

GETTING THE MOST OUT OF **PROFESSIONAL** **PHOTOGRAPHY**

The ultimate guide to attracting
quality leads beyond the MLS



INTRODUCTION

Human psychology is a fascinating subject, especially for real estate professionals. Whether you represent the buyer or the seller, you want to know what makes your clients excited about a property and what drives them far away from one. Time and time again, it's been found that professional photography remains a huge factor in driving traffic, generating sales, and creating excitement for real estate properties, especially in a digitally-driven world.



CREATIVE MARKETING



Even with an overwhelming amount of research in favour of professional photography for real estate listings, there are still a number of recognizable smartphone photos on the MLS.

As if you needed any more convincing, we created this eBook to outline the many different ways our favourite real estate pros can maximize their investment in professional photos. Not only will these tactics delight prospective buyers when browsing properties online, they're also sure to wow clients by elevating your personal brand as a realtor.

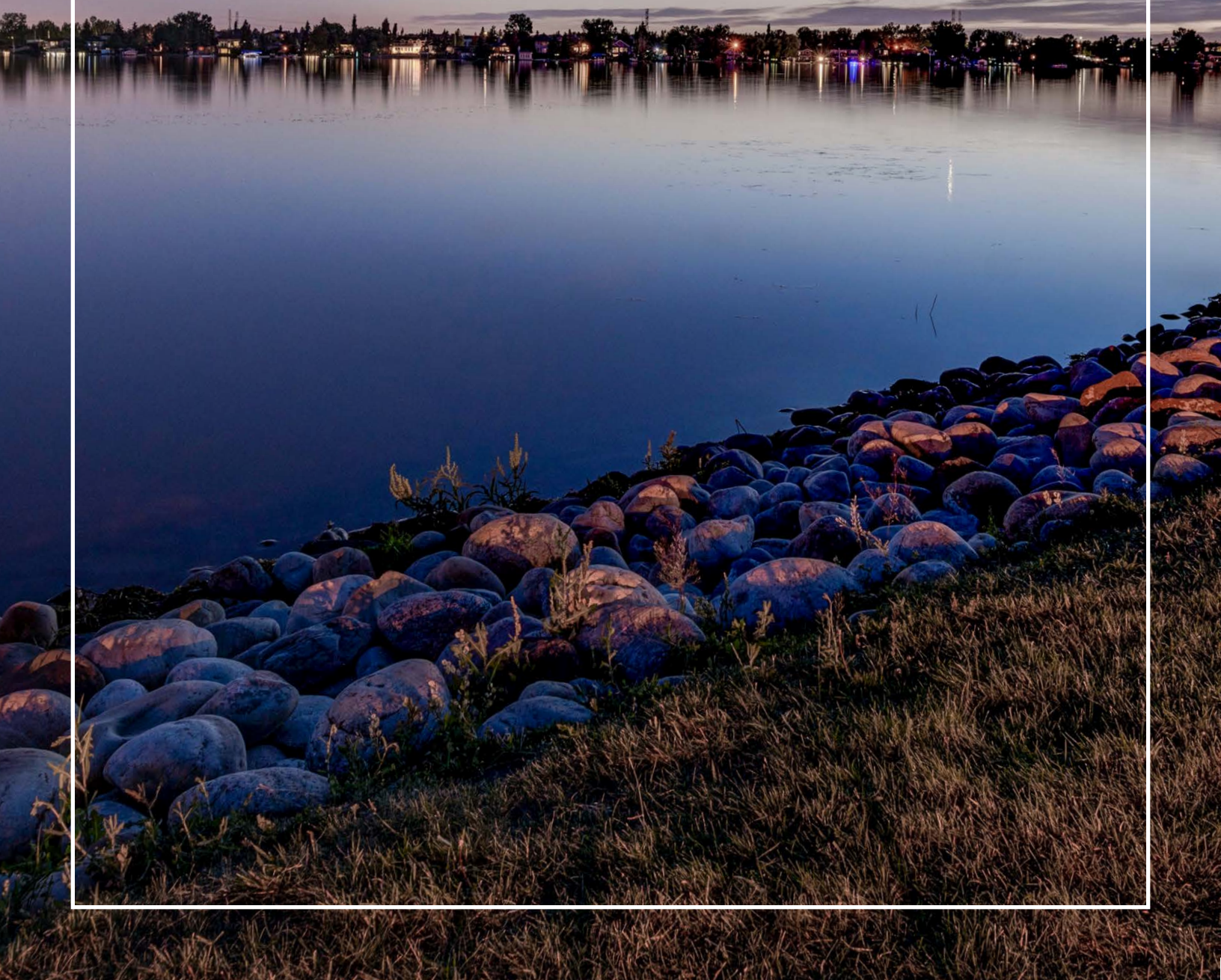
At Sona Visual, we go above and beyond to deliver value to our clients. In our view, professional photography is not just a “one-and-done” type of investment. With so many creative applications for the photos delivered to you, you'll wonder why you didn't invest *more* resources into them! Our goal is to educate our readers on how they can stretch their marketing dollar to sell more and sell faster.

