HOW TO USE VIDEO IN YOUR MARKETING

A practical guide for land brokers

Build trust. Start conversations. Grow your business.



LANDVERSEAI.COM

TAKE THE PRESSURE OFF

You do not need to be a video expert.

Think of video as a good conversation you can have more than once.



"If you can explain land across a tailgate, you can use video."

LET PEOPLE KNOW YOU BEFORE THEY CALL

Video lets them hear your judgment, see how you think, and feel more comfortable taking the next step.



YOU UNDERSTAND LAND.

YOU CAN GUIDE THEM THROUGH IT.

PUT VIDEO WHERE THE QUESTIONS ARE

- Social media
- Email follow-up
- Website
- YouTube
- Listing presentations
- Property pages
- QR codes
- Events
- Press releases
- Partner outreach



Create once.
Use it everywhere
the question appears.

ON SOCIAL MEDIA:
TEACH FIRST.
SELL SECOND.

1 Start with a real question.

2 Explain one useful idea.

3 Offer one next step.





Be useful and people remember you.

NEVER SEND "JUST CHECKING IN" AGAIN.

Send a helpful video after an inquiry, before a tour, after a tour, or when a good lead goes quiet.



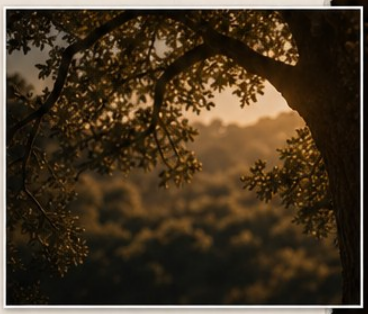
"I remembered your question about access. This short video explains it in plain English."

BUILD A 24-HOUR ANSWER DESK

FAQ pages

Buyer and seller pages

Property pages



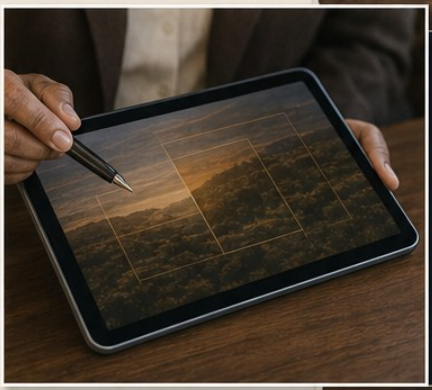
A visitor who watches two helpful answers is already getting to know you.

SHOW SELLERS.
DO NOT JUST PROMISE.

BEFORE
Send one useful video.

DURING
Show your video plan.

AFTER
Send the plan with your proposal.



Let the seller see the campaign.

DO NOT JUST SHOW THE LAND. HELP BUYERS UNDERSTAND IT.

SHOW the property.

EXPLAIN what matters.

INVITE the next step.





Beautiful footage opens the door.
Clear guidance moves the buyer.

STAY HELPFUL UNTIL THEY ARE READY.

Teach value, documents, access, buyer questions, and the selling process.



Become the obvious person to call when the time is right.

TAKE VIDEO INTO THE REAL WORLD.

- Seminars
- Property signs
- QR codes
- Printed packets
- Broker tours
- Partner events

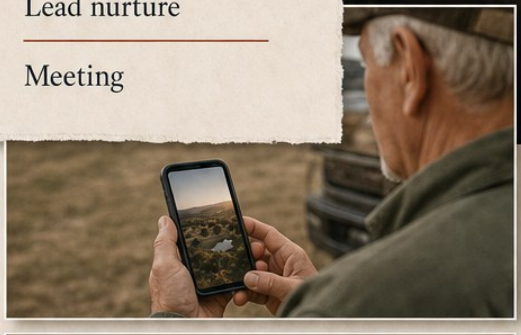


If the same question comes up in person, your video belongs there too.

MAKE ONE GOOD VIDEO WORK EIGHT TIMES.

- Website or YouTube
- Three social clips
- Email
- Social post
- QR code
- Listing presentation
- Lead nurture
- Meeting









Create once. Use it everywhere the question appears.

