Two-Story Talk: Lights, Camera, Record! Video Best Practices for YouTube & Social Media

NAHB IBS™

IBS Education

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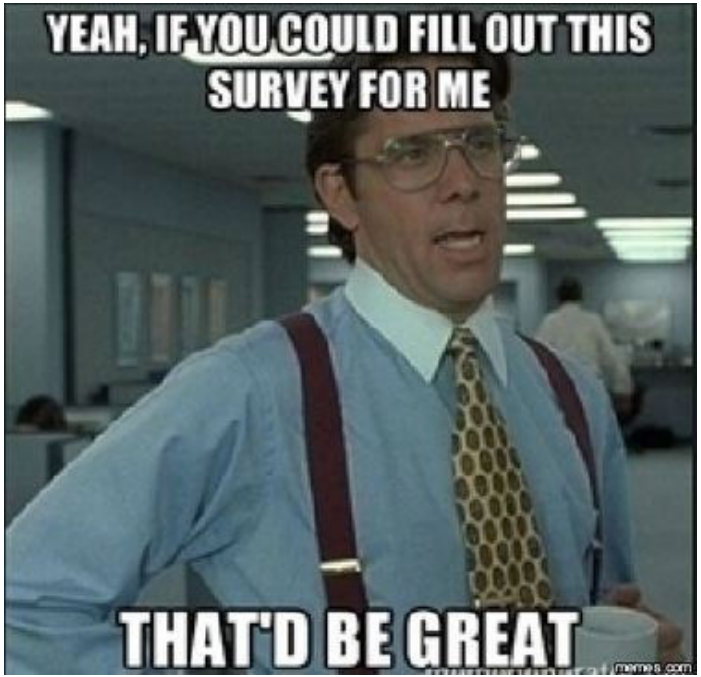
What to Expect

- Learn what is currently working and not working for video marketing.
- Discover how to share compelling stories, highlight style, educate, build trust and position yourself as an expert.
- Create a content strategy that improves the quality and quantity of your content while making your content creation life easier.
- See how to create a social media calendar for the entire year in 1-week and make use of AI to improve content creation and shorten the creation cycle.

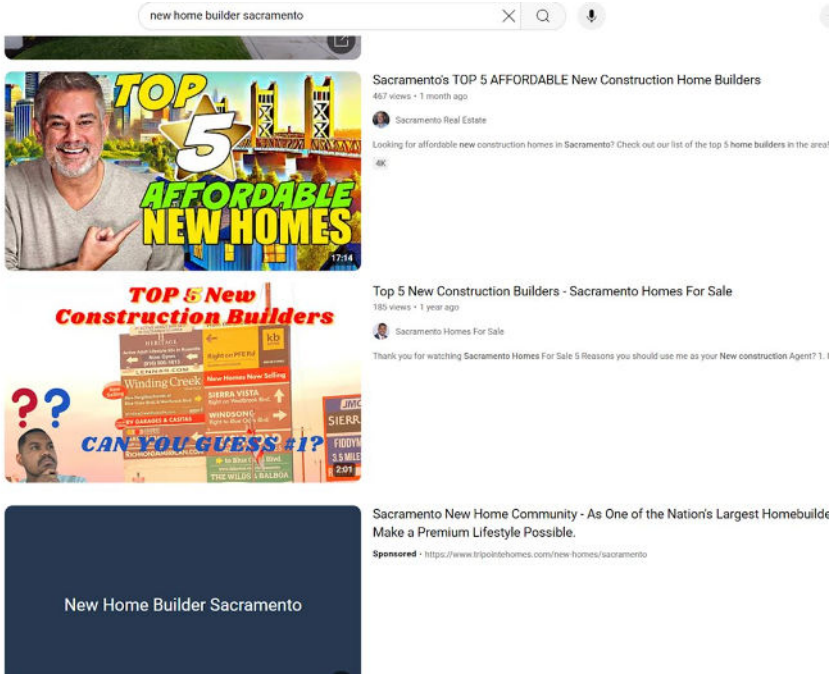
Survey

- General Audience?
- Who's has a YouTube Channel?
- Are you active on social media?



Why Are So Few Builders on YouTube?

- Search Results
- Realtors & UGC
- We have the stage, why don't we use it?



