to surface relevant content to its users.

Just as you would optimize your website for engagement and search visibility, you can optimize your YouTube videos to be discovered by users looking for your content - both on YouTube itself and in Google search.

Add Keyword-Rich Content To Raise Your Discoverability

Do you want a higher search ranking on Google? Since YouTube is owned by Google, you can raise your profile by driving more traffic to your channel with keyword-rich descriptions.

For better indexing, consider the following ProTips:



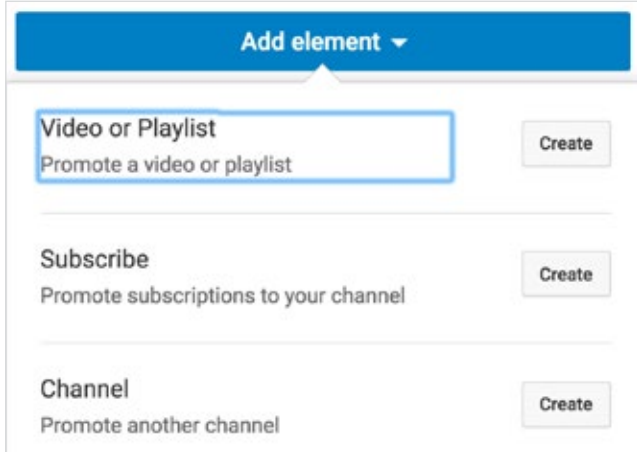
ProTip

- ✓ Include a title someone may search for like **"New Family Home in Uptown | Jane Doe, Real Estate Agent"**.
- ✓ Include a keyword-rich description which lets the audience know what to expect from your video.
 - If the post is about a neighborhood, include terms specific to the area like restaurant names, street names, school districts, etc.
 - If the post is about a home, include features that a potential client might be searching for (i.e. hardwood floors, marble counters, etc.)
 - Note: Only the first 125 characters appear in the search results, so make sure they are valuable to your target audience.
- ✓ Include an "About Me" bio at the end of every description which includes a link to your website and Facebook pages. This can be the same keyword rich blurb which you can copy/paste from video to video.
- ✓ Include tags relevant to your video and audience (i.e. real estate, family home, 3 bedroom, etc.)

Use Tags, Descriptive Titles, And Video Descriptions

YouTube is owned by Google - the search giant - and leverages much of the same technology to deliver relevant content to users across its network.

Just as you would include relevant keywords on your website to ensure that you appear in search, you should:



92%

of home buyers search the internet before contacting an agent.



ProTip

Use innovative marketing, like 3D content and Dollhouse views, to stand out from your competitors online.

Note: Once you reach 10k views on your channel, you can apply to become a YouTube Partner. This will allow you to add external links to these Cards and End Screens, but will also allow external ads to be featured on your videos. To learn more about the Partner program, [click here](#).



ProTip

Use YouTube **“Cards”** and **“End Screens”** to link to your other videos to drive additional engagement. The option to add Cards and End Screens can be found in the Dashboard of the Creator Studio (also available in the the Video Manager).

✓ **Cards:** Cards are “tags” which float in the top right corner of your video which allow you to suggest other videos to your viewer. You can use these to drive traffic to listings in similar neighborhoods, to similar style homes, or to your videos highlighting features of the same home.

Suggested: West Loop Condo



✓ **End Screens:** End Screens allow you to include a screen which is displayed when your video is over. You can use them to promote other videos or playlists (such as similar homes, info about the neighborhood, feature videos), other channels you include (for your brokerage or for another district you service), or for subscriptions to your account.

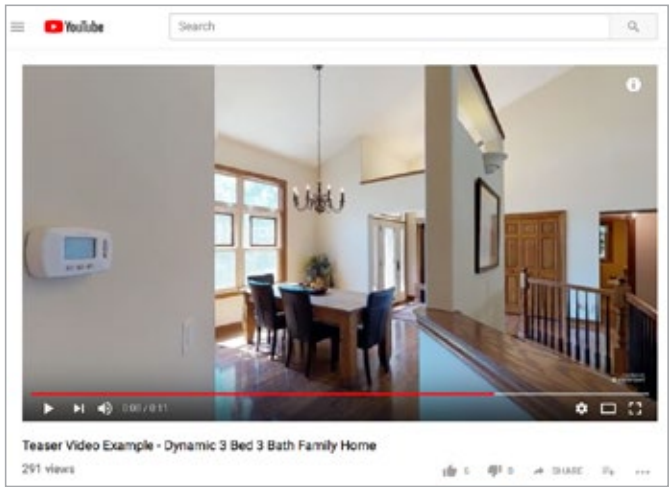
Use Teaser Content To Drive Deeper Engagement

Prospective clients may find you on YouTube - but your ultimate goal is to drive them to your website, or to reach out to you directly. With Matterport, you get automatically generated teaser videos with every 3D Space - all you need to do is download from the Matterport Cloud and upload to YouTube. These short 10-second clips are designed to drive interest - but will require users to click through to your full 3D Showcase, or your website, to see the entire property.

