

**GUIDE**

# **REAL ESTATE MARKETING KICKSTARTER**

**189 Awesome Video Ideas**

# Real Estate Marketing Kickstarter 189 Awesome Video Ideas

Of all the marketing tools available, video is one of the most effective ways of reaching and engaging your audience. It's also one of the cheapest and easiest to implement.

But not every agent or broker feels completely comfortable using video. As a result, they never explore this marketing tool and miss out on a fantastic opportunity to engage their audience, build their brand, and grow their business.

This free guide can help.

Whether you're a video expert or an absolute beginner, this ebook will give you enough ideas to keep you busy creating amazing video content for years.

## ***What's Included in this Ebook?***

- 11 types of real estate marketing videos
- Descriptions of each type of video
- Lists of how each video can benefit you
- Dozens of helpful additional resources for going further with video
- **\*\*\*189 creative ideas for videos you can create today!**

What are we waiting for? Let's get started!

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# Interview Videos



*Interviews are a great way to let buyers and sellers see what you have to offer while also letting them see you as a real person. Grab a camera (or your smartphone), write some interesting questions, set up your interviews, and get going! Remember, you are your brand, so be yourself!*

## Benefits

- Build relationships
- Answer questions
- Demonstrate authenticity
- Establish credibility
- Build your personal brand
- Create networking opportunities
- Provide helpful information to home buyers and sellers
- Grab leads through referrals
- Promote your services

## Ideas

1. **Client Q&A** - First-time home buyer or first-time seller
2. **Support Services Q&A** - Mortgage lenders, title companies, home inspectors
3. **Support Services Roundtable** - What does it take to finalize a sale? What do I do when I file a homeowners insurance claim?
4. **Market Update** - Get someone to interview you about the state of the local market
5. **Local Business Interview**
6. **Community Leader Interview**
7. **Neighborhood Resident Interview** - What's it like to live here?
8. **Positive Buyer/Seller Experience Video Splice** - Scenes of buyers/sellers who are asked the same question sequenced one after the other
9. **"Top 5" Video Interviews** - e.g. "What are the top 5 reasons you want to sell?" Followed up with advice segments by the agent.
10. **School/Teacher Interviews** - Great school zone? Promote it!
11. **Audience Generated Questions** - Turn the tables and ask your followers on social media to send in questions
12. **Follow-Up Interview**
13. **Renting vs. Buying** - Interview someone about their decision to buy/rent
14. **Downsizing vs. Upsizing** - Interview someone about their decision to downsize or upsize
15. **Ideal Realtor Interview** - Ask people on the street what their ideal agent would be like
16. **Man-on-the-street** - Ask pre-selected questions about housing, renting, buying, selling, etc. to people in public places
17. **Local Law Enforcement Interview** - Point out the people keeping their future neighborhood safe

### Helpful Resources:

- Example: [First Time Home Buyer Interview](#) [VIDEO]
- [How to Shoot Video With Your iPhone | Interview Composition | Candidio](#) [VIDEO]
- [Shooting Video with an iPhone](#) [VIDEO + ARTICLE] - Good tips for taking basic interview videos to the next level
- [smartLav+](#) [PRODUCT] - Lavalier microphone for recording interviews



*Some buyers and sellers are ready to dive into data. Be ready to meet them with helpful statistics, pricing knowledge, and market analyses. Research your market (locally, regionally, and nationally) and work at becoming a go-to source for housing market information in your area.*

## Benefits

- Demonstrate your knowledge of and commitment to your area
- Create engaging content for social media
- Build credibility
- Build your personal brand
- Provide helpful information to home buyers and sellers
- Grab leads through inquiries and referrals

## Ideas

18. **Ultra-Local Market Review** - Conduct an analysis of a single street
19. **Neighborhood Analysis**
20. **Regional Analysis**
21. **Home Inventory Recap and Analysis** - Discuss trends...Is this area a good investment?
22. **Mortgage Rate Discussion**
23. **Home Price History Review**
24. **Market Movement Trends** - Urban vs. Rural
25. **Op-ed** - Where do you think the market is going? What are you seeing in the housing industry?
26. **Agent/Office Market Analysis** - How is the market moving inside your brokerage?
27. **New Build vs. Existing Home** - Which is a better investment and why?
28. **Renting vs. Buying**
29. **Investment Properties Info** - Info geared toward investors
30. **Seller Staging Tips**
31. **Buyer & Seller Negotiation Tips**
32. **Neighborhood History Video**
33. **Land Purchase Analysis** - Show the progress of a booming area
34. **City Land Development Opportunities**

