

Leveraging Video Content To Earn Traditional Media Coverage

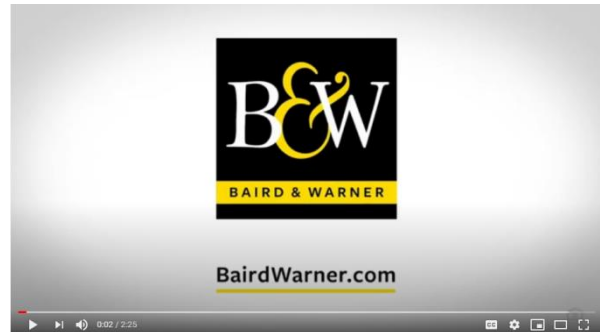
Corporate PR

Case Study

There's no question that video content can be engaging and impactful, reaching audiences across every news platform and social media channel. For PR, it's a critical medium for pushing visual stories, showcasing projects through property tours and presenting thought leadership with authenticity.

Taylor Johnson helps produce videos for our clients by brainstorming ideas, scripting content to reinforce key messages for various audiences, managing videographers during pre- and post-production, and interviewing subjects on camera. While our clients use those videos for direct marketing on their websites and social channels, we also pitch them to media, using the insights as a compelling news hook.

For example, Taylor Johnson regularly works with residential real estate firm Baird & Warner on yearly market-report videos that forecast emerging real estate trends. In 2019, an internal video featuring President and CEO Steve Baird focused on Chicago's luxury market. We offered it as an exclusive to Crain's Chicago Business and also repackaged for Chicago Agent magazine, earning feature stories in both media outlets. And Baird's insights from a 2018 video about technology never replacing Realtors landed in The Close, demonstrating the extra mileage clients can get out of multimedia content through PR.



Clips:

[Be Honest About Weak North Shore Home Prices, Real Estate Exec Tells Agents](#)

Crain's Chicago Business

[Why The Market Shouldn't Keep You Up At Night](#)

Chicago Agent Business

[The Pivot: 3 Ways Smart Realtors Can Thrive In Any Market In 2020](#)

The Close