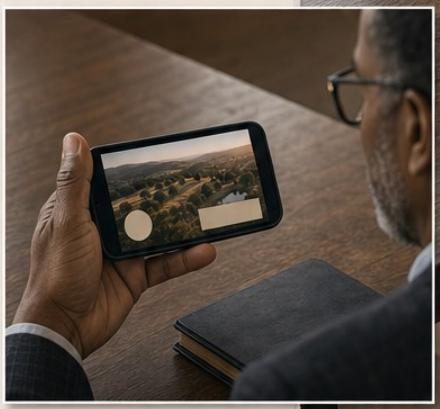
HELP FIRST. PUT YOUR NAME AT THE END.

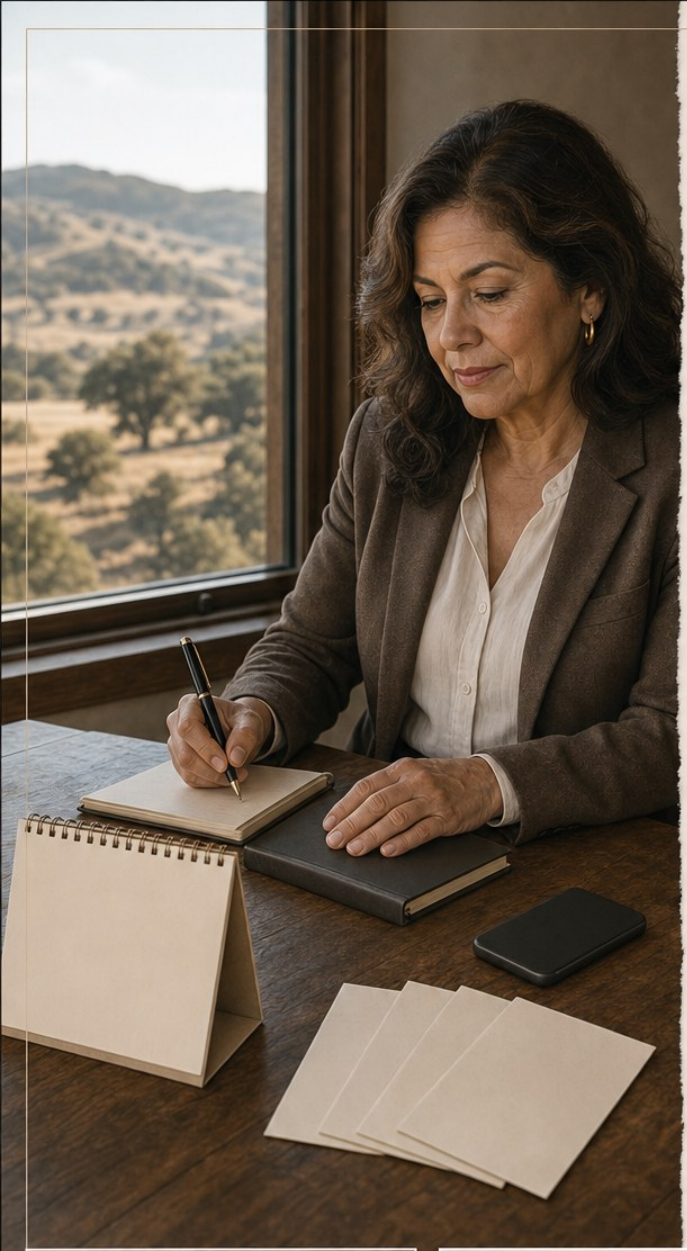
Add your logo, name, phone, website, and one clear invitation.

Schedule a tour.

Request a checklist.

Ask a question.









A SIMPLE 30-DAY PLAN

WEEK 1

Choose three questions.

WEEK 2

Post, email, and use in follow-up.

WEEK 3

Add video to your website and listing presentation.

WEEK 4

Notice what starts conversations. Make the next three.

Count Conversations, not just views.

- Replies
- Calls
- Meetings
- Tours
- Listings
- Referrals



The best video moves the right relationship forward.

YOU CAN DO THIS.

You already know the questions. Video lets your best guidance keep working when you are not in the room.

Start with one honest answer. Share it. Do it again next week.

People remember the person who makes the next step feel easier.





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