

A hand with red-painted nails holds a black smartphone. The phone's screen displays a vibrant video of a lush green forest with a waterfall cascading over rocks. The background of the entire image is a blurred, sunlit forest scene.

The Ultimate Property Video Guide for Social Media

A Proven Method by Immy Callister

www.themediacoach.com.au

Overview

SOCIAL MEDIA VIDEO GUIDE INTRODUCTION

Every property deserves a story. The goal of each video is to create connection, curiosity, and conversion.

Keep every video authentic, fast-paced, and under the target time limit.

Your number one question before filming should always be:

“What’s the best feature of this home in [Suburb] and how can I show it differently?”

01

PRE-MARKET / COMING SOON / SOCIAL-EXCLUSIVE

Goal: Build hype before launch.

Length: Under 17 seconds.

Style: Fast, bold, scroll-stopping.

02

LISTED CAMPAIGN VIDEO

Goal: Showcase the property while keeping attention high.

Length: Under 30 seconds.

Style: More detail, still fast-paced and captivating.

03

LISTING PORTAL VIDEO (FULL PROPERTY)

Goal: Present the complete story in a cinematic but personal way.

Length: Under 60 seconds.

Style: Professional yet personable, feature-driven.

04

SOLD CAMPAIGN

Goal: Celebrate the win and build your brand credibility.

Length: Under 15 seconds.

Style: Personal, confident, clean.

Agent Reel Formula: The Property Teaser

Format : A Pre-Market / Coming Soon / Social-Exclusive

Start with a Visual Hook: Something unexpected or cinematic.

Examples:

- You sitting in the pool with text “Imagine summer here in [Suburb]”
- You walking along the rooftop with a drone pull-back
- You jumping out of a cupboard
- You sitting in the home’s best feature spot (fireplace, kitchen island, deck)

Text Hook Ideas:

“Coming Soon: A home you won’t believe exists in [Suburb]”

“Social-media exclusive, not yet online in [Suburb]”

“Imagine calling this your home this summer in [Suburb]”

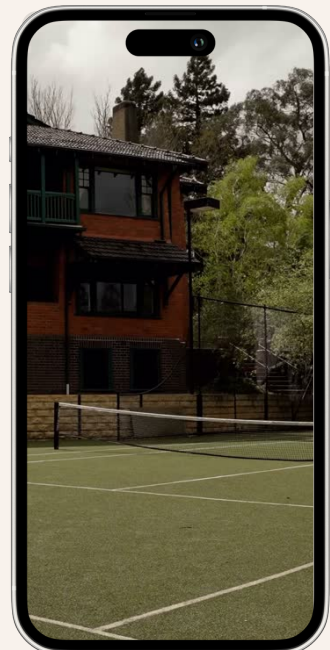
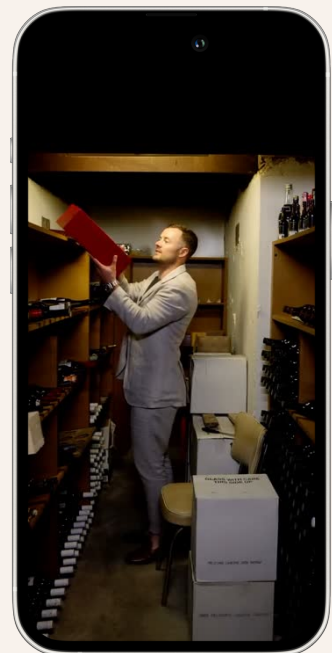
Structure Example:

Visual Hook (first 3 seconds)

2–3 quick interior or lifestyle shots

End with your branding or call to action

Follow for first access” or “DM for private viewing”



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Agent Reel Formula: The Property Launch

Just Listed Campaign

Visual hook or caption like:

- “Imagine owning this amazing home in [Suburb]”

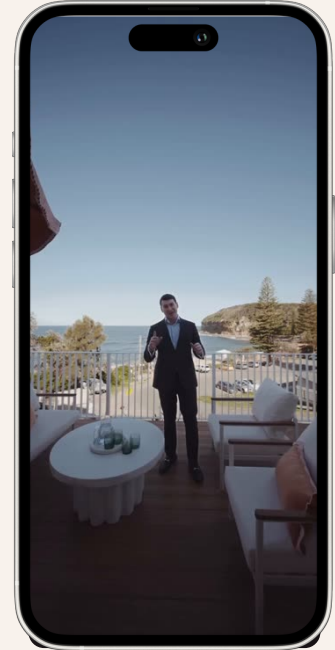
If the home is modest, lean on story and emotion instead of luxury:

- “Some will call this a rundown home, others will call it a renovator’s dream in [Suburb].”
- “Imagine adding your personal touches to this property in [Suburb].”