Thank you for downloading this eBook!



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APPLICATIONS OF PROFESSIONAL REAL ESTATE PHOTOGRAPHY



SOCIAL MEDIA



Professional photos look great on the MLS. But they look just as good - if not better - on your social media channels. There's no doubt that social media presents huge marketing opportunities for your listings.

Facebook, Instagram, Twitter, and LinkedIn are all very visual platforms with a number of features to help you advertise multiple properties. Social media is effective in reaching your buyers because they're already on it!

DID YOU KNOW?



93% of buyers who are 36 years old or younger frequently use the internet during a house search

INSTAGRAM

Using professional photos, you can create social media graphics to advertise listings in a variety of sizes. For Instagram, dimensions of 1080px by 1080px work well for your feed and 1920px by 1080px graphics will fit your Instagram Stories perfectly!



FACEBOOK

Facebook allows its users to post photos and videos in multiple ways. From carousels leading to your website, to slideshows showcasing details, to polls for follower engagement, your professional photos can be used in so many different formats that you can advertise the same listing several times without being redundant.

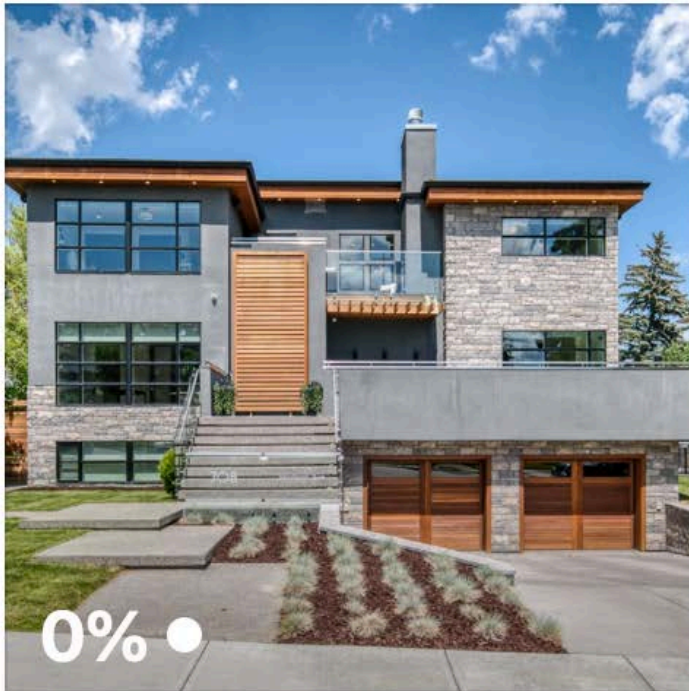
Check out the Facebook poll example below:



Sona Visual Real Estate Marketing Solutions created a poll.

