

Marketing Your Business With Video



SCORE  [®]
FOR THE LIFE OF YOUR BUSINESS

| **Kansas City**

VIDEO MARKETING – WHAT'S HOT

Use of Mobile devices to make Videos

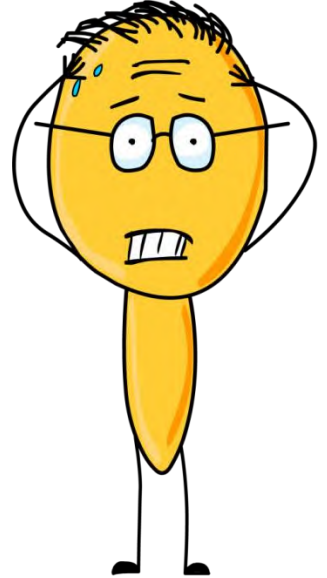
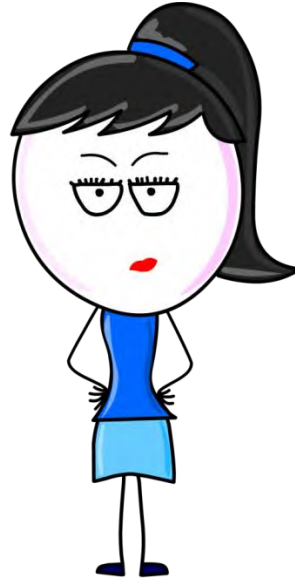
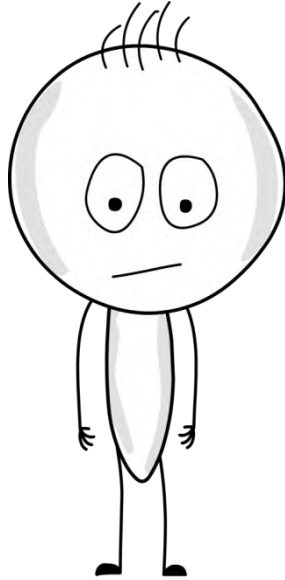
New easy to use programs/apps

Ability to create videos directly on Social Media

AI Apps and more – Google Gemini and ChatGPT

...but some old fashion marketing that still exists

WHY ARE YOU HERE?



Poll: Do you think video is important for your business?

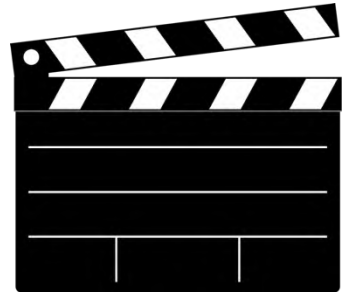
MEET YOUR HOST



*Janet
Elie*

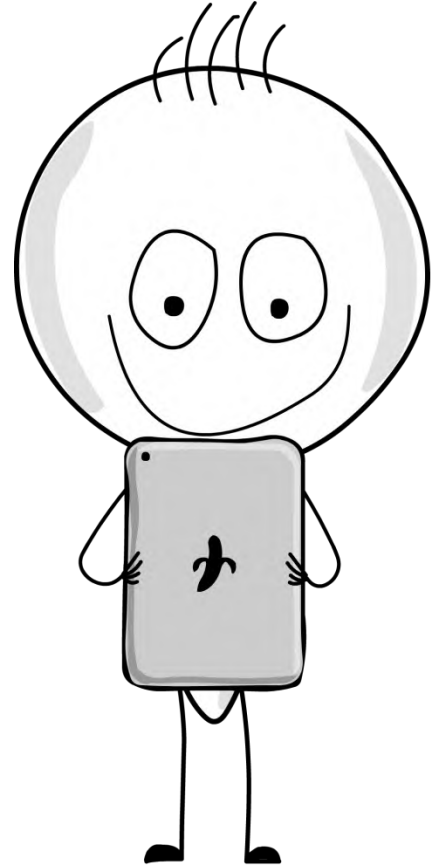
- ❖ 30+ years in Financial Services industry - sales, marketing, management, executive
- ❖ Previous Owner of Launch4Life - an Entrepreneur, trainer, coach, consultant
- ❖ Score Mentor/workshop speaker

NOT A HOLLYWOOD PRODUCER

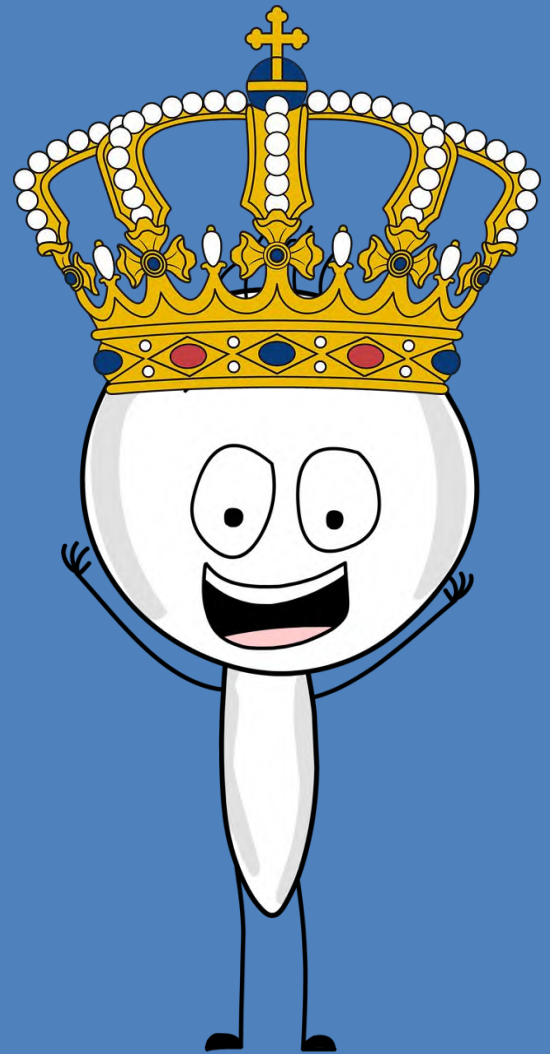


WHAT WE'LL COVER TODAY

- Why Video is King
- Video Marketing Strategy
- Basic Equipment
- Cool Tools To Use
- Editing Your Videos
- Where to Host Your Videos?
- Making Videos Accessible
- Video Outlines & Scripts

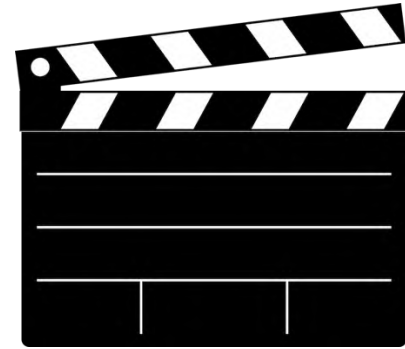


**PART 1:
WHY VIDEO
IS KING**



WHY VIDEO?

- Easy to consume
- Entertaining
- Attracts our attention



VIDEO MARKETERS STATS 2025

- Video Marketing Usage – 89% of businesses use video as a marketing tool
- 95% see video as part of marketing strategy
- 68% of marketers that don't use video plan to in 2025