### Helpful Resources:

- Example: [Greater Phoenix Area Real Estate Agent: What Does the Phoenix Housing Market Look Like?](#) [VIDEO]
- [Housing Market News - CNBC.com](#) [NEWS]



*There are unique, innovative, and interesting businesses in nearly every market. Use video as a way to network with local business owners and integrate yourself into the community. This kind of video is a win-win-win: local businesses get publicity, buyers get information about the area, and you get to add another lead generating tool to your marketing toolkit.*

## Benefits

- Network with business owners in the community
- Establish yourself as an expert on your area
- Help residents, clients, and prospects learn about your area
- Help local businesses
- Establish credibility
- Build your personal brand
- Create networking opportunities
- Grab leads through referrals and inquiries
- Promote your services

## Ideas

35. **Restaurant of the Week Video Series**
36. **Lunchtime Video** - Best places for a quick lunch
37. **Event Venue Spotlight**
38. **Cleaners** - Who's the quickest and best?
39. **Service Industry Picks** - Hotel reviews for out of town guests, concierge services, restaurants, dog sitters, etc.
40. **City Life Fun Guide** - Step-by-step guide for date night, a walking tour of downtown attractions, fun in the suburbs, weekend guide, etc.
41. **Kids Corner** - Activities for the kids
42. **New on the Scene** - Feature a brand new business
43. **Groundbreaker** - Preview some up-and-coming businesses that are coming to the area
44. **Historic Highlight**
45. **Recreation Round-Up** - Biking, hiking, boating, guide services, etc.
46. **Tourism Promo**
47. **Coffee House Hangouts** - Best cup of coffee in town
48. **Craft Stores and Services**
49. **Business Innovators** - Who's doing something in a new way or starting something new?
50. **Retail Roundup** - Highlight the top retail areas in town
51. **Industry News** - Spotlight the movers and shakers in a specific industry
52. **"City's Best" Video Tour Series** - Create a "best" list [e.g. Best BBQ in town]

### Helpful Resources:

- [Yelp](#) [WEBSITE]
- [Angie's List](#) [WEBSITE]
- [FIVE TIPS FOR USING LOCAL NETWORKING GROUPS TO GROW YOUR BUSINESS](#) [BLOG]

# Snapchat/Instagram Videos



*The mobile nature of these social media channels makes it easy to capture and share on-the-go videos and photos. Adding Snapchat and Instagram videos to your marketing strategy is a good way to mix up your content and extend your reach, particularly to a younger audience. However, people of all ages are beginning to use these platforms as well.*

## Benefits

- Build your personal brand
- Learn a new platform
- Generate buzz
- Reach a younger audience
- Quick communication
- Create and develop networking opportunities
- Provide bite-sized information (and entertainment) to home buyers and sellers
- Grab leads through social sharing and inquiries
- Promote your services

## Ideas

53. **Instagram Listing Tour** - Quick overview videos of all your current listings
54. **Instagram Daily Video Blog** - Recap highlights from the previous day or give a preview of what's coming soon
55. **Instagram "Day-in-the-Life of an Agent"**<sup>2</sup> - Video series
56. **Instagram Testimonial Mashup**
57. **Instagram "Guess where I am..."** selfies to promote your brand, town, neighborhoods, and listings
58. **Instagram Reposts** - Repost others' content<sup>3</sup>
59. **Instagram Image/Quote Tiles**<sup>3</sup> - Create shareable images using [Pablo](#) or [Canva](#), add quotes, and share
60. **Use Instagram and Snapchat to promote your content to other social media channels**<sup>3</sup>
61. **Use Instagram to "geo-tag" all of your listings for a regional photo/video map**<sup>4</sup>
62. **Use [Buffer](#) to plan out an Instagram photo campaign that reveals new information about an upcoming announcement, listing, open house, community event, etc.**
63. **Snapchat Scavenger Hunt** - Neighborhood or community focused<sup>1</sup>
64. **Snapchat Open House Scavenger Hunt** - Give a list to interested buyers. They find the items on the list & "snap" them. Review at the end of their self-guided tour, & then share them out!
65. **Use Snapchat Stories to create a week long promo for a new listing**<sup>1</sup>
66. **Use Snapchat to send a special offer**
67. **Use Snapchat to create advice "snaps" or quick how-to "snaps" about the home buying and selling process**<sup>5</sup>
68. **Invite buyers and sellers to communicate with you via Snapchat**<sup>2</sup>