YouTube Stats

- People spend 48.7 minutes on YouTube each day
- That's 1 BILLION Hours per day!
- YouTube is the second most effective platform for B2C content marketing
- Listings accompanied by videos receive 403% more inquiries than those without.
- 51% of homebuyers turn to YouTube as their primary search destination when seeking properties.

Understanding What Works and What Doesn't

Current Trends on YouTube and Social Media:

- ❑ Short-form vs. long-form video preferences.
- ❑ Platforms:
  - ❑ YouTube for depth
  - ❑ Instagram/TikTok for trends
  - ❑ Facebook for community

Understanding What Works and What Doesn't

Common Mistakes:

- ❑ Poor video quality or lack of storytelling.
- ❑ Overly promotional content vs. authentic engagement.
- ❑ No one wants to be sold.
- ❑ They want to be educated and inspired
- ❑ Stop Selling & Start Helping

Understanding What Works and What Doesn’t

Winning Strategies:

- ❑ Focus on value-driven content.
- ❑ Consistency over perfection - “Done Is Better Than Perfect”

Storytelling and Positioning as an Expert

Crafting Compelling Stories:

- ❑ Highlighting unique architectural styles, energy efficiency, or luxury features.
- ❑ Humanizing your brand with behind-the-scenes videos or client testimonials.
- ❑ Sell Lifestyle

Building Trust and Credibility:

- ❑ Educating your audience: “How-to” videos, market updates, and trend insights.
- ❑ Positioning as a local expert and trusted advisor.

Developing an Efficient Content Strategy

Quality vs. Quantity:

- ❑ Balancing polished professional videos with authentic DIY-style content.
- ❑ Knowing your audience and tailoring content to their interests.

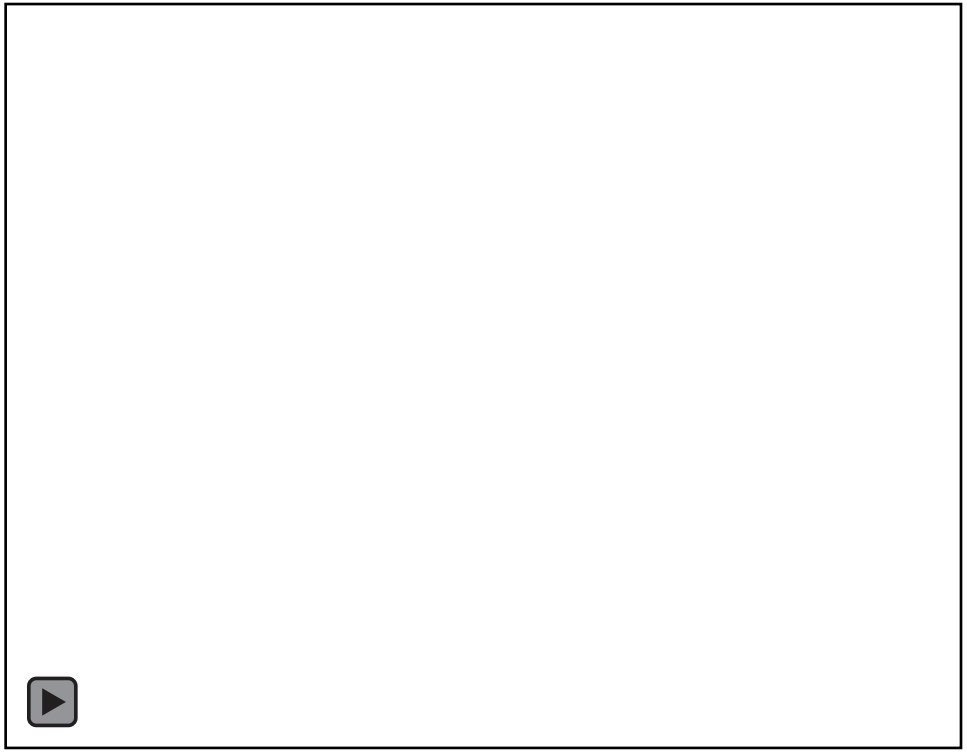
Time-Saving Tips:

- ❑ Batch filming several videos in one session.
- ❑ Repurposing content across multiple platforms.