Source: WYZOWL Marketing Report 2025

<https://www.wyzowl.com/video-marketing-statistics/>

MARKETERS USE OF VIDEOS

73% of video marketers have made explainer videos

69% have made social media videos

53% have made presentation videos

48% have made product demos videos

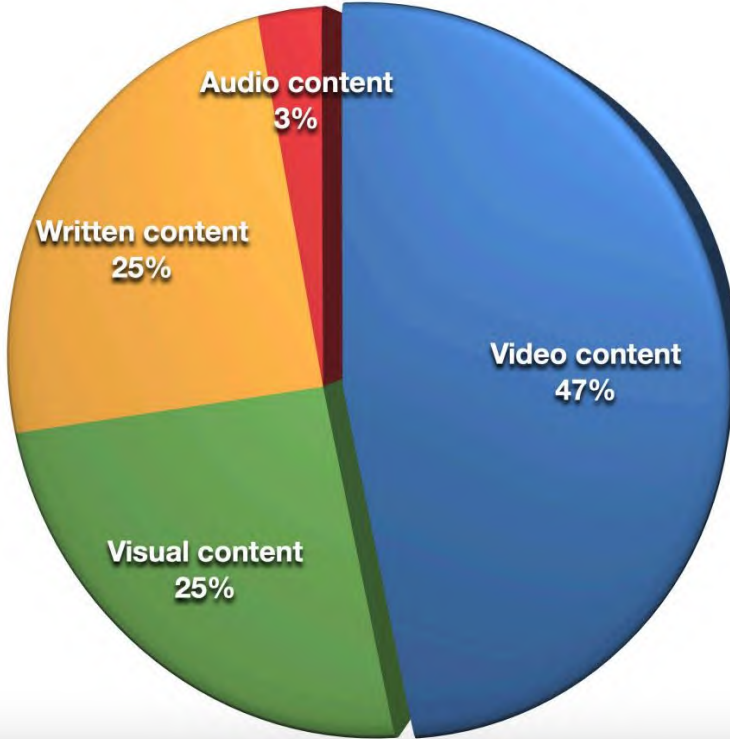
44% have made sales videos

42% have made video ads



Wow Tip:
51% have used AI to
make
their videos

MOST IMPORTANT CONTENT

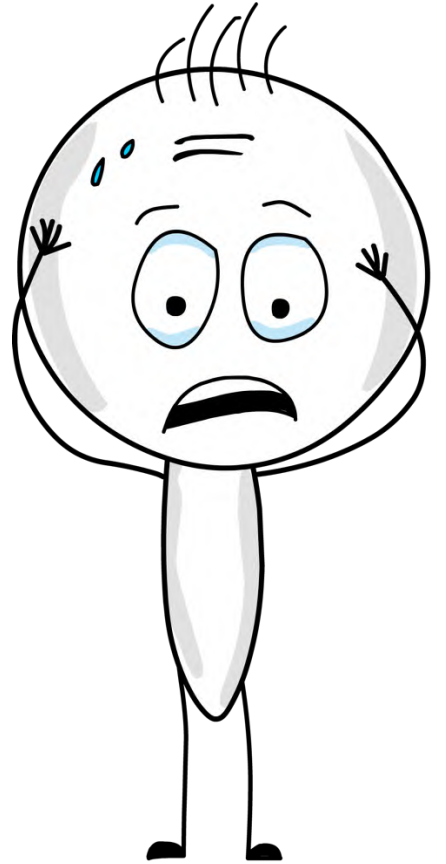


Why Video
Content is King

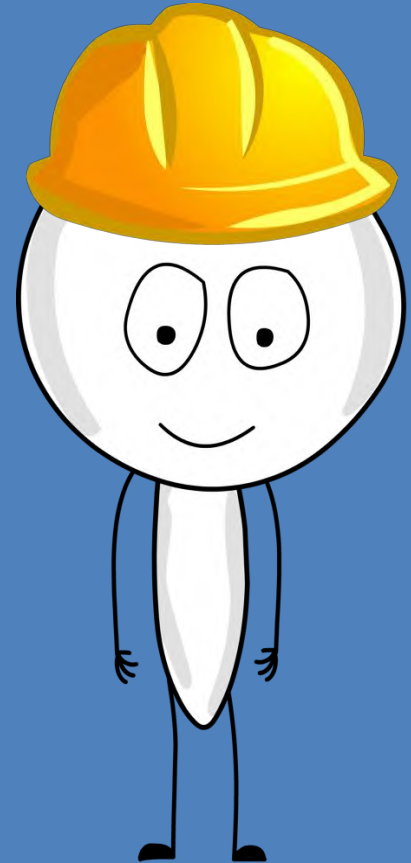


CHECK IN

- How are you doing?
- Questions?
- Comments?



PART 2: VIDEO MARKETING STRATEGY



VIDEO MARKETING STRATEGY

Don't make a video just because

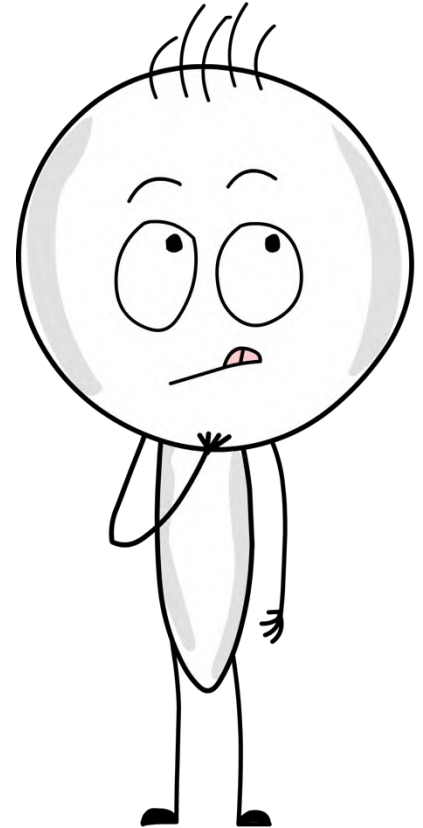


You need a video marketing strategy

BEFORE YOU BEGIN

Ask yourself these questions...

1. What is the purpose of your video?
2. Who is your target audience?
3. Customer Journey?
4. What is the call to action?
5. What is primary distribution point?



#1. PURPOSE

- Your video needs to have a clear purpose?
- What's the **ONE THING** you want your video to accomplish?



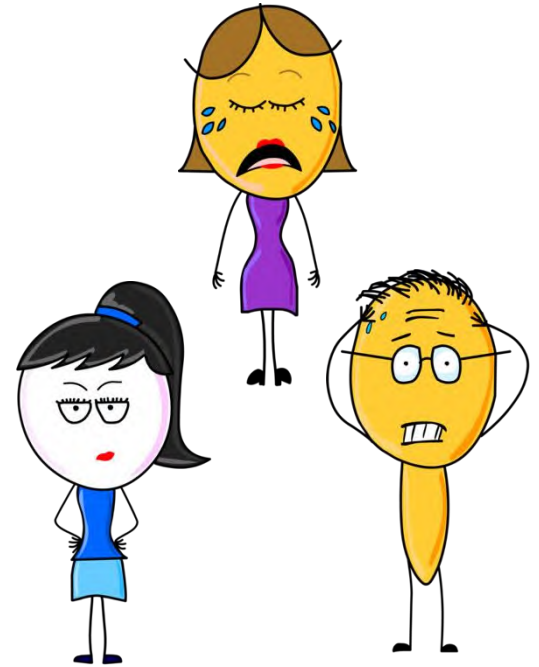
WHAT DO THEY NEED OR WANT?

1. News Events
2. Social Media - competitors
3. Crowd Sourcing – Reddit and Quora
4. AI (Google Gemini – Chat GPT)



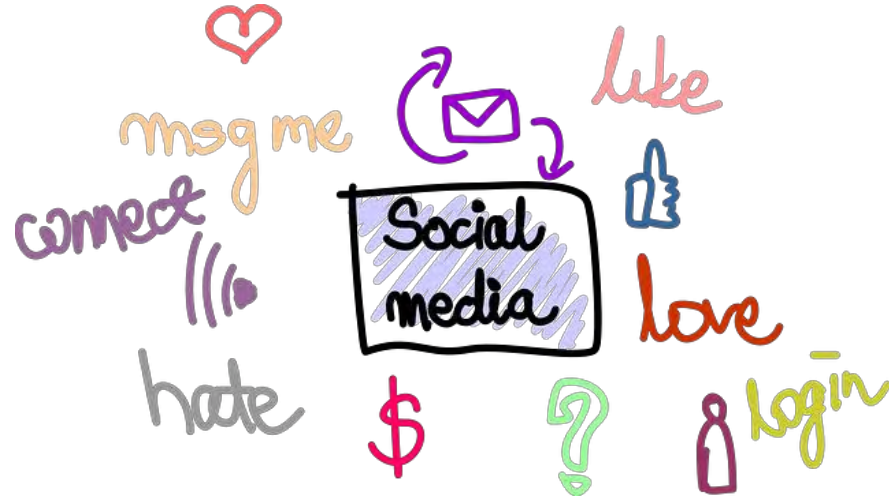
#2. TARGET AUDIENCE

- Who is the video's target audience?
- If you can – address your video to ONE specific person
- Think about their challenges (pain points) and how your video will create a positive outcome



#4 CALL TO ACTION

What should a viewer do AFTER watching your video?



Call To Action (CTA) varies - depends on where they're at in the customer journey

#5. DISTRIBUTION

Where is the primary distribution point?