### Helpful Resources:

- [Instagram Video Marketing: How to Be Successful](#) [BLOG]
- [What to Post on Instagram: 18 Photo & Video Ideas to Spark Inspiration](#) [BLOG]
- [Snapchat for Business: How It Works, Why You Need It & How to Build a Following \[Infographic\]](#) [BLOG + INFOGRAPHIC]
- [Why Snapchat Is Pure Gold for REALTORS®](#) [ARTICLE]
- [52 Tips: How to Market on Instagram](#) [BLOG]

*Quick Tip: Add your "snapcode," which is like your Snapchat business card, to all your other marketing collateral.*



*Teach people how to do certain tasks associated with the home buying, ownership, selling, or investment process. Be a resource for them, and they will associate you with what you do best.*

## Benefits

- Demonstrates your knowledge and helpfulness
- Gives you an opportunity to learn
- Easy to implement, with very broad applications
- Develop credibility
- Build your personal brand
- Create networking opportunities with real estate support services
- Provide helpful information to home buyers and sellers
- Grab leads through inquiries and referrals
- Tap into what you already know
- Promote your services

## Ideas

- 69. **How to select a real estate agent**
- 70. **How to decide whether to rent or buy**
- 71. **How to apply for a home loan**
- 72. **How to determine a selling price**
- 73. **Home maintenance how-to videos**
- 74. **How to stage your home for showing**
- 75. **Checklist Videos** - When to downsize, when to upsize, moving and packing tips
- 76. **How to file a home insurance claim**
- 77. **How to decide if you should accept an offer or negotiate**
- 78. **How to purchase an investment property**
- 79. **How to determine if a land purchase is wise**
- 80. **How to choose the right neighborhood**
- 81. **How to establish your home buying budget**
- 82. **How to prepare a home for selling season**
- 83. **How to select a homeowners' insurance company**
- 84. **How to select a mortgage lender**
- 85. **How to know when to sell?**

### Helpful Resources:

- Example: [How to Choose a Real Estate Agent](#) [VIDEO]
- Example: [Austin Real Estate Agent: Home maintenance for the summer selling season](#) [VIDEO]
- Example: [Jonesboro Real Estate: Prepare for the Spring Selling Season](#) [VIDEO]
- [This Old House](#) [WEBSITE]
- [DIY Network \(The How-To Library\)](#) [WEBSITE]





*These videos are a great way to promote the good things you've done for past and present clients and industry partners. Enlist your connections in complementary services to help you get the word out about your services.*

## Benefits

- Let other people tell the world how awesome you are!
- Get the most out of every buying/selling transaction
- Develop credibility
- Build your personal brand
- Create networking opportunities with real estate support services
- Grab leads through inquiries and referrals
- Promote your services

## Ideas

86. **Recent Buyer Testimonial**
87. **Recent Seller Testimonial**
88. **Through-the-Years Testimonial** - Interview people you've worked with over the years
89. **Closing Process Testimonial** - Get all of the parties involved together to talk about how well it went
90. **Instagram Testimonial** - Shoot a quick testimonial series on Instagram
91. **Personal Touch Video** - Did someone appreciate the personal touch you added to the buying or selling process? Ask them to speak about it.
92. **"By-the-Numbers" Testimonial** - Ask your broker to review your track record
93. **Co-branded Testimonial** - Set up an interview with an industry partner where you both talk about recent successes you've experienced
94. **Specialty Market Testimonial**<sup>6</sup>
95. **"To the Rescue..."** - Testimonial highlighting the way you helped to salvage a tough situation<sup>6</sup>
96. **Testimonial Recap Video** - Combine several testimonials to make a longer, more in-depth promotional video
97. **Testimonial Flip** - Promote the businesses and services that support the work you're doing
98. **Interview testimonial with a past or present buyer or seller**<sup>7</sup>
99. **Family Testimonial** - Invite the whole family to give quick testimonials. Even the kids!
100. **New to Town** - Focus on the buying, selling, and relocation process. Maybe you helped with scheduling movers, setting up utilities, locating schools, etc.?
101. **Part of the Community** - Get local leaders and businesses to talk about your involvement in the community