AI Will Save Your Sanity

Using AI for Efficiency:

- Tools for scripting, editing, and idea generation.
  - Descript
  - Opus Clip
  - Riverside.FM
- ChatGPT for video script outlines or social post captions.
- Sora for Quick AI Videos or Ideation



Social Media Calendar and AI Integration

Planning a Year's Content in a Week:

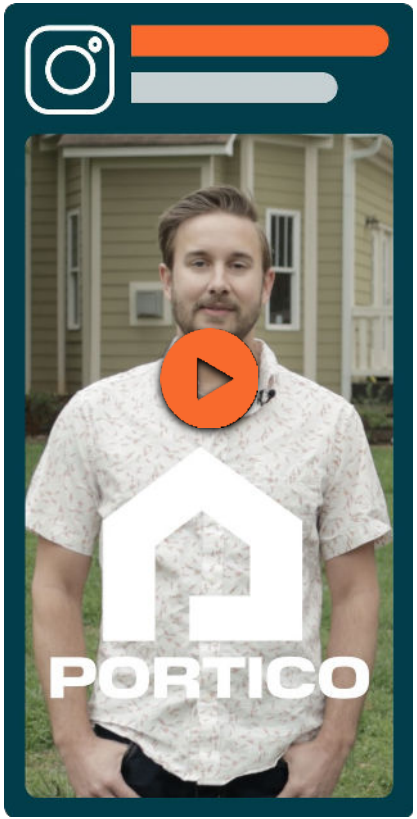
- ❑ Identifying monthly themes and breaking them into weekly topics.
- ❑ Scheduling content with tools like Later, Hootsuite, Trello or Asana.

AI-Driven Content Creation:

- ❑ Use ChatGPT to Create The Calendar
- ❑ AI tools for analytics to refine your approach.

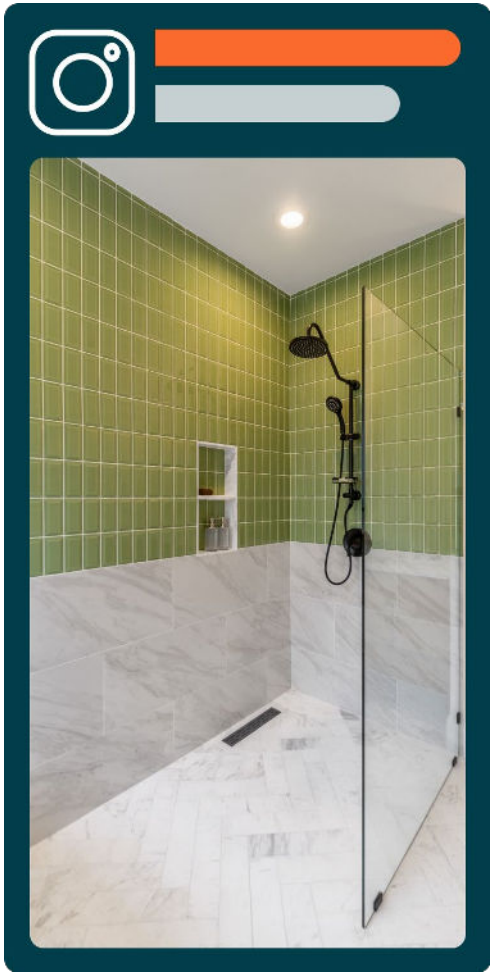
Unfortunately, You’re Not AD. Yet.