- Social Media (which platform?)
- YouTube Channel
- Website
- Landing Page
- Email Marketing
- Online Course

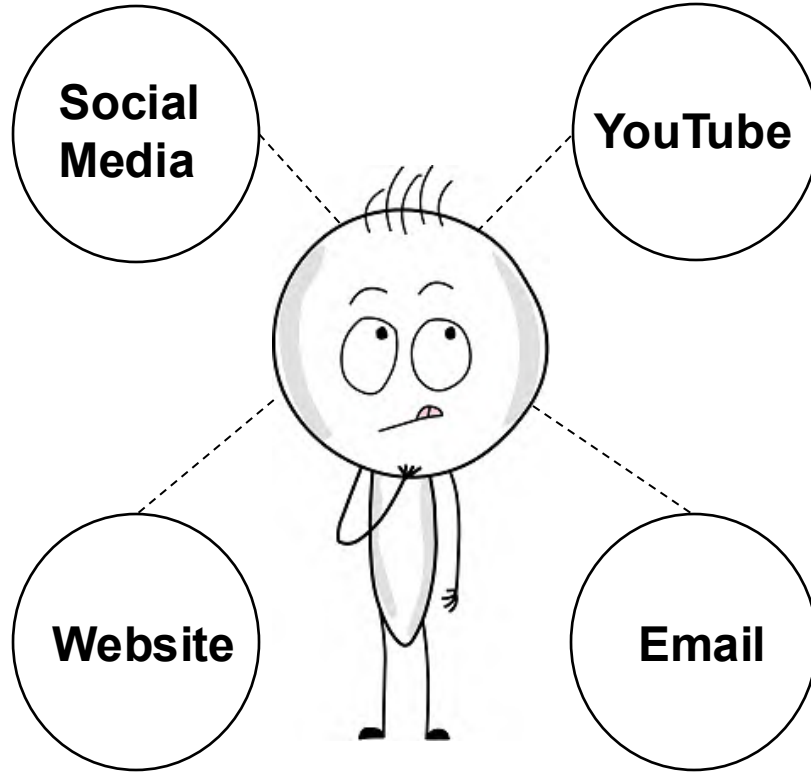
“Begin with the End in Mind”



VIDEO TIPS

- Short (90 sec max)
- Native upload
- Captions
- Catchy Title
- Descriptive post with #s & CTA

- Any length
- Video hosting
- Open access or Lead Magnet?

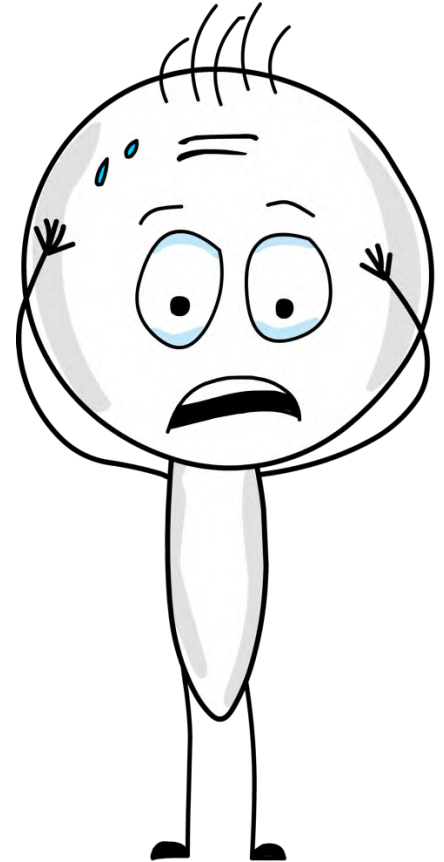


- Any length (YT short less than 60 sec)
- Native upload
- Thumbnail
- Captions
- Title, Tags, CTA, & Description
- Privacy settings

- Any length
- Video hosting
- Description & CTA

CHECK IN

- How are you doing?
- Questions?
- Comments?



PART 3: SOCIAL MEDIA PLATFORMS



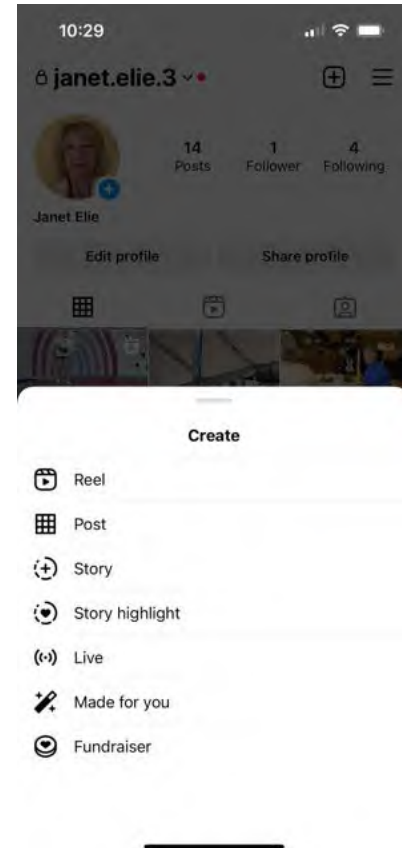
TIKTOK

- Huge opportunity for business owners. 1 billion monthly active users
- Built in video creation program with all sorts of effects – captions, stickers, etc.
- Can share to other platforms directly from TikTok (but watch for water marks)



INSTAGRAM

- Multiple ways to showcase videos
- Create videos in Instagram or variety of programs to customize
- Reels help businesses get discovered. Easy to create in Instagram

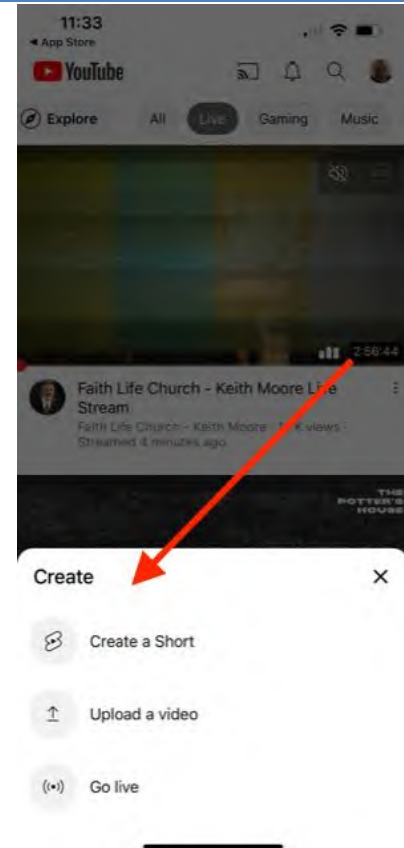


INSTAGRAM REEL – AWESOME

- Reels is a full-screen, immersive video format
- Build for sound on to make your video entertaining
- How to do:
 - Click the + sign
 - Switch to Reel (at the bottom)
 - Make sure settings include camera, microphone, photos
 - Click the camera button on the left side
 - Click the white button – start and stop with clips or add photos. After you will see the tabs for text overlay, captions, music, etc.
 - Then review and post

YOUTUBE

- Youtube channel – playlists
- Upload videos, edit and add captions
- Shorts have own tab
- Stories (Bye Bye)



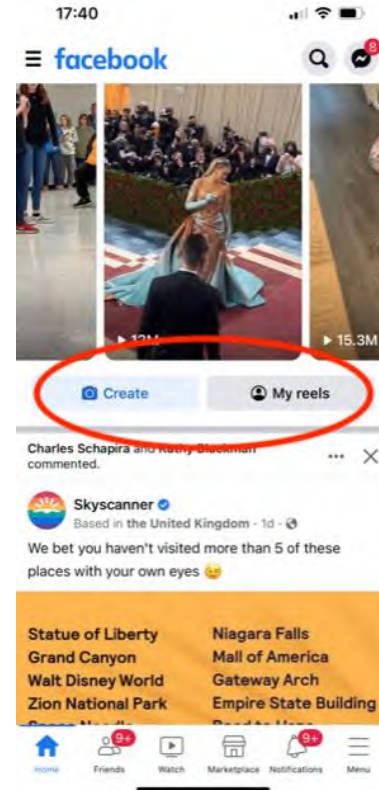
LINKEDIN

- Upload native Videos to post
- Auto captions now available
- Add SRT captions or burned in to video)
- Create video for DMs
- New video tab - vertical videos
- Lives (3RD party such as Streamyard)