Which exterior photo of this luxurious executive home do you prefer? 🏆

VOTE NOW!



Daylight



Twilight

This example not only highlights the effect of twilight photography on buyers' emotions, it allows them to engage with your content more actively than simply viewing a beautiful photograph. In a separate post, you can create a slideshow to highlight the interiors of the home. That way, you can use all of the photos in your package!

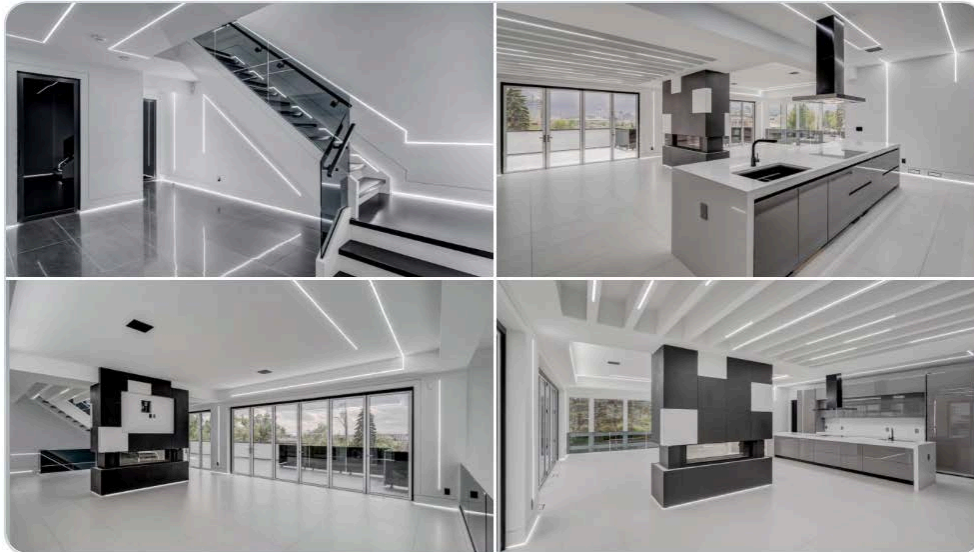
TWITTER

While Twitter is famous for its bite-sized text content, tweets with photos tend to do well because they're more eye-catching and don't get lost in the noise. Similar to Facebook, Twitter allows you to post photo sets and polls to increase user engagement.



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A property from the future! What would you furnish this home with? 🤖



◀ This tweet uses several high quality photos to create an engaging post and highlight the ambience of a property. Twitter will allow you to include up to 4 images per tweet



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Living for these INSANE advanced photo editing before and afters!
[#RealEstateMarketing](#) [#RealEstatePhotography](#)

