

# Tips to Stand-Out in a Crowded Inbox

## Communicate More Effectively With **Video Messaging**

The average person gets 147 emails a day — most of which are generic, spammy and a little boring. People tend to make snap decisions on what emails to keep and which ones they will delete just by skimming the subject line and preview!

**Stand-out in a crowded inbox and get the attention you deserve by sending video messages.**



### **The Power of Video Messaging**

Video is a great tool to add to your real estate marketing strategy right now. There are several platforms that let you embed your personal videos by email or text message. Real estate agents who use video report the following:\*

**81%**  
get more  
replies.

**68%**  
convert  
more leads.

**56%**  
get more  
referrals.

### **Get the Attention You Deserve**

It's no wonder that text-based emails aren't as effective as they used to be — especially when you're competing with so many other senders. Many video platforms allow you to embed your video directly in the body of the email and choose an animated video preview so that you stand out!

Not sure what to send? Keep it simple and use your video to introduce yourself to a new client, share a market update, send a holiday greeting or to confirm a meeting.

**Buffini & Company Referral Maker® CRM** now offers Video Messaging so you can easily record, send and track your videos all in one spot. It's easy to use and automatically tracks who you communicate with, who watches your videos and any leads generated from that! Learn more at [buffiniandcompany.com/videomessaging](http://buffiniandcompany.com/videomessaging) or call **1-800-945-3485 x2**.

### **Reasons to Bring Video to Your Business**

- ✓ **Anyone Can Do It**  
Smartphones and web cameras make it easy to create and share video on the spot.
- ✓ **It's More Personal**  
Like a personal note, a video expresses a sentiment that's hard to replicate via text-based emails or text messages. It creates an opportunity for connection and real conversations.
- ✓ **Make a Lasting Impression**  
Your videos stand out and differentiate you from among the influx of emails and texts people receive, and clients will remember this!

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