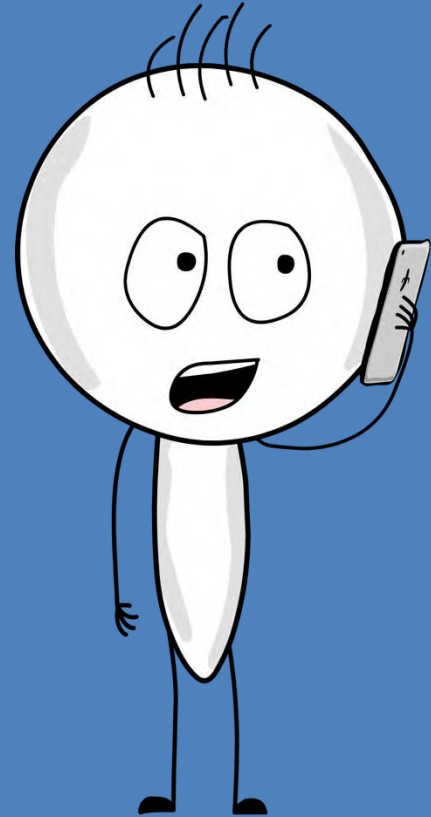


FACEBOOK

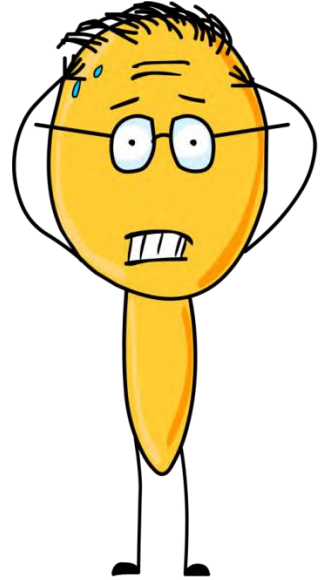
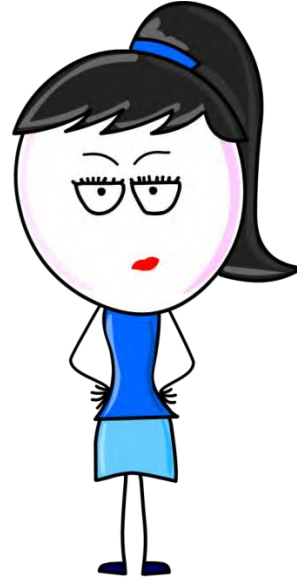
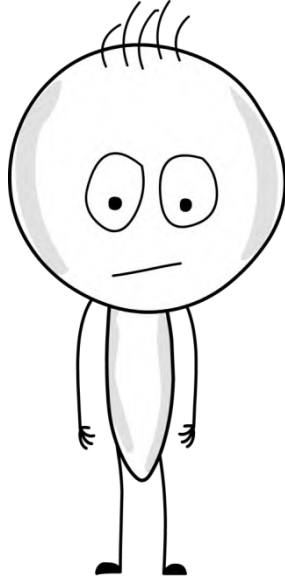
- Upload native videos
- Add SRT files for captions
- Lives (download later for clips)
- Create video stories & reels



PART 3: BASIC EQUIPMENT



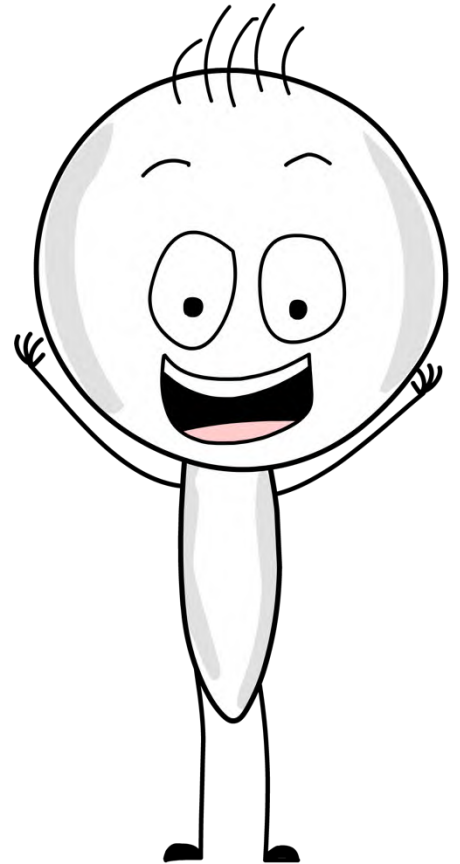
WHY ARE YOU HERE?



Poll: What is your skillset level today?

ANYONE CAN MAKE A VIDEO

- Don't need to be a professional
- Fancy equipment not necessary
- With some simple tools and easy-to-use software, anyone can get started using video
- You can make videos using just your smart phone and/or your computer



FREAKING OUT

- I hate being on camera!!!!!!
- I hate the way I look!!
- Baby steps – and your videos will mature as well as your confidence
- Feel the fear and do it anyway
- Smile and dress for the occasion



CELL PHONE CAMERA

Pros:

- Built-in camera for video
- Incredibly high resolution

Cons:

- Watch out for available space
- Use “Do Not Disturb” mode



CELL PHONE TIP

- Vertical or Horizontal?
- Horizontal for YouTube and Websites
- Vertical/square for You Tube shorts
- Vertical the “new in” over horizontal in social media
- Square if need for more uses



COMPUTER



- Most laptops have built-in camera for video
- Some desktop computers need external webcam
- Possible: Logitech HD Pro Web Cam C920
- Or J5 Create – 360 degree webcam & microphone



MICROPHONES

- Good audio is a MUST
- Built-in microphones can produce poor quality sound
- Best to use external mic



CELL PHONE EARBUDS

Most smart phone's have earbuds with inline microphone



LAPEL MICROPHONE

- Clips to your shirt
- May need an adapter to connect to your phone
- May sure it's long enough



Lightning to 3.5 mm
Headphone Jack
Adapter

\$9.00



Add to Bag



Pickup:
Today at Apple
Sausalito

[Check another store](#)



Order by 10am, delivers:
Today 10am - 12pm
Foster

Thu, Oct 31 - Free
[Delivery options for 80114](#)

[Need some help? Contact us.](#)



HEADSET MICROPHONE

Headset microphone:

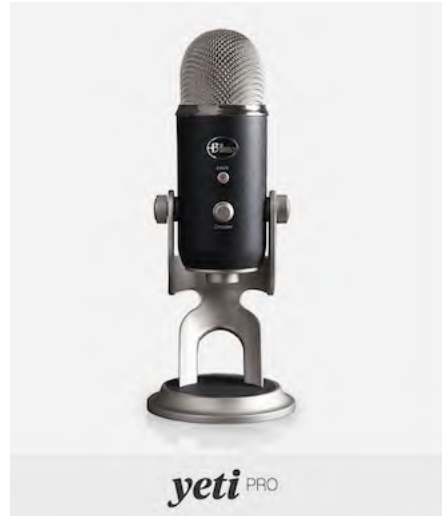
- USB connector is best



PROFESSIONAL MICROPHONE

USB standup microphone:

- Our favorites are Blue Yeti <or> Blue Snowball



LIGHTING

- Good lighting is a MUST
- Fancy Kits can be expensive (box lights + greenscreen)
- Ring light is less expensive
- Well lit room <or> go outside



TRIPOD

- Need to keep camera steady
- Desktop tripod is cheap
- May require an adapter to attach to your phone
- I just bought a "First Idea" phone stand for \$25.99



SELFIE STICKS

- Remote switch
- Use earbuds for better sound.
- Might need a longer cord if using a microphone



DRONES



Drones take pictures and videos

Several price ranges - from beginner friendly to professional



HOME MADE



TELEPROMPTER

- Use a phone or tablet
- Download an app
- Many great programs



VIDEO APP WITH TELEPROMPTER

Lots of choices – here is one:

BigVu (free and paid versions)

- AI
- Teleprompter
- Captions
- Brand logo and colors



Create Videos in Minutes with AI

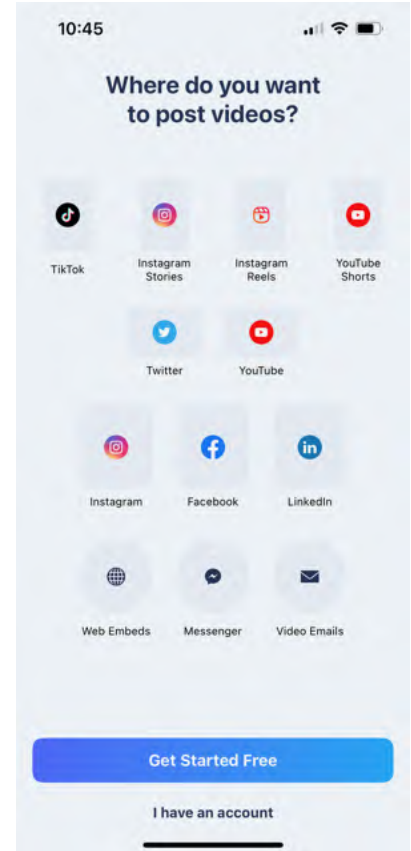
- ✓ Record with a teleprompter, no need to memorize lines.
- ✓ Bold captions to attract attention, your brand logo and colors.
- ✓ It's one tap to fix eye contact or post to all your social channels

Free 3-day trial, \$139.99 per year after trial ends

[Start My 3-Day Free Trial](#)

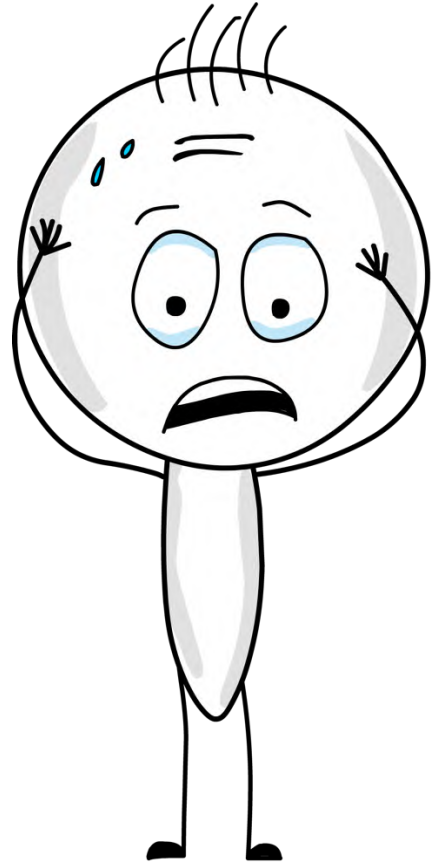
[See All Plans](#)

