

# 5 Video Ideas to Conquer Your Follow Up



1

## An About Me Video

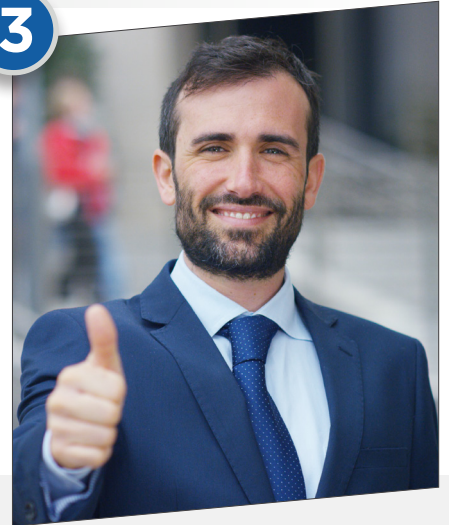
First impressions matter, so make it count! Take this time to showcase your personal brand by introducing yourself, share insight about you and the value you can provide. This type of video helps your prospects put a name to a face.



2

## Experiential Videos

The best way to showcase your business is to show behind the scenes. These types of videos include going live at an open house, featuring a local hotspot or neighborhood event.



3

## Testimonials

One of the most effective marketing tactics are reviews. People trust other people's opinions. Interview a client and ask what they thought about their experience with you.



4

## Educational Video

No matter what industry you're in, your prospects most likely have questions and there are a variety of ways to provide value. Educational videos can include industry news, tips, how-to videos and demonstrations. Your expert knowledge will establish credibility and trust.

## A Brand Video

Just like the About Me video, a brand video gives you the opportunity to explain why your team and you should be chosen.



5

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