The 10 best tools for video marketing in 2018

Camera first is the marketing mantra for 2018. Tomorrow’s consumer expects you to be the star of your own show, and being the star of your own show isn’t about ego or fame, it’s simply about communicating in the most human way possible -- eye-to-eye, screen-to-screen. Creating content that connects requires speaking to the consumer directly and in the right context. Video is the most effective way to do that. We all have free broadcast networks in our pockets now, and we can easily share our brand with the world at scale. Gone are the days of posting a quick social announcement about your open house or just listed and getting bombarded with comments and shares. Now, it’s about providing thoughtful content, becoming the resource, and as Gary Vee says, acting as a media company -- "comma" -- that sells houses. In my opinion, today’s marketing should be more about the real estate agent and less about the house. Consumers buy the house, but they have to want to work wit...

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