Convert Your Videos



Project Photo Basics

GOOD
MORNING

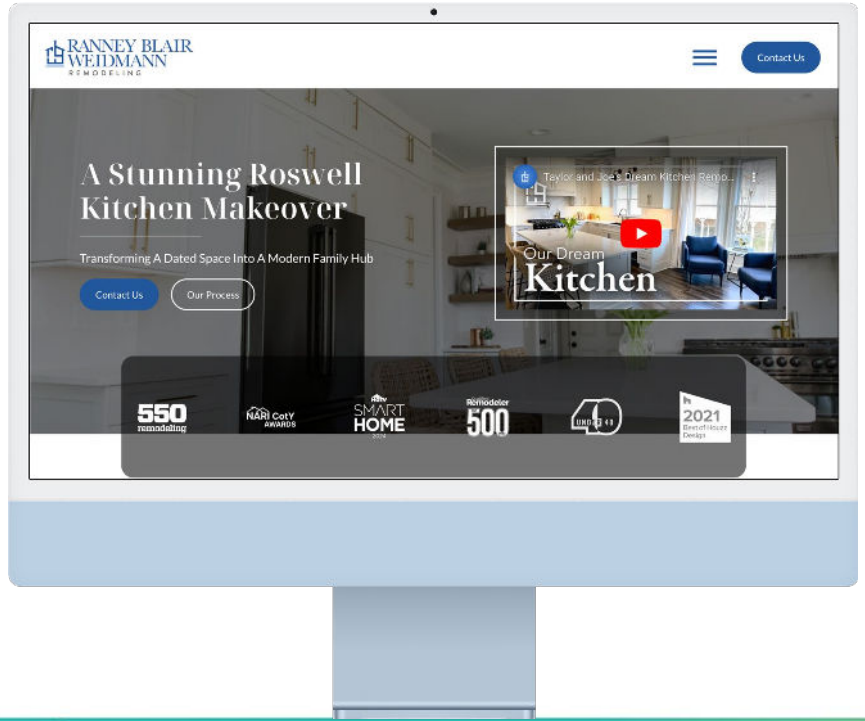


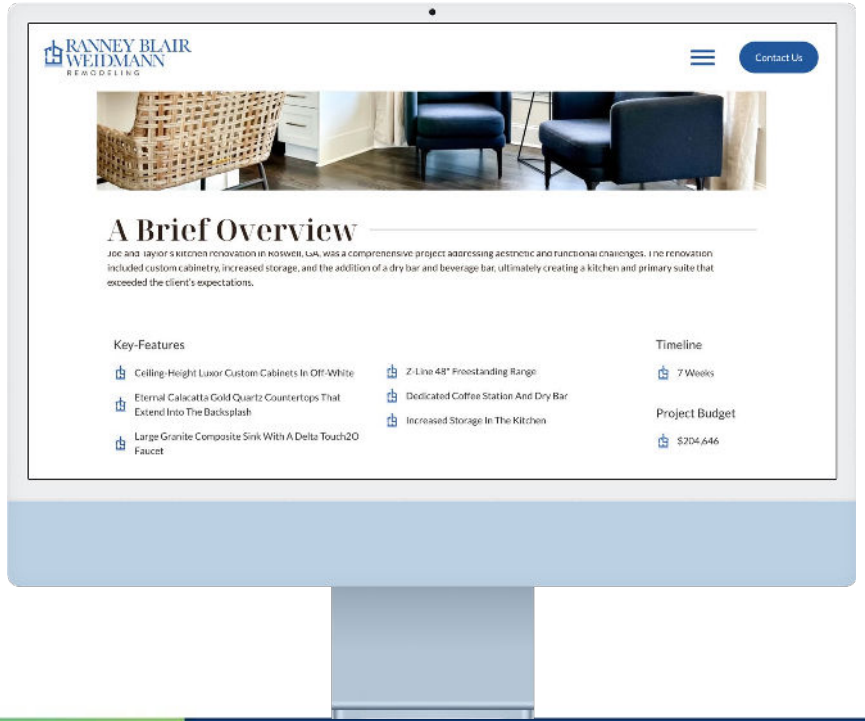
"Just finished this shower and the clients absolutely love it.

If you'd like to talk about your next project, call us!"