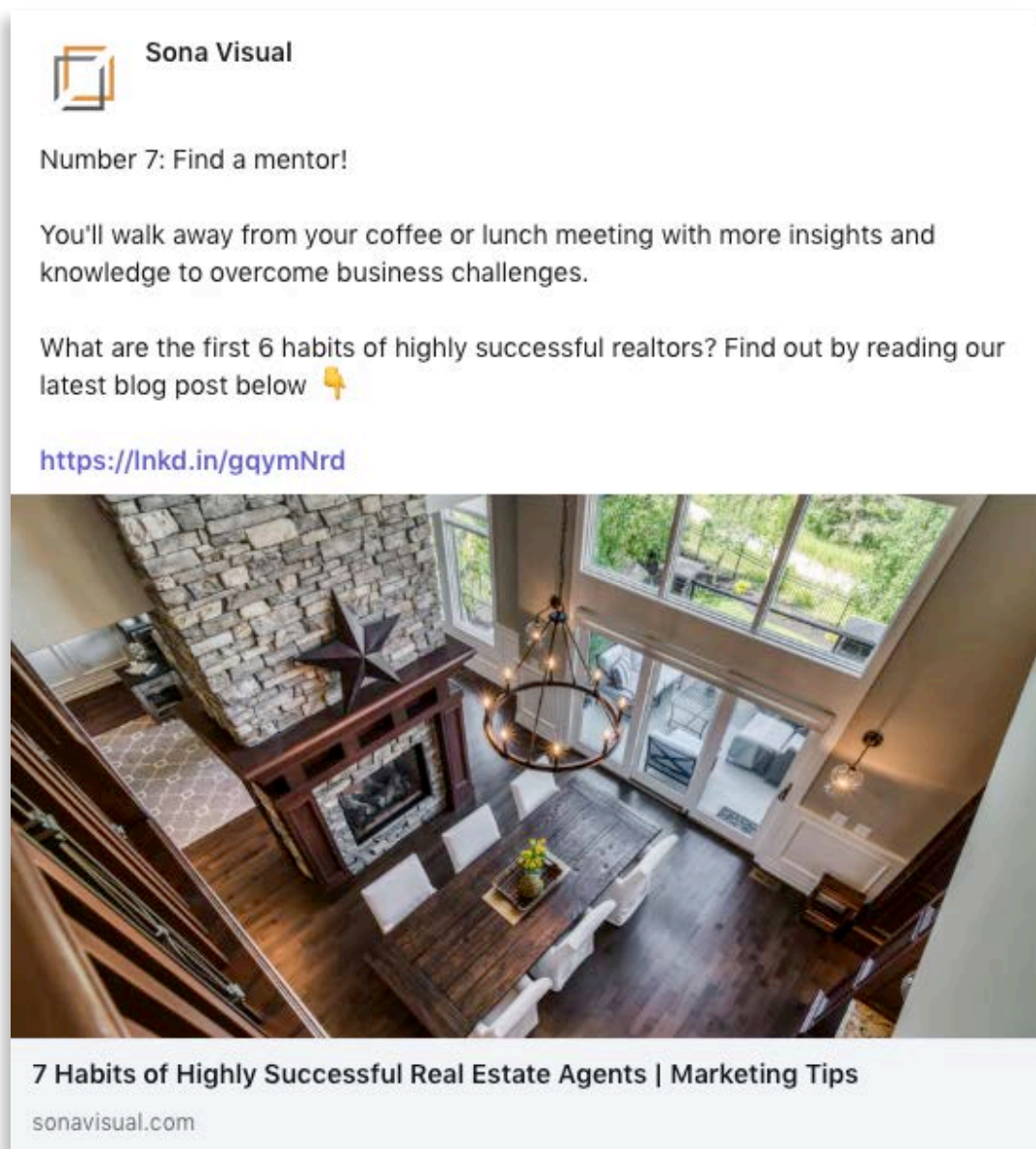



◀ Before and afters created with professional real estate photos make for compelling tweets

LINKEDIN

LinkedIn is a wonderful platform for B2B marketing efforts. Because it has massive organic reach, commercial realtors are able to reach a larger amount of clients who are looking for office and retail spaces.

Sharing news articles and blog posts to encourage discussion within the industry are a great way to connect with LinkedIn users. You can use your professional real estate photo as the featured image of your next article, like in the example below.




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Number 7: Find a mentor!

You'll walk away from your coffee or lunch meeting with more insights and knowledge to overcome business challenges.

What are the first 6 habits of highly successful realtors? Find out by reading our latest blog post below 📌

<https://lnkd.in/gqymNrd>



7 Habits of Highly Successful Real Estate Agents | Marketing Tips

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VIDEO THUMBNAILS



There's no doubt that property video tours are instrumental in driving traffic to your listings. But with so many other videos fighting for your buyer's attention, it can be difficult to show them how stunning the property is if they're too busy clicking on other videos. The key to attracting qualified buyers to watch your property listing video is to have an eye-catching professional shot of the home as the video cover.

Thankfully, video sharing platforms like YouTube allow you to upload a custom video thumbnail. Twilight photos of the property work particularly well for garnering view, clicks, and likes for videos!

