

## **Facebook Intro Video Overview**

A Facebook intro video is a great way to create a custom audience of individuals in your community that have seen your face and know who you are and what you do. We can typically get people to watch this video for \$.01 - \$.03 per video view versus paying \$1-3 for someone to click to our website. This helps your brand get maximum exposure for a significantly low cost which will help with long-term branding and remarketing to an audience who already knows who you are which will result in better quality leads for a much lower cost.

## **Facebook Intro Video Script 1**

[Story Time] – Jump right into the video by telling a story – This is a great hook as everyone likes a good story. Tell a story about a recent buyer you worked with. Tell a story about someone you recently helped sell their home, etc.

This story can even be a few weeks/months old as we'll continuously run the Facebook intro video to those in our community.

Once you've told your story – 60-90 seconds – you can say something like this.

My name is [Your Name] and as you can probably tell from this story, I'm your local Realtor in the [Your City] area.

If you're looking to buy or sell your home now, or in the near future, don't hesitate to reach out. I'm here to help serve the community the best I can.

If you know anyone looking to buy or sell their home in the near future, feel free to share this video with the or tag them in the comments section below.

Hope you have an amazing rest of your day!

## **Facebook Intro Video Script 2**

Hey my name is [Your Name] and I'm a Realtor in the [Your City] area.

I've been a licensed Realtor for [Length of Time – I.E. 1 year, 5 years, 5 months, etc.].

I work primarily with [Buyers/Sellers/Etc.]

**\*\*If looking to work with sellers\*\*** - State the current condition of the market and how you can help them – I.E. The market here in [Your City] has been extremely hot as of late and homes are being sold in less than 3 days and typically over asking price

So if you or anyone you know is looking to sell their home in the next few months don't hesitate to reach out.

**\*\*If looking to work with buyers\*\*** - If you're looking for homes with a [pool, 3 car garage, near a park, ocean view, etc.] I can get a list of homes put together for you to take a look.

So if you or anyone you know is looking to buy a home in the next few months don't hesitate to reach out.