Website Importance

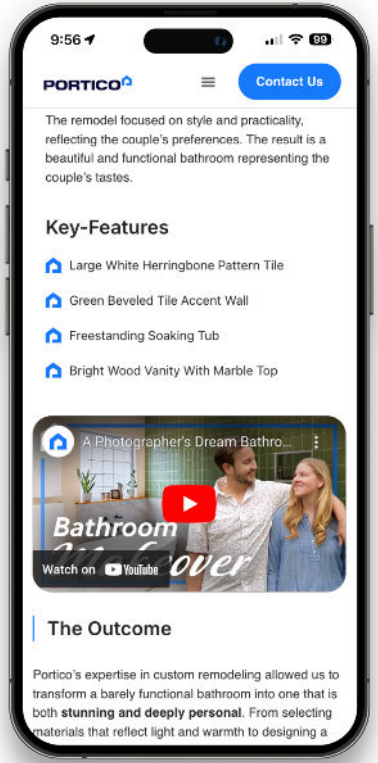
Featured Project Page

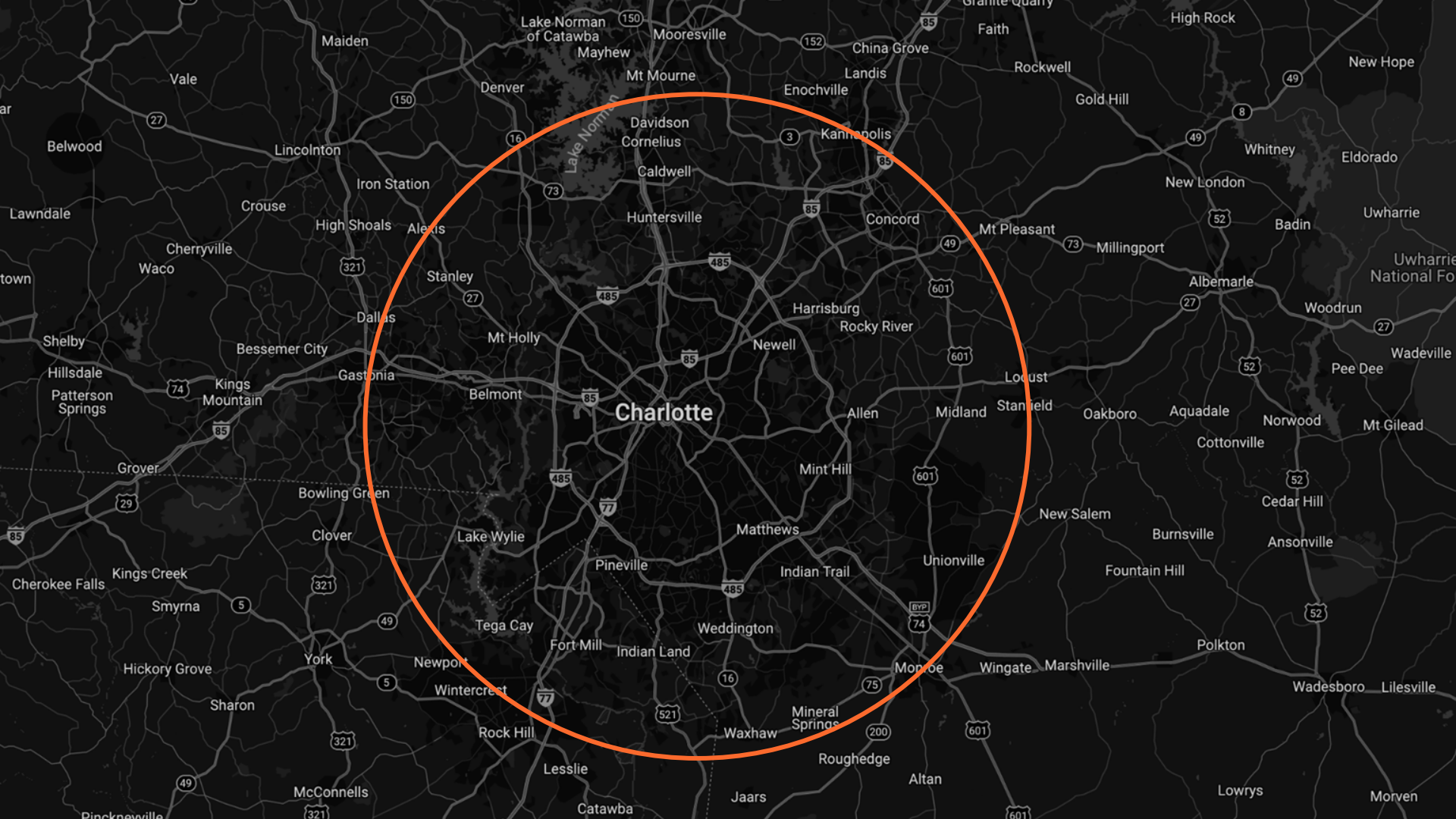




The Buyer's Journey

Target The Top Of The Funnel

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Clover
Lake Wylie
Kings Creek
Cherokee Falls
