

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need a change?

If you are a real estate agent in the Danville, San Ramon, Alamo, Diablo, Dublin and Concord areas and you'd like to work with a broker that "gets" technology, come and talk with me!

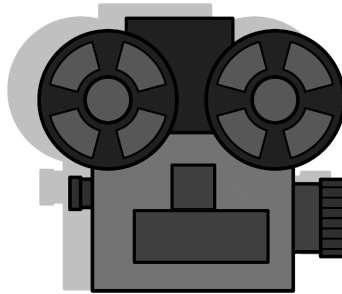
I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in Blackhawk, Danville. and Concord. Let's explore the possibilities!

The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would find useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

<http://www.RealtyTechBytes.com>



7 Excellent websites to help your video marketing in 2018

If I had to give you one piece of real estate marketing advice for 2018 it would be to ramp up your video offerings in your marketing.

People want to watch videos. Websites such as Facebook and LinkedIn get great results with video. But there are others as well that benefit from videos. Of course video is what YouTube is all about, but you can also use video on Pinterest and Instagram.

I've gathered up some websites that will help you figure out what kind of videos to shoot as well as some advice on how to use your phones to do the work. Take some time to check them out and see if something here will work for you!

1. Placester has a great article on the 23 types of real estate video that agents should create asap!

<https://placester.com/real-estate-marketing-academy/real-estate-videos-worth-creating-marketing/>

2. The Real Estate Marketing Blog has an excellent



Here are some useful Links

(For when I can't be there)

TopProducer Help

<http://www.topproducer.com/campus/top-producer/top-producer-help>

zipForms Help

<https://www.youtube.com/user/zipLogix/featured>

DocuSign Help

<https://support.docusign.com/>

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article on how to make videos that go viral

<https://www.realestatemarketingblog.org/how-to-make-a-viral-real-estate-video/>

3. The Marketing Artfully blog has over 100 ideas for amazing real estate videos here:

<https://marketingartfully.com/2017/06/08/100-real-estate-agent-video-ideas/>

4. REALTORMag has 9 Steps to Video Marketing Success here

<http://realtormag.realtor.org/technology/feature/article/2014/12/9-steps-video-marketing-success>

5. The Paradym website has 15 Essential marketing videos that every agent should create. They even offer example videos of each type of video.

<https://www.paradym.com/blog/15-essential-marketing-videos-every-real-estate-agent-create/>

6. The Verge has some good tips on how to actually shoot great video

<https://www.theverge.com/2017/7/26/16026238/smartphone-video-editing-apps-how-to-tips-iphone-android>

7. FilmicPro has an excellent video on the 5 things to do before you shoot iPhone video (Many of these will work for Android phones) here:

<https://youtu.be/zEKYyzY77Ug> They also have quite a few other videos on the YouTube site as well.

I'd love to see some examples of your work, so send me the links!