

Marketing company claims despite Real Estate's downward trend, demand for video tours is high.

By Soul Arch Media & Marketing

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New Australian web video production and marketing services company, Soul Arch Media & Marketing, is jumping into the Gold Coast Real Estate arena - not despite the current bleak global economic outlook, but because of it.

Soul Arch Media & Marketing is a small Gold Coast-based boutique marketing service with big ambitions. Apart from supplying web video production and copy-writing services to web designers, travel companies, small to medium enterprises, and even other marketing and advertising companies, Soul Arch Media & Marketing is initiating a service to provide Real Estate agents, tourism and holiday booking vendors and hoteliers with quality flash video tours and online content at affordable prices. But hasn't the real estate property boom run out of steam? All the more reason to get tech-savvy, insiders claim.

“When the going gets tough, the tough need to get creative. Gold Coast Real Estate agents and private sellers seem to be quick to realise that due to the property market slowing down, and with consumers gaining greater access to broadband and therefore expecting cutting-edge technology from major real estate agencies, the time is right for stepping into the video property tour realm. Video is more engaging than a stagnant virtual photo tour, as the real estate agent can directly pitch the property to buyers for around the globe, creating connections. Viewers also prefer video tours as they offer an experience much closer to getting physically shown around a property than simply looking at pretty pictures,” said Carolyn Ridings Emge, Soul Arch's Marketing Manager.

“We are finding that although our real estate video production unit was initially expecting interest from the busy Gold Coast holiday region, enquiries are flooding through as real estate agents from nearby Northern NSW coastal towns like Byron Bay, Ballina and Lennox Heads too. We expect it will soon be commonplace for all online real estate listing to incorporate video, but for now customers are enjoying the 'wow' factor, as video production can really make a property listing stand out from competitors.”

About Soul Arch Media & Marketing:

Soul Arch Media & Marketing is based on the Gold Coast, Australia. They specialize in creating effective online campaigns for any budget with a strong focus on emerging technologies like web video commercial production, online video tours, podcasts, vodcasts corporate video business cards and social media newsletters, whilst also incorporate tried-and-true marketing and P.R. tools like press releases, direct marketing e-newsletters, and customer loyalty schemes. All of these services give clients big results without breaking the bank, and are more socially responsible than mass flyer mail-outs or junk mail pamphlets destined for the trash heap. Apart from offering clients 'greener' marketing solutions, they also endeavour to minimize their own ecological impact. Soul Arch Media & Marketing uses green energy, recycles paper and waste, and keeps its own advertising material to a minimum. Visit them online at: <http://www.soularchmedia.com>

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Category Multimedia, Real Estate, Marketing
Tags real estate video tours, video production, flash video, online video tours, gold coast real estate, property video tours
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