What are Matterport teaser videos?

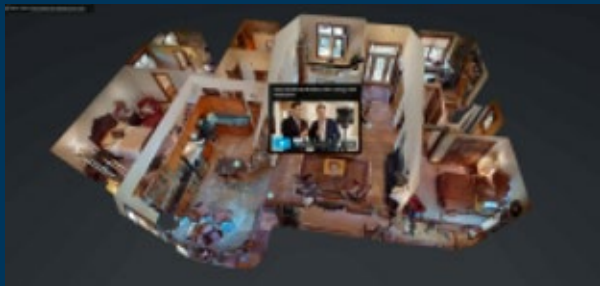
If you have or are trying to build a well-established YouTube channel, Matterport is an incredibly fast and easy tool you can use to generate video content for all of your listings. With Matterport, for every home you create a 3D virtual tour for, you also get a teaser video included for free, automatically generated from the 3D virtual tour.

Teaser videos are basically short video clips that show the 3D floor plan, and then zoom in to walk through the main rooms of the house.



ProTip

Matterport’s proprietary 3D Dollhouse views are proven to drive engagement and are generated automatically. Use our Dollhouse views to attract more home sellers on social media.



Include links to your Matterport 3D virtual tours in your video descriptions to attract more home sellers.

3D Showcase Advantage

Buyers are **60% more likely to email an agent** and **95% more likely to call an agent** about a property listing they’ve seen on realestate.com.au that includes a Matterport 3D Showcase.



60%
more likely to
email an agent



95%
more likely to
call an agent



BONUS

Bonus: How to win your next listing with Matterport (with absolutely no commitment)



Generating seller leads on YouTube is one thing, but closing them is another thing altogether. Top agents use Matterport as their listing presentation closer to wow their seller leads and win that listing. Want to give it a try? Use the free Matterport 3D Showcase for iOS app on your iPad or iPhone in your next listing presentation, and wow your prospective seller with one of our demo walkthroughs. To get started, download our free listing presentation guide today >> [How to win your next listing with Matterport.](#)



"With Matterport, I improved my listing appointment conversion from 65% to 95% and reduced days on market by 56%."
- G. Howarth, RE/MAX FIRST CHOICE

"We haven't lost a single listing since we began using Matterport in our listing presentation."
- M. McKenna, Keller Williams

Was this helpful? Visit matterport.com/resources for more ways to build your business or email resources@matterport.com.

[DOWNLOAD](#) our Listing Presentation Guide to win a listing with Matterport.



Two ways to get 3D walkthroughs, teaser videos, and virtual reality for your listings

Tap into the Matterport Service Provider Network, to have it done for you.



[Click to Get Quote from Service Provider](#)

OR

Learn how easy it is to do it yourself, with the 3D camera



[Click to Learn about Matterport 3D Camera](#)

"Matterport is helping us draw in interested and qualified buyers before they even visit the house."

– David Caveness, President and CEO, Carpenter Realtors

"Thanks to Matterport, I just sold an \$8m home for full price in cash"

– Amanda Todd, Keller Williams

"Matterport is a listings closer. [It] also brings in buyers. I created a Matterport tour for a listing and received a full-price offer, sight unseen, within 24 hours of it being posted to the MLS."

– Vicky Santana, NextHome Santana Real Estate

Congratulations.

You are ready to generate more seller leads on YouTube and win more listings.

Once you schedule the listing presentation with the home seller, win their business by showing them how you will use 3D and VR to market their homes.





ABOUT MATTERPORT

Matterport is an immersive media technology company that delivers an end-to-end system for creating, modifying, distributing, and navigating immersive 3D and virtual reality (VR) versions of real-world spaces on Web, mobile devices, and VR headsets. The Matterport Pro Camera and Cloud Services make it quick and easy to turn real-world places into immersive virtual experiences.

Matterport's unique 3D media solution revolutionizes the way businesses in various markets, including real estate, travel and hospitality, architecture, engineering and construction, media and entertainment, and other sectors, share the details of their properties. To date, over 550,000 properties have been captured, generating more than 250 million views across 80 countries.

WWW.MATTERPORT.COM



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