### Helpful Resources:

- [7How to Get Real Estate Testimonials: Techniques and Tools for Agents](#) [ARTICLE]
- [Getting Started with Video Testimonials](#) [VIDEO + BLOG]
- [9 Things to Consider Before You Shoot a Testimonial Video](#) [BLOG]



*Buyers typically want more than just information about a home. Take them on a tour of what makes their target area unique, enjoyable to live in, and meaningful.*

## Benefits

- Develop a reputation as a neighborhood's go-to agent
- Build relationships
- Generate creative, interesting, unique marketing content for social media
- Build your personal brand
- Provide helpful information to buyers interested in that neighborhood
- Learn more about your community
- Create "evergreen" marketing content for re-sharing
- Create networking opportunities with real estate support services
- Grab leads through inquiries and referrals
- Promote your services

## Ideas

102. **Street-by-Street Visual Tours**
103. **Community Services Tour** - Explore libraries, parks, etc.
104. **Get-to-Know-Your-Schools Tour**
105. **Green Spaces Tour** - Greenways, parks, & recreational areas
106. **Neighborhood History Tour**
107. **Meet-the-Neighbors Tour** - Use this interview format to get to know the people that make up the neighborhood
108. **Home-Shopper's Comparison Tour** - Give buyers a look at several comparable homes
109. **Seasonal Tours** - What's it like in the spring, summer, fall, and winter?
110. **Walking vs. Driving Tour** - What can you walk to? What's within driving distance?
111. **Fun-for-Kids Tour**
112. **Fun-for-Adults Tour**
113. **Unique or Quirky Tour** - Maybe the neighborhood has something interesting, eye-catching, fun, or innovative that you could use to market your listings?
114. **Local Shops and Restaurants Tour**
115. **Arts or Music Tour**
116. **"Bird's-Eye-View" Drone Video Tour**

### Helpful Resources:

- Example: [Neighborhood Overview](#) [VIDEO]
- Example: [Bee Cave, TX - Realty Austin Neighborhood Profile](#) [VIDEO]
- Check out this [neighborhood video map](#) [WEBPAGE]



*An essential tool in your digital marketing kit is the listing tour. Market your listings and promote your brand by using audio, video, and photography to create interesting and inviting visual tours.*

## Benefits

- Combines photos and videos to highlight the home in an interesting way
- Add life to tours with video
- Tell the home's story
- Provide helpful information to buyers
- Build your personal brand
- Grab leads through inquiries and referrals
- Promote your services

## Ideas

117. **Property Tour** - Start with a shot of the exterior, shift to the front door, move through the house, & show the best features and spaces
118. **Agent Walkthrough Tour** - Just as if the agent was bringing the buyer on a tour of the home. Note: While this is possible to do on your own, you may want to have someone film your tour.
119. **High-Flying Tour** - Incorporate drone footage into your visual tour
120. **"Storybook" Tour** - Get some friends to "act" the role of the homeowner(s) just coming home, settling in, and enjoying the space
121. **First-Person Tour** - Shoot a time-lapse video that shows your commute home, and walk buyers through the home. *Note: Try using a Go-Pro.*
122. **Professional photography** - Hire a pro to shoot and edit high quality photos
123. **Transitional Video** - Splice in video clips or photos as transitions for each area of the home. Example: First photo is of the entry way. Next is a video moving from the entryway to the living room. Third shot is of the living room. Repeat.
124. **Features Tour** - Instead of showing off the whole house, do a special, in-depth tour that highlights the best features
125. **Quick Instagram Home-Highlight Tour** - Use your smartphone to create a quick visual tour for Instagram. Link to the full tour in your profile.
126. **Family Tour** - Show a family living and acting out daily life in the home
127. **Lifestyle Tour** - Have a property in an urban, cultural, or recreational hotspot? Play up these features within your visual tour.
128. **Luxury Tour** - If you're marketing a luxury home, create a comprehensive, lengthier video that does the listing justice. Consider hiring a professional.
129. **Options Tour** - Create a visual tour of three comparable homes for sale
130. **360° Tour** - Stitch a series of photos together or use video to show a 360° view of the home and its features
131. **Matterport tour add-on** - Incorporate a 3D model into your ParadyM VisualTour

