

CREATING A VIDEO STRATEGY



PROVIDED BY CULTURAL OUTREACH | **NationalMI**

FOR SOCIAL MEDIA:

Record videos

- FAQ's
- Quick Tips
- Testimonials

Write your ideas here:

Facebook/Instagram Live

- Event promotion/hype
- Expert interviews
- Live FAQs ("Tune in, and I'll answer all your questions about homebuying!")

Write your ideas here:

Facebook/Instagram Stories

- A day in the life/Behind the scenes
- Open houses
- Community events and activities
- Your dog

Write your ideas here:

FOR CUSTOMER COMMUNICATION:

Text or email communication

- Follow-up from a meeting with next steps
- Responding to a question that requires a lengthy or complicated response
- Use a screen recording software, such as Bomb Bomb, to explain a process or plan
- Birthday wishes

Live conferencing

- Use a platform such as Zoom to hold virtual meetings