DID YOU KNOW?



90% of the best performing videos on YouTube have custom thumbnails

PERSONAL BRAND



Social media is a brilliant tool to use for advertising listings. But you can also increase personal brand awareness and recognition as a realtor through your social media platforms. Outside of the content you share, one of the first things your clients will notice about your online presence is the overall look and feel of your profile.

To create a complete, effective profile on social media, it's important to have the following 3 criteria: An engaging profile photo, an informative biography, and captivating profile banners.

DID YOU KNOW?



The hashtag **#realtor** has over **11 MILLION** posts on Instagram

PROFILE PHOTO

Smile! The first impressions of people in photographs influence the perception of those people even *after* interacting with them personally.

Think about it. With so many realtors out there, there must be a reason why clients should choose you over the others. It's likely they've already Googled your name, so why not put a face to your search results? A professional headshot can instantly boost your credibility and win trust.



◀ Solid, neutral colours work best for headshots

BIOGRAPHY

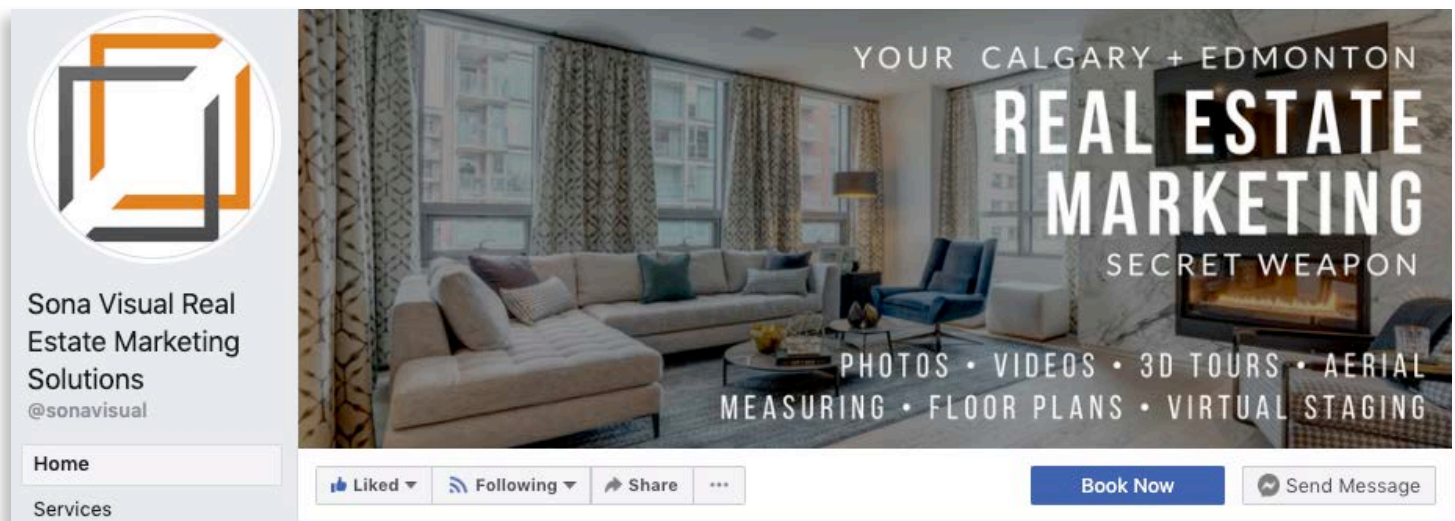
Social media biographies can be tricky to master, mainly because knowing what information to leave out is just as important as what to include. Always remember that you're writing for future clients. If you're creating a social media profile for your real estate business, it's helpful for clients to know whether you specialize in inner-city infills or commercial properties.

PROFILE BANNERS

Captivating profile banners are one of the first features your clients will notice upon visiting your profile. They are customizable and you can use this precious real estate to advertise your latest listing or open house, or to showcase your team.