[Terms of use](#) [Privacy policy](#)

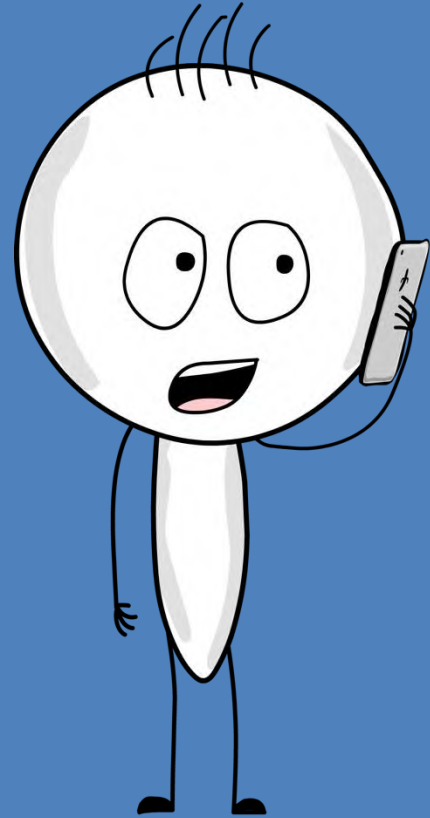


CHECK IN

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PART 4: COOL TOOLS TO USE



SOME TIPS

Video Marketing can't be an impulsive guessing game

*Make sure music is Royalty Free
(YouTube and Pixabay has free music.)*

But watch where music is coming from - copyright claims)



Check your Metrics

COOL CREATION TOOLS

Zoom

- Videoconferencing
- Share screen – computer, tablet, or phone
- Zoom Clips
- Record HD video
- Free + Paid plans



<https://zoom.us>

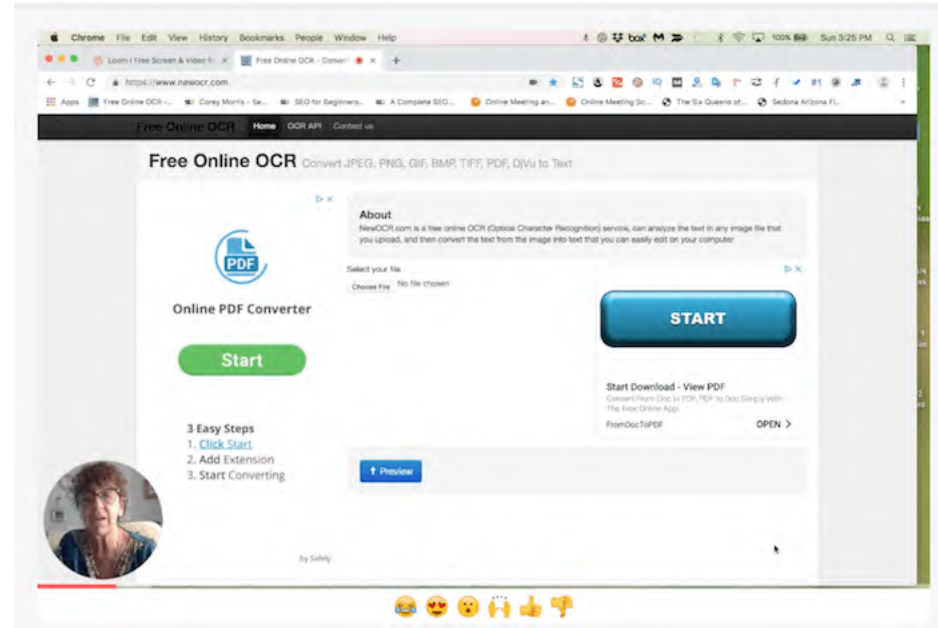
NOTE: Great for PPT presentations, screensharing, & webinar videos

COOL CREATION TOOLS

Loom

- Record screen, webcam, or both
- Chrome extension
- Basic editing/closed captions
- Free + premium plan

NOTE: Great for screensharing, & personal videos



<https://www.loom.com/>

COOL CREATION TOOLS

CapCut and Descript

- Photo & Video editing Mobile app & Desk top
- Add stickers, music, etc.
- Free plan (or inexpensive paid)
- Easy to use and upload to all Social Media & YouTube
- Have AI built in

CapCut Tutorial 2025

[Capcut Tutorial](#)

Descript Tutorial 2025

[Descript YouTube Training](#)

COOL CREATION TOOLS

Canva is a fantastic tool for so much

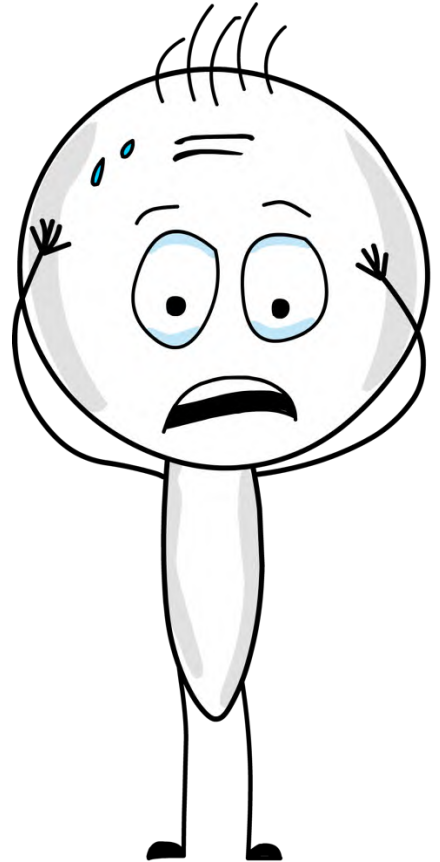
The screenshot displays the Canva homepage interface. At the top, there is a search bar with the text "Search millions of templates" and a magnifying glass icon on the left, and a settings icon on the right. Below the search bar is a row of 12 circular icons representing different creation categories: Email (with a "New" badge), Presentation, Social media, Video, Print, Doc, Whiteboard, Sheet, Website, Photo editor, Custom size, and Upload. Each icon has a corresponding label below it, and the "Email" label includes the text "Create new".

Below the icons is a section titled "Explore templates" which features a grid of 10 template categories, each with a representative image: Presentation, Poster, Resume, Email, Logo, Instagram Post, Instagram Story, Video, Invitation, and Mobile Video.

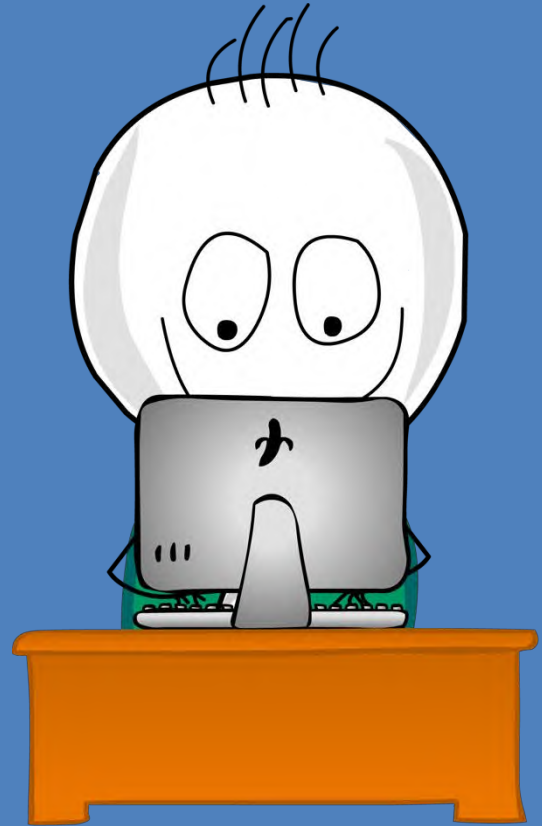
At the bottom of the screenshot, the text "Inspired by your designs" is visible.

