

Five ways to incorporate video into real estate marketing strategy

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This year, Campanelli's newest marketing strategy is video. With cool, innovative companies like View the Space becoming mainstream, video marketing is the new "it" topic among all of my industry friends. Here is a breakdown of what has commercial real estate marketing professionals talking:

1. Solar webcams: In the spirit of "going green," our construction arm, Campanelli Construction, takes constant video footage of construction progress via a solar web camera on each job site. These time-lapse videos are easy to post to social media, and make a great impact.
 2. Video testimonials: My colleagues at Margulies Perruzzi Architects shoot video testimonials of clients in their newly designed space. This fosters positive client relationships and there is no better way to showcase great work!
 3. Digital tenant tours: I was originally interested in this tool through View the Space (VTS). I heard some of the biggest developers downtown (including Equity Office and Boston Properties) and the major suburban projects were utilizing video to showcase available spaces online. I also spoke with LoopNet, who launched their Pro Video service. VTS has raised \$7 million in funding and is expanding their offices around the country, proving their services and software are a new technological update in the CRE space that can't be ignored.
 4. Trending away from PowerPoint: Major players including Cushman & Wakefield's Capital Markets team use Keynote for their pitches instead of PowerPoint. Visnick & Caulfield has opted for Prezi. Both offer better design flexibility, animations, a sleeker interface and make it incredibly easy to add video. This also lends itself to using infographics instead of words to make a point - something I am a big fan of!
 5. Project video: I am currently working on a leasing video for Campanelli's acquisition, Heritage Landing, that will be posted on our website, in e-blasts, on social media, in digital trade publications and used in presentations. I am passionate about conveying our property as a modern alternative that competes with downtown spaces. Video is a necessary piece of that marketing strategy. I have found video inspiration with projects such as Assembly Row, InkBlock and Atrium Center.
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