



# Publicity on a Shoestring Budget

(how your camera can save you PR \$\$\$)

**Your best asset...**



**Take pictures  
of **EVERY**  
Board  
sponsored  
event!**

# So you don't have a

(Yes, good DSLR cameras can be upwards of \$400... ..psst! Put it in your budget!)

# "fancy" camera...

# BUT

# You DO have exactly what you need to get good photos OR VIDEO of REALTOR® events!



Who doesn't have their cell phone with them at all times? Even if it isn't the AE, the President or other leaders, committee chairs, etc. can help take photos during events. .JUST TAKE PHOTOS OR

# Take Your Camera Everywhere!

- **Monthly Board Meetings**
- **Award Presentations**
- **Fundraisers**
- **Presentations at local schools/Entities**
- **Open Houses**
- **Parties**
- **Workshops**
- **Realtor® Restore Projects, Habitat for Humanity Projects, etc.**
- **ANY Local Board Sponsored Events/ Functions**

# Don't...



# Do...



# What Now?



- Write an article for fundraisers, events, etc.
- Write a press release for installations, awards, etc. Don't use bad photos, crop as needed
- Edit the photos There's an app for that
- Make a video out of photos





# Send Articles & Photos to...

- Local Paper
- Local Magazine
- Charities Your Working With (they like PR too)
- Arkansas Democrat Gazette
- ME! (Emily@arkansasrealtors.com)

# Create Videos

## (Video Slideshows)

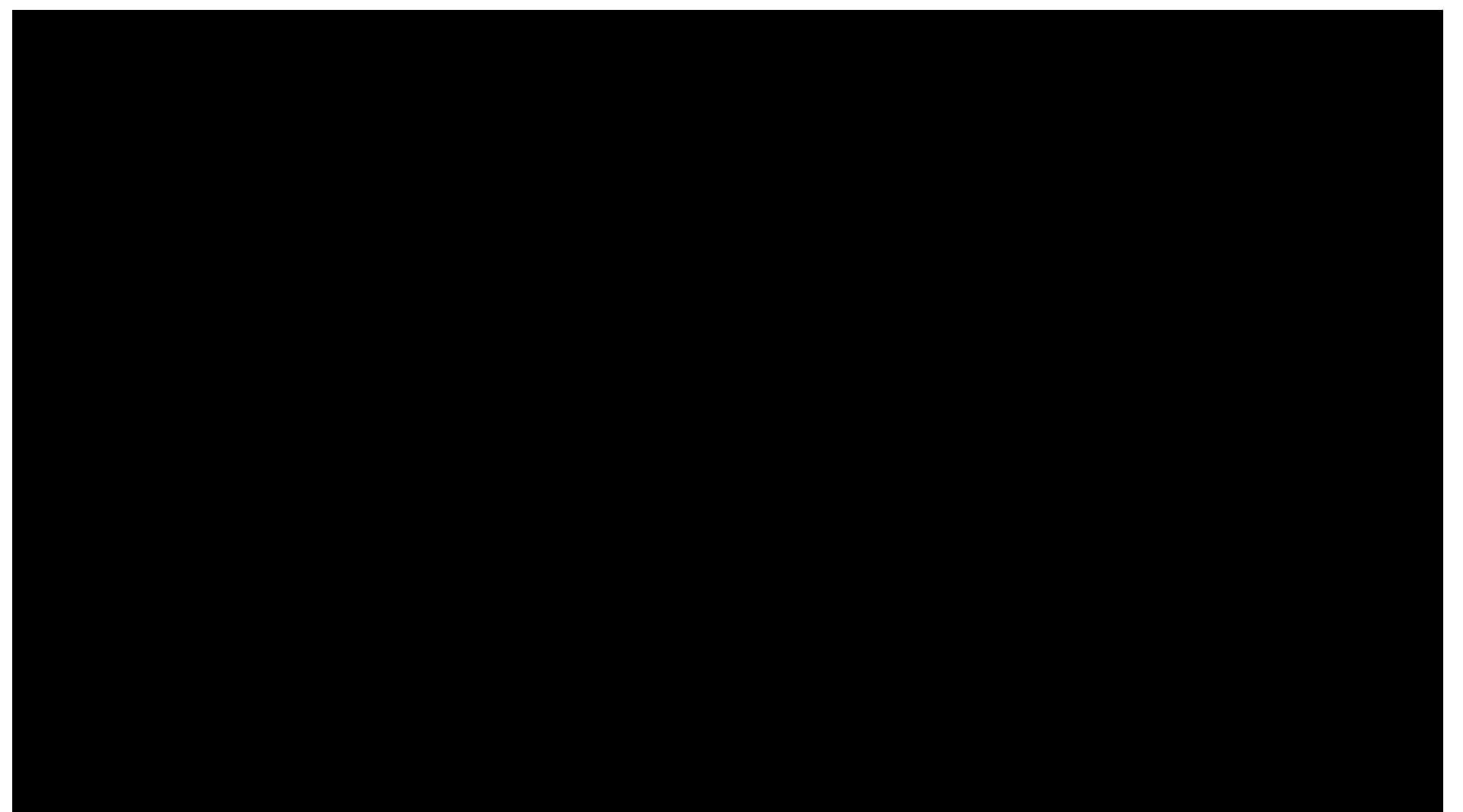
- Animoto
- WeVideo
- Slydely
- Smilebox

- iMovie
- Magisto

**Actually apps to create videos on the go with  
your phone!**

**Small monthly costs are associated with a lot of these  
programs**

**Northeast Arkansas Board of REALTORS® Video  
made with iMovie App**



# At a minimum...

- **Make sure you have headshots of people mentioned in press releases.**
- **Make sure your photo tells the same story your press release does.**
- **Have some generic shots handy that represent your board, your town, your realtors® at work.**
- **Make sure you have head shots of your officers.**