### Helpful Resources:

- Example: [Sample visual tour](#) [VIDEO]
- Example: [Listing Overview](#) [VIDEO]
- Creative "storybook" example: [Storybook DIGGS in Glendale CA](#) [VIDEO]
- [ParadyM](#) [TOOL]
- [5 Tips for Getting More Leads from Your Visual Tour](#) [BLOG]

# Community Event Tour



*Home buyers want to know about the people and events that are tied to the homes and neighborhoods they're interested in. The process is simple. Attend local events, snap photos, record videos, and create visual tours for the events. Then, share the tours around!*

## Benefits

- Use existing virtual tour software.
- Deepen your relationships in the community
- Integrate yourself more into the community
- Provide helpful information to buyers
- Turn everyday moments into branding opportunities
- Build your personal brand
- Grab leads through inquiries and referrals
- Promote your services

## Ideas

- 132. **County fairs**
- 133. **Parades**
- 134. **Fourth of July celebrations, cookouts, and get-togethers**
- 135. **High school football games**
- 136. **Farmer's markets**
- 137. **Music festivals**
- 138. **Food festivals**
- 139. **Fun runs & races**
- 140. **Easter egg hunts**
- 141. **Neighborhood picnics**
- 142. **Park & recreational events**
- 143. **Hanging out downtown**
- 144. **School field trip chaperone videos**
- 145. **Community fundraisers**
- 146. **Church events**
- 147. **Concerts**
- 148. **Combination tours** - combine various events
- 149. **Graduations**
- 150. **Car shows**
- 151. **Christmas events** - Create a tour of the town's Christmas lights and displays

### Helpful Resources:

- [Beyond Property Tours: Why You Should Create a Community Event Tour](#) [BLOG]
- [The Best Tips on How to Make Professional Video with Your Smartphone](#) [VIDEO]

# Office/Agent Promo Video



*Whether you're a one-agent show or you're a part of a larger brokerage or team, promote your business by adding the office/ agent promo video to your video marketing toolkit. Potential buyers and sellers may not know about your skillset, the way you work as a team at your office, or the awards you and your team have received. This is a great opportunity to develop brand awareness and inform clients about why they should partner with you in the home buying or selling process.*

## Benefits

- Introduce people to you and your business
- Develop greater business credibility
- Build your business brand
- Provide helpful information to buyers
- Create marketing content for re-sharing
- Create networking opportunities
- Grab leads through inquiries and referrals
- Promote your services

## Ideas

152. **"About Me" Video** - Short, professional bio that gives potential buyers and sellers a look into who you are, your track record, your skills, etc. You could use this as an opportunity to tell clients about your real estate experience, your hobbies, your family, your successes, or even share a funny story.
153. **Specialty Focus** - Have a unique focus in your business? Tell your audience about it.
154. **Agent Guide Video** - Show potential buyers and sellers what to expect by filming a home search or sale from start to finish
155. **By-the-Numbers** - Video that shows stats of sales, showings, awards, referrals, recommendations, etc.
156. **Partner Video** - Ask an appraiser, mortgage lender, inspector, etc. to recommend you
157. **Office Culture Video** - Have a fun office culture? Explore the fun, quirky, down-to-earth, family-like, professional, or homespun feel of an office culture to help your clients relate to your brand
158. **Office Round-Robin Video** - An "about me" video for your whole office or team. Have them answer questions about themselves on camera.
159. **After-the-Sale Video** - Show how you wrap things up and go the extra mile
160. **Favorite Moments in the Business**
161. **Most Interesting Transaction**
162. **A Day-in-the-Life-of...Agent Video**
163. **Team Player Video** - Highlight a team member who functions as something other than an agent or broker (administrative assistants, marketing specialists, coordinators, etc.)
164. **"Top 10 Reasons" buyers or sellers should enlist your help in the buying or selling process<sup>8</sup>**
165. **Office Party Video**
166. **Office Outing Video**
167. **Competitive Edge** - What makes you or your brokerage stand out? Why do people work with you and your team?
168. **Office Tour**
169. **Closing Day Process Tour**

