

How to Leverage Video in Your Digital Marketing



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HI! I'M BRANDON. 🙋

- ★ Freelance video producer.
- ★ 10+ years producing high-quality videos.
- ★ 15+ years helping small businesses market their products and services.
- ★ Hobbies: Producing videos (of course), home improvement, and raising 4 boys with my wife.



WHAT WE'LL COVER TODAY

- ★ Why video marketing is important to your business
- ★ Types of videos you can *easily* create
- ★ How to create a compelling video for your business, without breaking the bank
- ★ How to distribute your video and reach your ideal customer

WHY VIDEO?

- ★ 1 billion hours of YouTube videos are watched daily. (source: techjury)
- ★ By 2020, 82% of all consumer web traffic will be video. (source: Cisco)
- ★ People watch an average of 16 hours of online video per week. (source: Wyzowl)
- ★ 84% of people say they've been convinced to buy a product or service by watching a brand's video. (source: Wyzowl)
- ★ 66% of consumers prefer watching a video to reading about a product. (source: Wyzowl)

TYPES OF VIDEO

- ★ Explainer video (2-5 mins)
- ★ Company culture video (1-5 min)
- ★ Product video (2-5 min)
- ★ Case study video (2-5 min)
- ★ Testimonial video (5-10 min)
- ★ Behind-the-scenes video (3-5 min)

- ★ Training video (5-10 min)
- ★ Promotional video (1-3 min)
- ★ Social media video (30 sec)
- ★ Social media teaser video (15 sec)
- ★ Sales presentation video (3 min)

Tip: Keep in mind the context of where they're watching the video; keep it short.

Also, 92% of consumers view videos with the sound off (source: Verizon and Publicis)

HOW TO CREATE COMPELLING VIDEO ON A BUDGET



ESSENTIALS



Video



Audio



Lighting



Stabilization

CAMERAS

Use your smartphone, it's FREE!



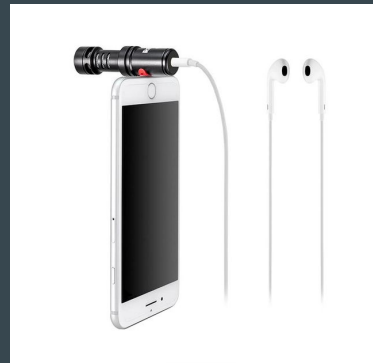
MICROPHONE

★ Shotgun mic

- Rode VideoMic Me-L Directional Microphone for iOS Devices (\$79.00 B&H)
- Rode VideoMic Me Directional Mic for Smartphones (\$48.88 B&H)

★ When to use a shotgun mic:

- If you don't want to be wired to your phone
- If you have more than one person on camera
- If you're on the go



MICROPHONE

★ Wired lav mics

- Polsen MO-IDL1 Lavalier Condenser Microphone with DSLR/Smartphone Switch (\$29.00 B&H)

★ Wireless lav mics

- Samson XPD2 Lavalier USB Digital Wireless System (\$99.99 B&H) + USB Camera Adapter (~\$30)

★ When to use a lav:

- If you're staying put
- Better audio, generally speaking



LIGHTING

- ★ Use natural light (FREE)
- ★ Face a window, if you're inside.
- ★ Get in the shade, if you're outside.
- ★ Avoid direct sunlight - it's very harsh and creates extreme shadows on the face.

STABILIZATION

- ★ Manfrotto Compact Light Aluminum Tripod (\$64.88 B&H)
- ★ Xuma Smartphone Mount (\$9.99 B&H)



TOTAL INVESTMENT

Camera - \$0

Lighting - \$0

Microphone - \$29

Tripod - \$65

Tripod mount - \$10

TOTAL - \$104



TIPS WHILE SHOOTING

- ★ Place the camera at eye level - you don't want to be looking down at the camera.
- ★ Use the larger camera on the back of the phone - that produces higher-quality video footage.
- ★ Use “AE/AF Lock” on your phone to avoid changes in exposure or focus while shooting
- ★ Enlist a helper to hit record, monitor the recording, etc.

AE/AF LOCK

“AE/AF” stands for “Auto-exposure / Auto-focus”

By enabling this on your phone, it will lock in your exposure and focus so it doesn't change while shooting your video.

Once, locked, you can also control the exposure by sliding your finger up and down.



EDITING YOUR VIDEO

★ Free video editing apps on your mobile device

- InShot
 - Works on iOS and Android
 - Simple edits, such as trimming & merging clips
 - Free with ads, upgrade for \$1.99/month to remove watermark + ads
- Others:
 - VLLO (for iOS) - free for simple edits, upgrade for \$14.99 one-time fee for pro features

★ Desktop video editing software (there is a learning curve with these)

- Adobe Premiere Pro (PC & Mac)

HOSTING YOUR VIDEO

★ YouTube

- Most people treat it as a “dumping ground” for their videos
- 2nd largest search engine on the internet (behind Google, who actually owns YouTube)
- Not much control over how your video displays when embedded on your website

★ Vimeo - More customization than YouTube

★ Wistia - Even more customization than Vimeo and YouTube



DISTRIBUTING YOUR VIDEO

★ Instagram

- Feed - up to 60 seconds, with the option to go longer on IGTV
- Stories - 15 second clips (you can split up longer videos into smaller clips)
- Share to Facebook feed and stories at the same time

★ Facebook

- Feed - no time limit
- Stories - 15 second clips (you can split up longer videos into smaller clips)

★ LinkedIn

- Feed - no time limit

DISTRIBUTING YOUR VIDEO

★ Email marketing

- Promote your new videos in your emails
- Use videos to engage your subscribers and encourage them to click through

★ AWeber

- Local email marketing provider (Chalfont)
- Provides landing pages, sign up forms, newsletters, automated campaigns
- 24/7 customer support
- www.aweber.com - 30 days free

YOUTUBE TIPS



- ★ Optimize your video titles and descriptions.
- ★ Create a custom thumbnail image for your video that complements your title.
- ★ Add annotations and end cards to your videos.
- ★ Don't drive viewers off of YouTube - keep them on YouTube. This will help you get discovered on YouTube.
- ★ Pay attention to your average watch time per video. Optimize future videos. You want viewers to watch to the end.
- ★ Cut the fluff - get to the point, keep the viewer engaged so they don't leave.
- ★ Publish regularly, 3-4 times per month.

CUSTOM IMAGES

- ★ Canva.com (free)
- ★ Pexels and Unsplash - Free high-quality stock images



THANK YOU!

Want help with your videos? Reach out!

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