Professional real estate photos make effective social media headers because they let clients know what your business is all about. Just make sure your banner works well on both mobile and desktop versions of the platform!

Check out the banner example below. Our Facebook header outlines all of the services we offer:



Unfortunately, the old adage “Don’t judge a book by its cover” does not apply in a virtual world. We’re all about making an unforgettable first impression because it’s also the first *association* a client has with the brand.

Your profile banner should be a visual expression of your personal brand. If you specialize in luxury properties, your header should have a sophisticated look and feel. Using a consistent banner style across multiple social media profiles will help develop a visual brand identity and make you more memorable as a realtor!

LISTING PRESENTATIONS



While we're sure you have an award-winning (or should we say *top producing*?) smile, property sellers might need a little more convincing. With so many realtors to choose from, listing presentations are just one way to convince them that you're the best person for the job.

Presenting high-quality, professional HDR photography of your previous listings is a surefire way to win sellers over and beat out the competition. Your sellers want to know that you work with the best vendors in the industry because who you choose to work

with is ultimately a reflection of you. Would they rather select a realtor who uses amateur photography and list their home for months on end? Or would they prefer to be represented by a superstar like you who provides eye-catching media assets that will result in a quick sale?

Make sure to include other multi-media formats in your presentation listing. If you're ahead of the game and are incorporating property feature videos and 3D virtual tours into your marketing strategy, include samples of those as well. We can guarantee that your future clients will be amazed!

WEBSITES



Social media platforms are awesome because they present the advantage of having a large number of users all in one place. The downside, however, is that you have to play by the platform's rules. Without warning, Instagram, Facebook, YouTube, and other social media platforms can change their algorithms, resulting in decreased reach and impressions per post.

That's why a personal website is crucial for a sustainable marketing strategy. It's digital real estate that you

own, which is a must-have because you have the freedom to design it in whatever way you desire without limitations.

Professional photography works well on personal websites when used to showcase previous and current listings. Think of it as an online portfolio you can show future clients. What types of properties do you specialize in? In what areas of the city? Having a robust website complete with professional HDR photos will show them why they should be represented by you.

FEATURE SHEETS



With so much importance placed on digital assets, it's a wonder that physical feature sheets are still relevant today. After all, the effort and resources required for printing far outweigh what's required for publishing a digital post in a matter of seconds. But to us, it's not that surprising.

The feeling of ownership is a key factor in real estate. Holding a physical item like feature sheets leads to a sense of psychological ownership of the property.

DID YOU KNOW?



A USPS study found that participants exhibited a stronger emotional response to physical ads than digital ones

FEATURE SHEETS

When you insert high-quality images of a property into your feature sheets, you're subconsciously telling your buyer, "These home features are so unique that they deserve to be printed." Plus, a multi-generational approach works best when marketing a property. You wouldn't want to isolate your prospective buyers simply because they're part of a different generation.

Nataliya Fitsko



With over 10 years of experience in real estate sales and property management, Nataliya is uniquely qualified to handle the full spectrum of real estate transactions.

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105, 5703-5 Street SW Calgary, AB



Beautifully renovated 2-bedroom, 2-bathroom condo for sale in the community of Windsor Park! Unique "Spanish" villa style building. Walking distance to Chinook mall, LRT-public transit (# 3 bus), Britannia Plaza, Stanley Park, Sandy Beach, easy commute to downtown. Don't miss this opportunity!