### Helpful Resources:

- Example: [Introduction Video - South Bay Residential & Greg Geilman](#) [VIDEO]
- Example: <sup>8</sup>[Top 5 attributes of real estate agents](#) [VIDEO via Placester]
- [7 Tips For Producing A Stellar Video Bio](#) [ARTICLE]



*Several social media platforms are giving users the ability to create live videos that immediately publish to their social accounts. Add another tool to your video marketing toolkit by incorporating live video. Start with short, simple videos, then branch out to include other ideas to promote your services.*

## Benefits

- Instantly reach your audience
- Be seen as a tech and marketing leader
- Live videos often get incredible engagement compared to regular posts
- Generate buzz for an event, listing, or service
- Build your personal brand
- Reach an audience that you may never have otherwise reached
- Provide helpful information to buyers or sellers
- Increase followers on social media
- Create networking opportunities
- Grab leads through inquiries and referrals
- Promote your listings and services

## Ideas

170. **Live Open House**
171. **Live Buyers' Tour** - Select three houses for a group of potential buyers and schedule live video tours of the properties
172. **Live Neighborhood Event**
173. **"Market Minute"** - A short, live local market update
174. **Seller Tips Series**
175. **Trouble scheduling a tour with your buyer? Host an exclusive showing using FaceTime**
176. **Buyer Tips Series**
177. **Neighborhood Walking Tour**
178. **"What I love about \_\_\_\_\_"**  
**Live Tour** - Highlight a neighborhood, business, school, etc.
179. **Interactive Response [Periscope Q&A](#)** - Respond to questions posed by viewers about a particular property or service
180. **Flip the Script** - Create a contest that invites potential buyers and sellers to vote for a live broadcast topic, then do it!
181. **Neighbor Video**
182. **Office Culture Live Broadcast**
183. **Closing Interview**
184. **Live Referral**
185. **"What not to do when..." Live Video**
186. **Live Testimonial**
187. **Newest Listing Highlight**
188. **Family Fun Time** - Put a face on your brand!
189. **Market Specialty** - Live video highlighting your specialty (investment properties, condos, luxury listings, etc.)

### Helpful Resources:

- [Facebook Live the Latest Trend to Infiltrate the Open House Scene](#) [BLOG]
- [Facebook](#) [WEBSITE]
- [Facebook Live](#) [WEBSITE]
- [Twitter](#) [WEBSITE]
- Periscope App ([iTunes](#)) ([Android](#)) [APP]
- [Periscope lets you see an 'open house' from your own house](#) [ARTICLE]

# ***Additional Resources***

- <sup>1</sup> [5 Ways to Use Snapchat for Business](#) [ARTICLE]
- <sup>2</sup> [Why Snapchat Is Pure Gold for REALTORS®](#) [ARTICLE]
- <sup>3</sup> [What to Post on Instagram: 18 Photo & Video Ideas to Spark Inspiration](#) [BLOG]
- <sup>4</sup> [52 Tips: How to Market on Instagram](#) [BLOG]
- <sup>5</sup> [Why I'm jumping on Snapchat in 2016 – and why you should, too](#) [ARTICLE]
- <sup>6</sup> [Over 300 real estate blogging and video ideas to last the rest of your career](#) [ARTICLE]
- <sup>7</sup> [How to Get Real Estate Testimonials: Techniques and Tools for Agents](#) [ARTICLE]
- <sup>8</sup> [Top 5 attributes of real estate agents](#) [VIDEO]
- [Let's Get Reel \(how to effectively use video marketing\)](#) [ARTICLE]
- [Field Guide to Using Digital Video as a Marketing Tool](#) [RESOURCE GUIDE]
- [Real estate video marketing's biggest return on investment: high-quality community and listing videos syndicated to YouTube, shared on social](#) [ARTICLE]
- [Best Practices for Instagram Video](#) [BLOG]
- [Bolstering Your Brand with Strategic Storytelling](#) [BLOG]
- [How to Use Snapchat: A Detailed Look Into HubSpot's Snapchat Strategy](#) [BLOG]

## ***Tools***

<https://www.paradym.com> [TOOL + APP]

<https://www.magisto.com> [TOOL + APP]

<https://videolicious.com/real-estate-video> [TOOL]



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