CHECK IN

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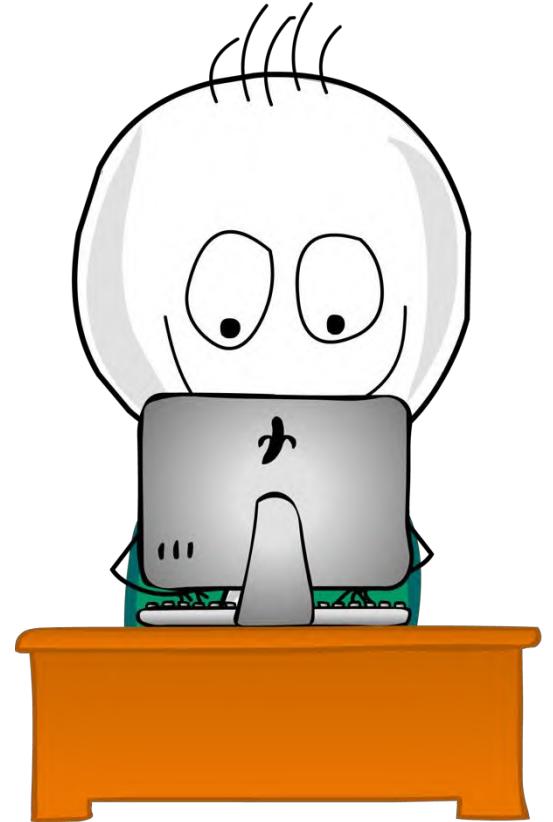


PART 5: EDITING YOUR VIDEOS



EDITING YOUR VIDEOS

- It's almost impossible NOT to make a mistake
- Trim off the front, end, or inside
- Clean up any ums & ahs
- Add in text & graphics to make videos more interesting

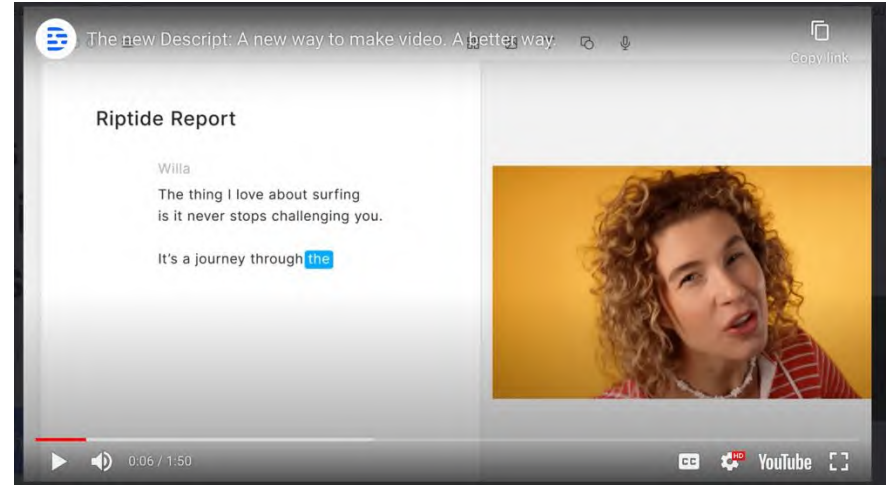


EDITING YOUR VIDEOS

Descript

- Video editor using Text
- Removes filler words
- Adjusts your eyes
- Enhances your sound
- Free and Paid plans

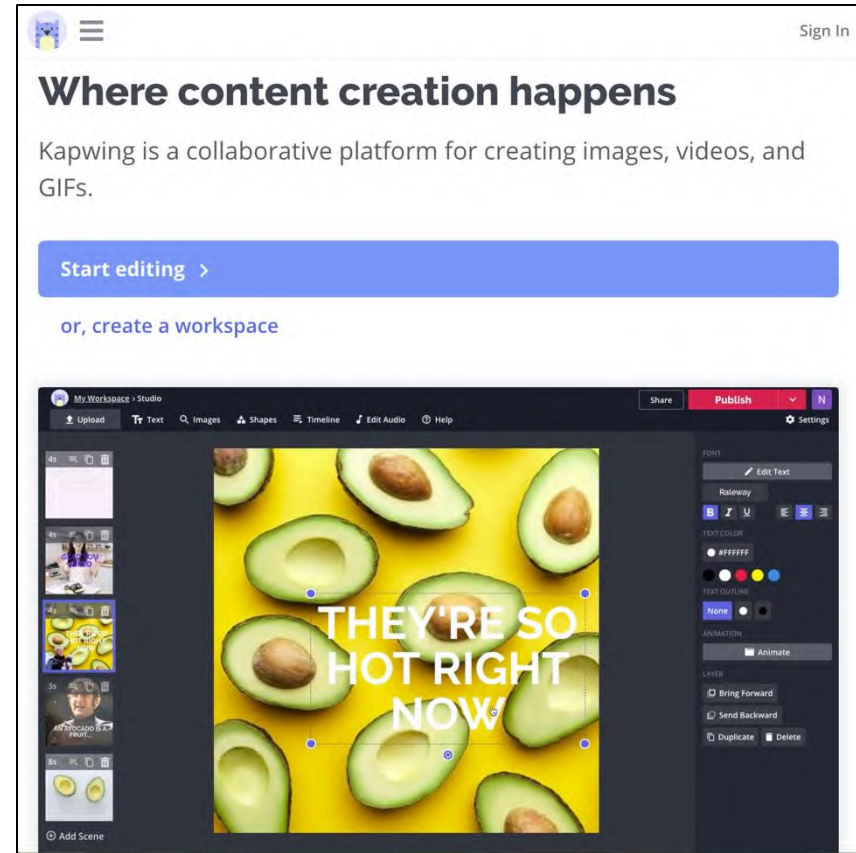
<https://www.descript.com>



KAPWING

- Online editor
- Fun and easy to use
- Lets you do more than just edits (add text, graphics, sound, and subtitles)
- Free

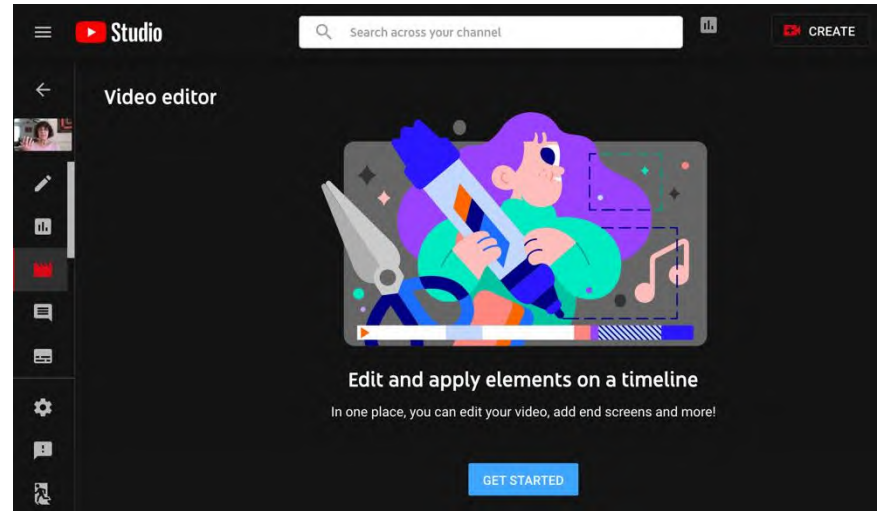
<https://www.kapwing.com/>



YOUTUBE STUDIO

YouTube Studio Editor

- Online editor
- Built-in video editor available inside YouTube.
- Allows for simple trims
- Little tricky to use
- Free



<https://www.youtube.com>

APPLE VS WINDOWS

- iMovie (Apple)
- Windows Movie Maker
- Okay to use
- Have limitations
- Free



CAMTASIA

- Professional editing software
- Mac & Windows
- Steep learning curve
- Premium program - pricey
- Free trial

Free Professional alternative but complicated to learn:

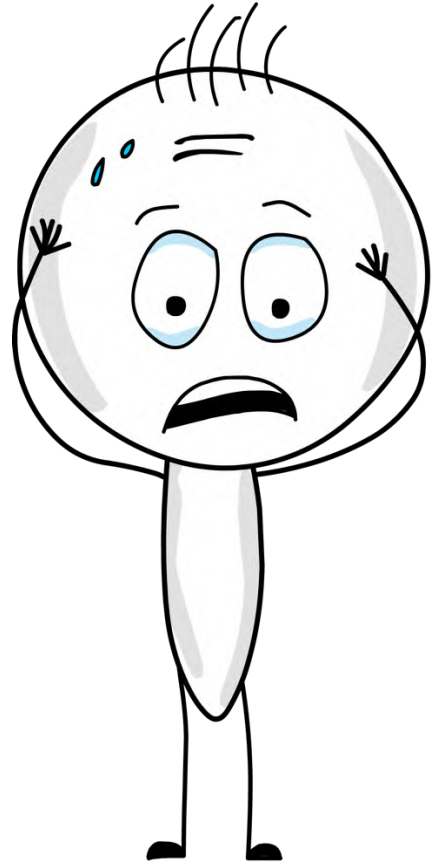
DeVinci Resolve



<https://www.techsmith.com/video-editor.html>

CHECK IN

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PART 6: WHERE TO HOST YOUR VIDEOS?

