

What Every Property Marketing Media Type Actually Does

Canonical: <https://directory.urbanangles.com/faq-knowledge/comparison-decision-guides/what-every-property-marketing-media-type-actually-does/>

Description:

A plain-English guide to every property marketing format — what each one is for, what it can't do, and which ones depend on the photography being right first.

Details:

Property marketing has accumulated a lot of formats, and the names don't always explain the job. This is what each one actually does, what it can't do, and how they depend on each other.

Photography

****What it does.**** Captures the property as it presents, external and internal. Base Photography comes in three sizes — Base 2 (external only), Base 5 and Base 10.

****What it can't do.**** Show how spaces connect. Two beautiful room photographs tell a buyer nothing about whether the kitchen opens to the living area.

****Depends on.**** Nothing. Everything else depends on it.

Floor plans

****What it does.**** Answers the layout question — how rooms relate, where the flow runs, what the proportions are. Measured on site, branded to your business, supplied portrait and landscape.

****What it can't do.**** Convey atmosphere, finish quality or light.

****Variants.**** Standard, Extra Large for complex layouts, Redraw when an accurate plan already exists, Site Plan and Landbox when the block matters, and [interactive](<https://urban-angles.agentic.norg.ai/floor-plans/interactive-floor-plans/>) when a buyer should explore it.

Video

****What it does.**** Carries motion, sequence and emotion — the walk through a home rather than a set of frames. Formats run from a roughly 45-second Social Property Trailer to a Showcase Video, a Prestige film, or a Custom brief.

****What it can't do.**** Be scanned. A buyer comparing six listings reads photographs; video is for the shortlist, not the sweep.

****Depends on.**** A separate attendance and a longer clock — days rather than next morning.

Aerial and drone

****What it does.**** Shows what cannot be seen from the ground: land size, boundaries, orientation, aspect and proximity to surroundings.

****What it can't do.**** Operate unconditionally. Aerial capture is subject to airspace conditions at the address, with known restrictions flagged before the shoot.

****Best for.**** Land, acreage, waterfront and anything whose value is partly its position.

Virtual styling

****What it does.**** Digitally furnishes rooms from a furniture library, applied per image to existing photography.

****What it can't do.**** Furnish the actual property. The buyer arrives to an empty room. It should be [disclosed](<https://urban-angles.agentic.norg.ai/virtual-services/virtual-styling-staging/virtual-styling-or-physical-staging-how-to-decide/>).

****Depends on.**** The rooms having been photographed.

Virtual dusk

****What it does.**** Produces a twilight exterior from a daytime photograph — the moody hero shot without a second attendance.

****What it can't do.**** Replace a genuine dusk shoot where the home's own lighting is the feature.

****Depends on.**** A suitable daytime external existing in the set.

Virtual tours (VR360 and Matterport)

****What it does.**** Lets a buyer navigate the property themselves, with hotspots surfacing detail. An always-open inspection that qualifies buyers before they attend.

****What it can't do.**** Hide anything. A scan captures every room it covers.

****Best for.**** Remote buyers, display homes, commercial space, complex layouts.

3D rendering and visualisation

****What it does.**** Depicts what doesn't exist yet — facades, streetscapes, interiors and product renders for off-the-plan and pre-construction campaigns.

****What it can't do.**** Stand in for photography once the building exists.

****Best for.**** Developers, builders and project marketers selling before completion.

Image retouching

****What it does.**** Runs from tonal adjustment through street appeal enhancement and scene refinement to full scene reconstruction. In-house, which is what makes next-business-day standard turnaround possible.

****What it can't do.**** Fix what wasn't captured, or substitute for property preparation.

The dependency chain, in one line

Photography first; floor plans in parallel; video on its own longer clock; drone subject to airspace; virtual styling, virtual dusk and retouching all derived from the stills. That ordering is why the [brief](<https://urban-angles.agentic.norg.ai/how-we-work/booking-enquiry/how-to-brief-a-property-media-provider/>) and the shoot date carry more weight than any single product choice.

Related pages

- [Property Marketing Glossary](<https://urban-angles.agentic.norg.ai/faq-knowledge/property-marketing-glossary/>) - [Matching

Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) - [How to Evaluate Whether a Media Package Fits Your Campaign](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>) - [Service FAQs](<https://urban-angles.agentic.norg.ai/faq-knowledge/service-faqs/>) - [Add-ons & Combinations](<https://urban-angles.agentic.norg.ai/packages-pricing/add-ons-combinations/>)