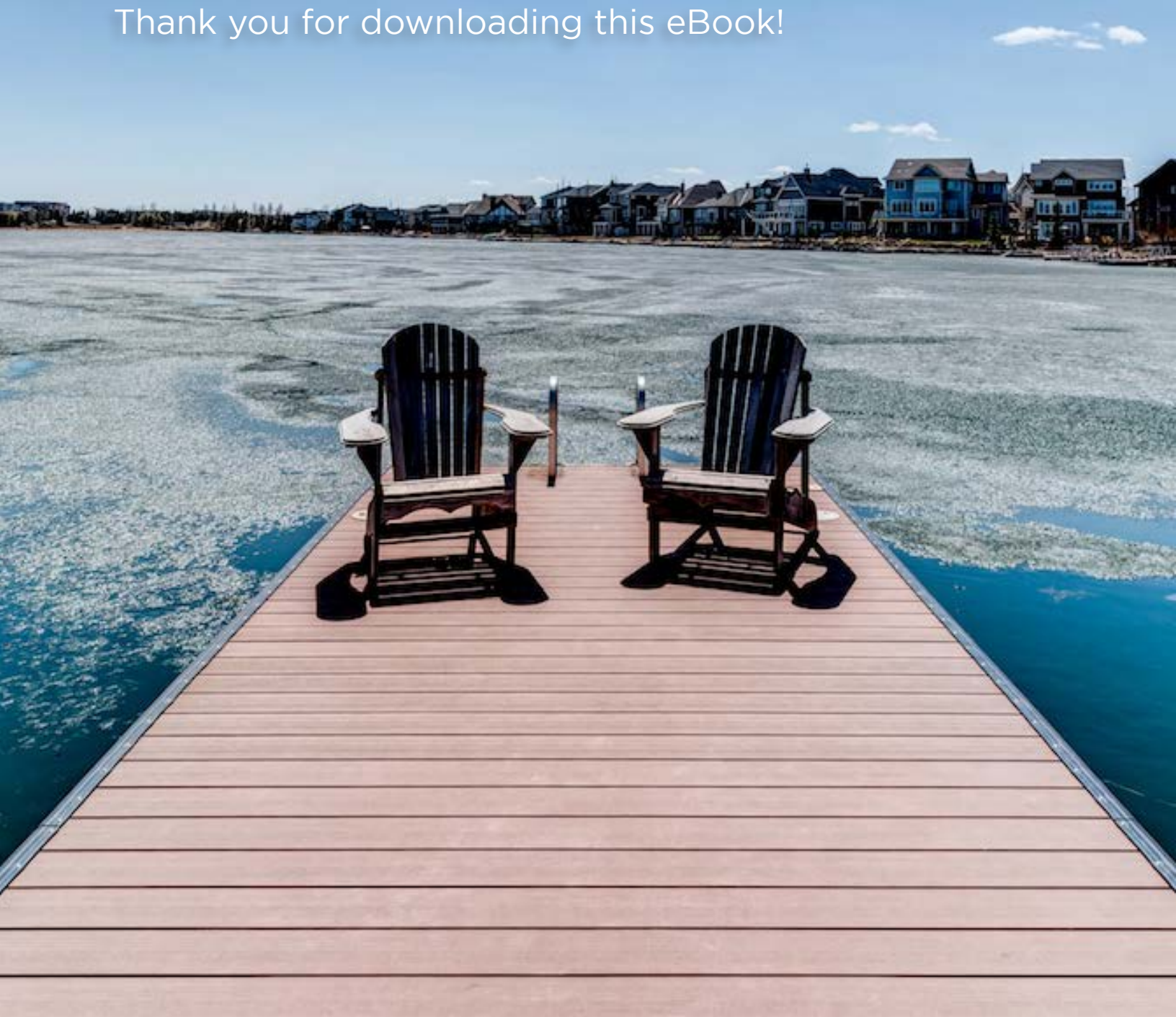
▲ The example above displays both a professional headshot and high-quality photos of the real estate property into an elevated feature sheet design.

A professional photographer will supply you with both web and print versions of property photos, because they know that having a tangible "souvenir" from a property tour will make the experience a more memorable one.

THANK YOU

A great marketing strategy consists of innovative tools and technologies, an emotional response from the buyer, and a well-planned budget. Using the techniques outlined in this eBook, you'll create more brand awareness, recognition, and engagement to ensure the future success of your business.

Thank you for downloading this eBook!





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