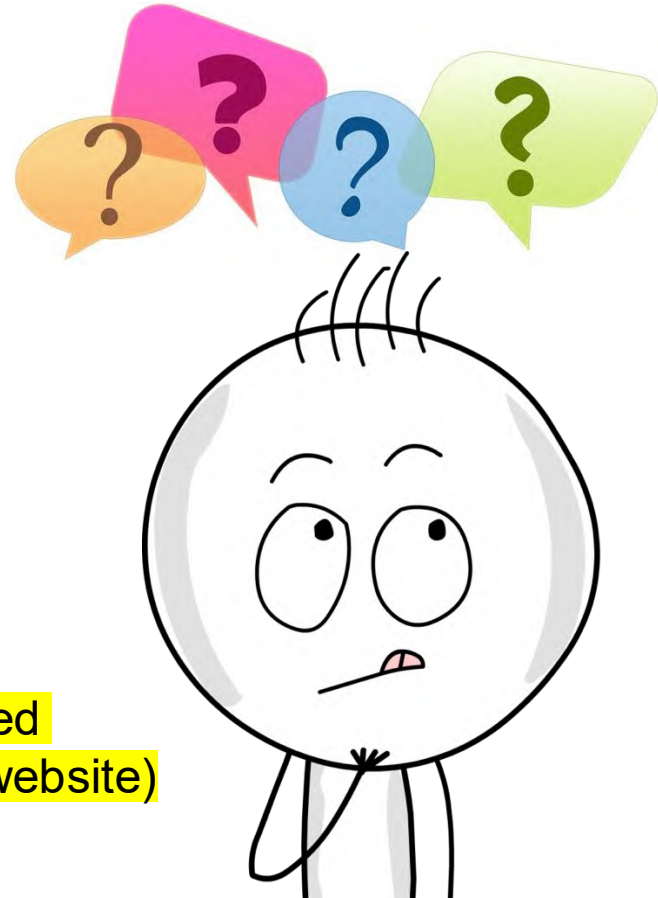


VIDEO HOSTING

Where will your video live?

- Website
- YouTube
- Social Media
- Video hosting platforms

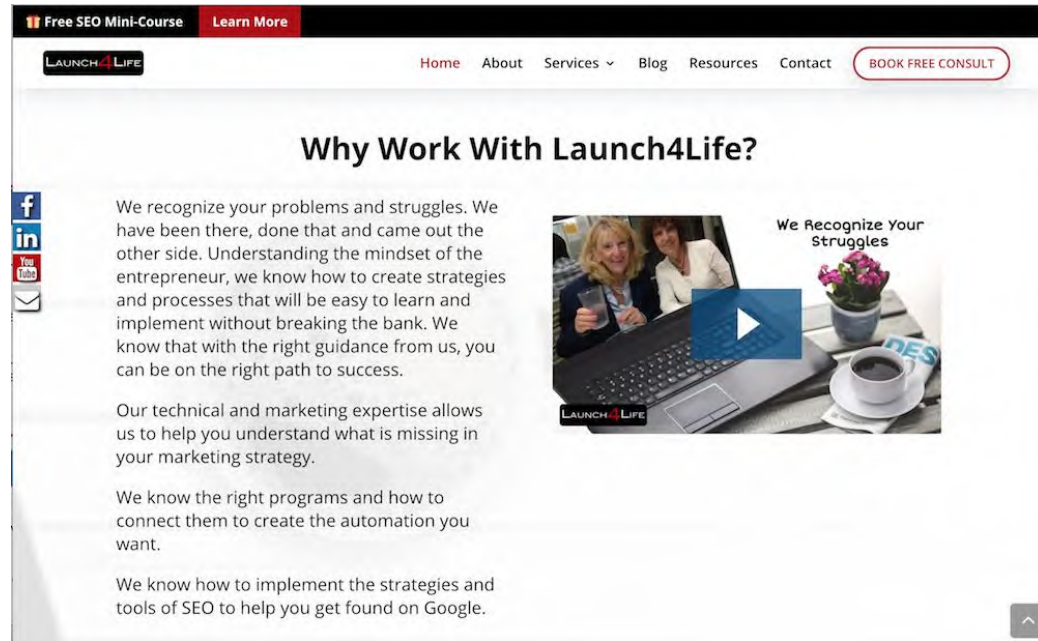
NOTE: Videos can live in one place, but be distributed somewhere else (ex. YouTube video embedded on website)



WEBSITE

Website

- Don't upload directly to website (effects website speed)
- Do embed from YouTube or other video hosting platforms



The screenshot displays the Launch4Life website. At the top, there is a navigation bar with a 'Free SEO Mini-Course' button, a 'Learn More' link, and a menu with 'Home', 'About', 'Services', 'Blog', 'Resources', and 'Contact'. A 'BOOK FREE CONSULT' button is also present. The main content area features the heading 'Why Work With Launch4Life?'. To the left of the text are social media icons for Facebook, LinkedIn, YouTube, and Email. The text describes the company's expertise in understanding entrepreneurs' struggles and providing guidance. A video player is embedded on the right, showing two women at a laptop with a play button overlay. The video title is 'We Recognize Your Struggles'. The video player includes a 'LAUNCH4LIFE' logo and a 'VIEW VIDEO' button. Below the video, there are three paragraphs of text explaining the company's technical and marketing expertise, their knowledge of automation programs, and their ability to implement SEO strategies.

Free SEO Mini-Course [Learn More](#)

LAUNCH4LIFE Home About Services ▾ Blog Resources Contact [BOOK FREE CONSULT](#)

Why Work With Launch4Life?

[f](#)
[in](#)
[YouTube](#)
[✉](#)

We recognize your problems and struggles. We have been there, done that and came out the other side. Understanding the mindset of the entrepreneur, we know how to create strategies and processes that will be easy to learn and implement without breaking the bank. We know that with the right guidance from us, you can be on the right path to success.

Our technical and marketing expertise allows us to help you understand what is missing in your marketing strategy.

We know the right programs and how to connect them to create the automation you want.

We know how to implement the strategies and tools of SEO to help you get found on Google.

[We Recognize Your Struggles](#)

LAUNCH4LIFE [VIEW VIDEO](#)

YOUTUBE

YouTube

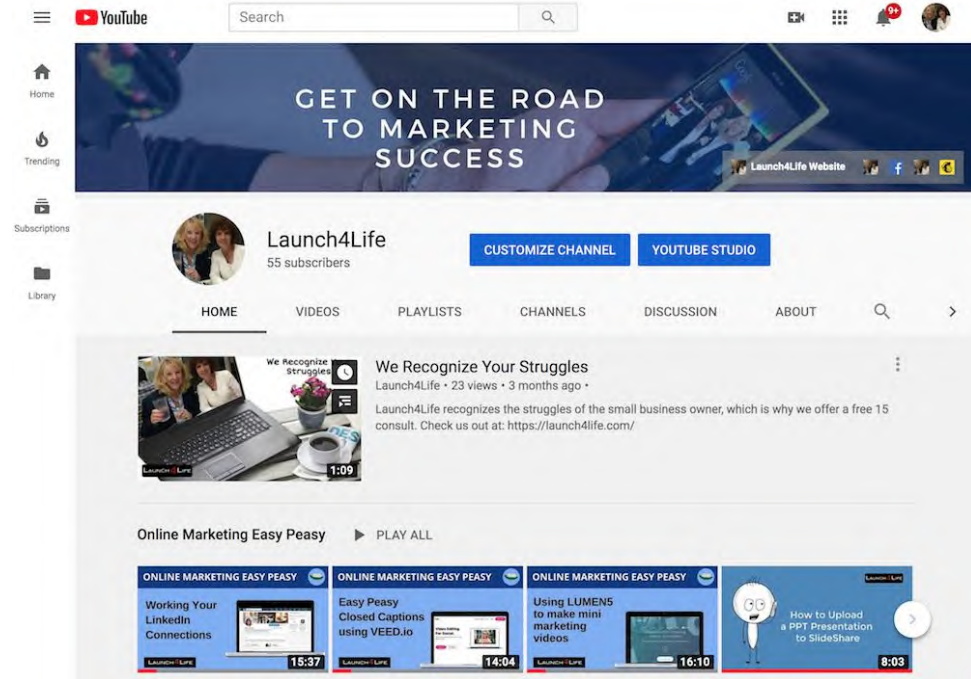
- Free - Most popular place to host videos
- 2nd most popular search engine in the world
- Great visibility in YouTube search & Google Search



YOUTUBE

YouTube

- Links can be embedded in websites, email newsletters and online courses.
- Determine who can see - Public, Private, Unlisted videos



The image shows a screenshot of the YouTube channel page for "Launch4Life". At the top, there is a navigation bar with the YouTube logo, a search bar, and icons for home, trending, subscriptions, and library. The channel banner features the text "GET ON THE ROAD TO MARKETING SUCCESS" over a background image of a person using a smartphone. Below the banner, the channel name "Launch4Life" is displayed with a profile picture and "55 subscribers". There are two buttons: "CUSTOMIZE CHANNEL" and "YOUTUBE STUDIO". The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", "DISCUSSION", and "ABOUT". The main content area shows a video titled "We Recognize Your Struggles" with a thumbnail image of a laptop and a coffee cup. Below the video, there is a section for "Online Marketing Easy Peasy" with a "PLAY ALL" button. This section contains four video thumbnails: "Working Your LinkedIn Connections" (15:37), "Easy Peasy Closed Captions using VEED.io" (14:04), "Using LUMENS to make mini marketing videos" (16:10), and "How to Upload a PPT Presentation to SlideShare" (8:03).

