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38%



of real estate professionals want to start using video marketing in their 2025 marketing strategy.

Video is a leading form of online content, particularly in real estate marketing, where buyers seek dynamic, immersive experiences rather than static images. By 2025, video marketing will be crucial for attracting buyers and sellers through virtual tours, property reels, and walkthrough videos, which foster trust and improve SEO for better search rankings.



The Power of Video Marketing



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High-Impact Visuals Are Essential

In 2025, professional photography alone is insufficient for real estate listings. Successful agents will enhance their marketing with drone footage, 3D tours, floor plans, and virtual staging to create a complete property story. Investing in superior visuals builds trust with potential clients and distinguishes listings from competitors.

Affordable, ROI-Focused Marketing

Real estate professionals must adapt their marketing strategies in response to economic fluctuations and inflation, focusing on cost-effective activities with high ROI in 2025. Utilizing digital tools like CRM systems, SEO, and social media enables agents to target audiences, automate communications, and track results efficiently.



About the Author: Lori Konomos is a content creator and freelance marketer specializing in working with real estate professionals. She maintains a real estate license in MO & KS and owns LK Marketing, Inc.