Suggested Flow:

1. Visual or caption hook (first 3–4 seconds)
2. Hero feature shots (kitchen, living, outdoor, pool)
3. Lifestyle moments (agent walking, sunlight through windows, family space)
4. Finish with a strong call to action (“Inspect this weekend” or “Enquire below”)

Pro Tip: Use trending but classy audio to match the tone of the property.



⊘ NOT TO DO:

DON'T SIZE IT FOR A LANDSCAPE VIDEO — ALWAYS FILM VERTICAL (9:16) FOR REELS.

DON'T MAKE IT LONGER THAN 30 SECONDS.

DON'T START WITH SLOW PANS OR STATIC SHOTS — CAPTURE ATTENTION IMMEDIATELY.

DON'T START WITH YOUR NAME OR ADDRESS

[Book Campaign Here](#)

Listing Portal Video (Full Property)

Format

- Be in the video as much as possible — walk through the home, gesture naturally, and interact with spaces.
- Use quick cuts (1-2 seconds each).
- Focus on movement: doors opening, turning on lights, walking outdoors, drone reveal.
- Mix agent presence with hero property moments.
- Include on-screen text or subtle captions for key features.

Example Caption Hooks:

- “Luxury redefined in [Suburb]”
- “Family perfection with room to grow in [Suburb]”
- “Architectural brilliance in every corner of [Suburb]”

🚫 NOT TO DO:

USE ON SOCIA MEDIA - THIS SHOULD BE LANDSCAPE AND FOR THE PORTALS



Agent Reel Formula: The Sold Video

Celebrate the win and build your brand credibility, then convert it into your next listing opportunity.

Don't just post it. Advertise it. Every "sold" video is your proof of performance. Run it as a Meta ad targeting homeowners in your farm area so they see real results from a real agent.

Length: Under 15 seconds.

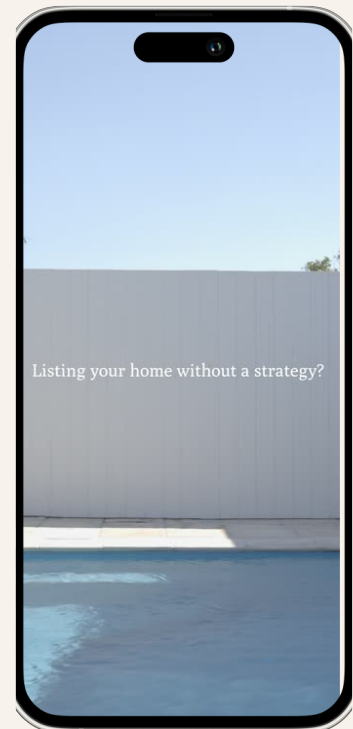
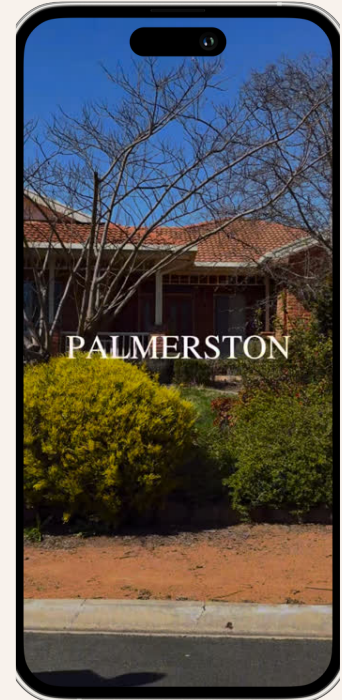
Style: Personal, confident, clean.

Format

- Walk in front of the home, camera following or panning.
- Overlay text:
 - "SOLD in [Suburb] in just 5 days"
 - "Record sale in [Suburb]"
 - "Another standout sale setting the benchmark in [Suburb]"

❌ NOT TO DO:

- DON'T START WITH THE ADDRESS.
- DON'T MAKE IT TOO LONG — KEEP IT SNAPPY.
- DON'T LEAVE YOURSELF OUT OF THE VIDEO.
- DON'T SIZE IT FOR LANDSCAPE — ALWAYS FILM VERTICALLY (9:16).



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