

# Getting Started With VideoMarketing CHECKLIST



**15 Essential Marketing Videos**  
Every Real Estate Agent Should Create

# Getting Started With Video: Checklist



## 1. Pick your subject matter

---

A Passion  
Community  
Geography  
Real Estate  
Lifestyle

## 2. Choose a platform

---

Youtube  
Facebook  
WellcomeMat  
Wistia

## 3. Choose some gear

---

Start with a smart phone  
Lighting  
Microphone  
Some good video apps

## 4. Start and be consistent

---

Optimize your channel profiles  
Dial in the SEO keyword  
Social Sharing