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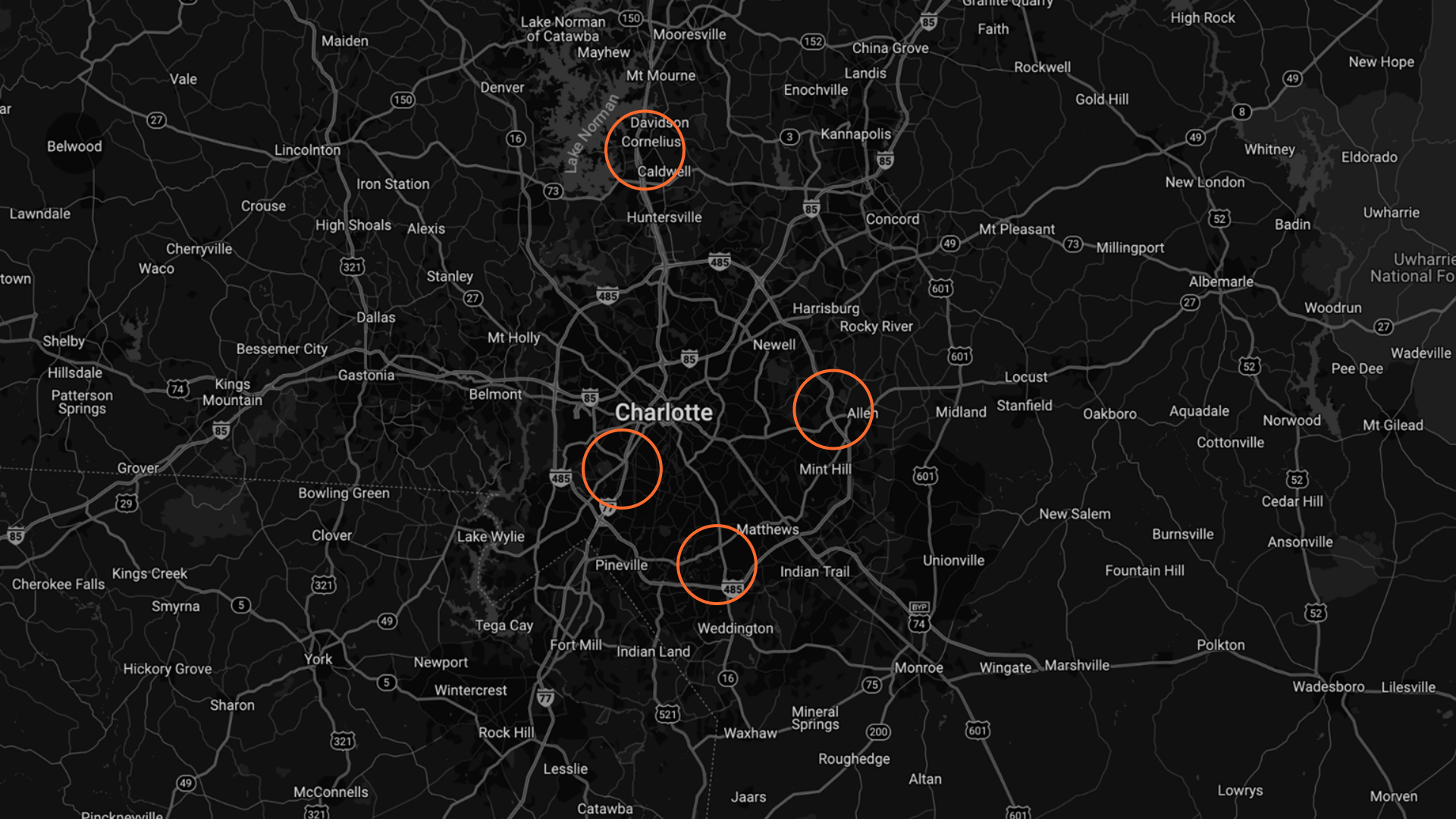
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Tega Cay
Weddington
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Stay In Touch

Christopher Brown
Next Group of Companies
Roseville, CA

Get The Deck

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