Wistia

- Great service if you only need to embed a few videos on your website.
- Free program – 3 videos total & monthly bandwidth limit of 15GBs (which is about 2,300 views of a 1 minute video).
- Premium program



<https://wistia.com>

VIMEO

- Our favorite video hosting platform.
- Easy to embed videos on websites .
- Free plan allows you to upload up to 500 MB of video content per week, with a total limit of 5 GB.
- Premium program



<https://vimeo.com>

VIDYARD

- Free program allows unlimited uploads & can embed up to 5 videos on your website.
- Create video playlists and share videos in emails and on social media.
- Premium program



<https://www.vidyard.com>

SOCIAL MEDIA

Don't share a video link –
instead use “native video”
(direct upload)

Or from a program app

Don't want to send them to off
that platform like YouTube



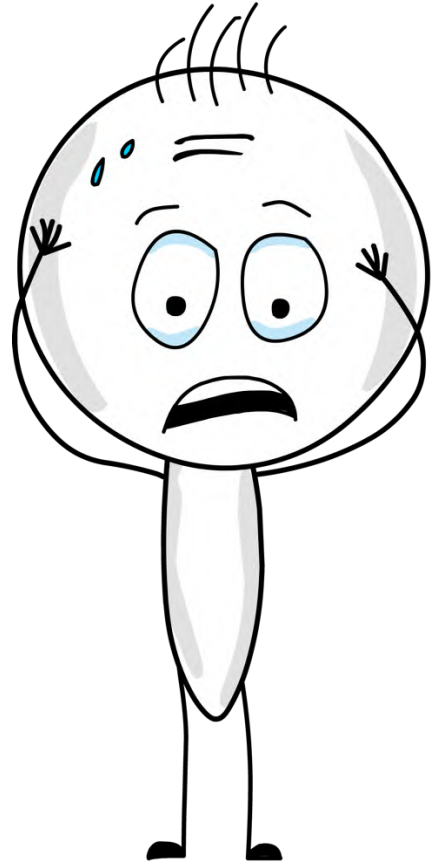
EMAIL

- Never email anyone a video – files are too big
- Paste link to where you've hosted the video online (YouTube, Wistia, Vimeo, etc.)
- MailerLite/ other programs - storing videos in YouTube automatically creates a thumbnail image.

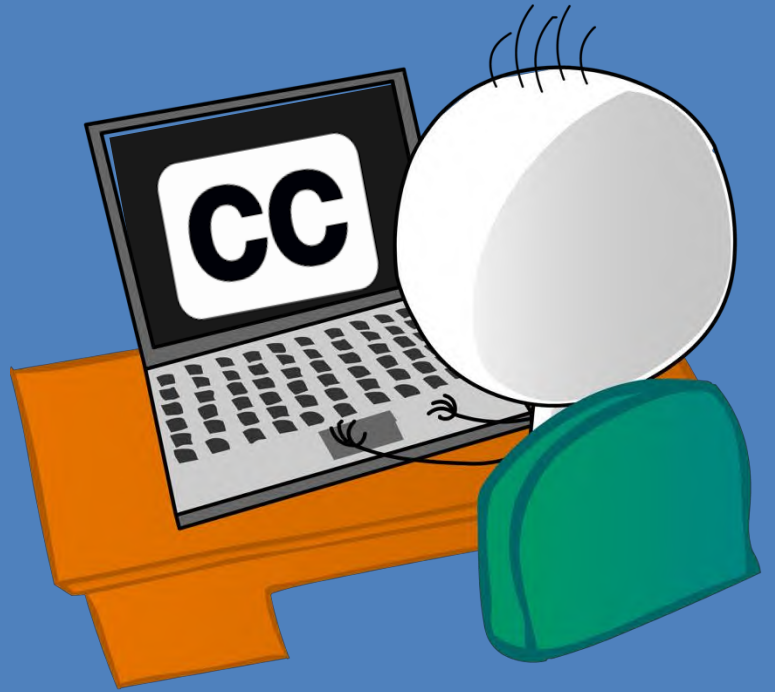


CHECK IN

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PART 7: MAKING VIDEOS ACCESSIBLE



WHAT ARE CLOSED CAPTIONS

- Subtitles displayed at the bottom of a video
- Can be turned ON or OFF by clicking the “CC” icon



Subtitles

“CC” icon

WHO NEEDS CLOSED CAPTIONS

- People who have hearing disabilities
- People who are visually challenged and use a screen reader
- Social Media users (videos with sound off)



SOCIAL MEDIA CAPTIONS

Recommend captions for all social media videos!!!!

- Burn in captions to video

Or

- Add SRT file when posting



This woman is talking on a video, but you can't hear her unless you click the sound button. What a waste.

LEGAL REQUIREMENT

- Compliance with Americans with Disabilities Act (ADA)
- So you don't get sued – like Dominoes Pizza



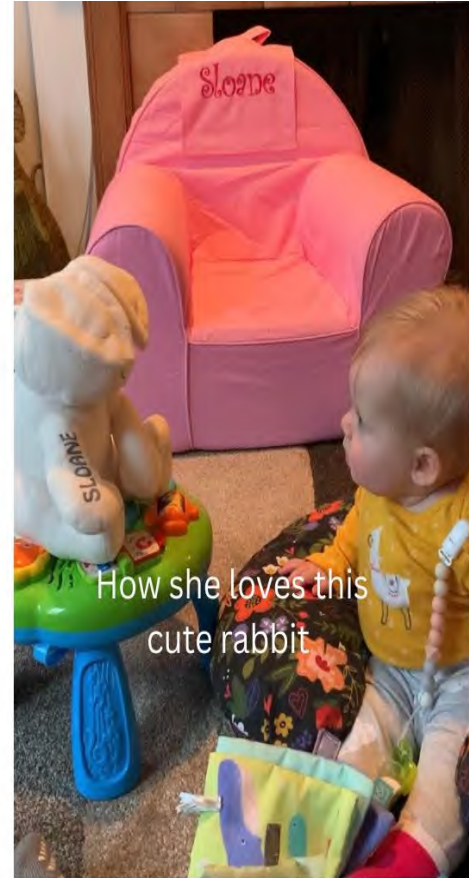
SOCIAL MEDIA NECESSITY

- 80% of video views on LinkedIn take place with no sound.
- Who wants to watch a silent movie?
- Closed captions are a must for ALL social media platforms



CAPTION ALTERNATIVE

- Use text overlay
- Use effects that demonstrate your idea



HELPS WITH SEO

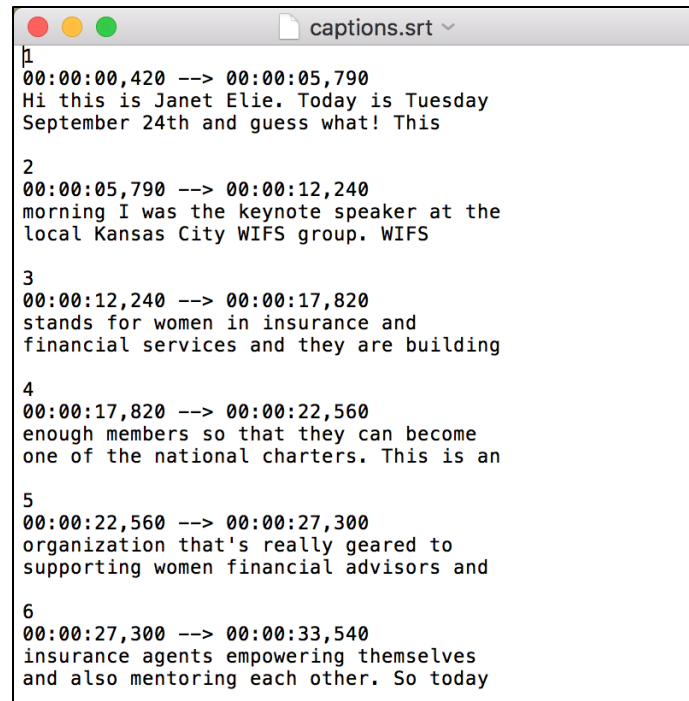
- Great for SEO
- Google Bots read & index captions



CREATING CLOSED CAPTIONS

How to create captions?

- SRT file (SubRipText)
- Text file with timestamps
- YouTube (free) little challenging
- Rev.com (premium) \$1 per minute



```
captions.srt
1
00:00:00,420 --> 00:00:05,790
Hi this is Janet Elie. Today is Tuesday
September 24th and guess what! This

2
00:00:05,790 --> 00:00:12,240
morning I was the keynote speaker at the
local Kansas City WIFS group. WIFS

3
00:00:12,240 --> 00:00:17,820
stands for women in insurance and
financial services and they are building

4
00:00:17,820 --> 00:00:22,560
enough members so that they can become
one of the national charters. This is an

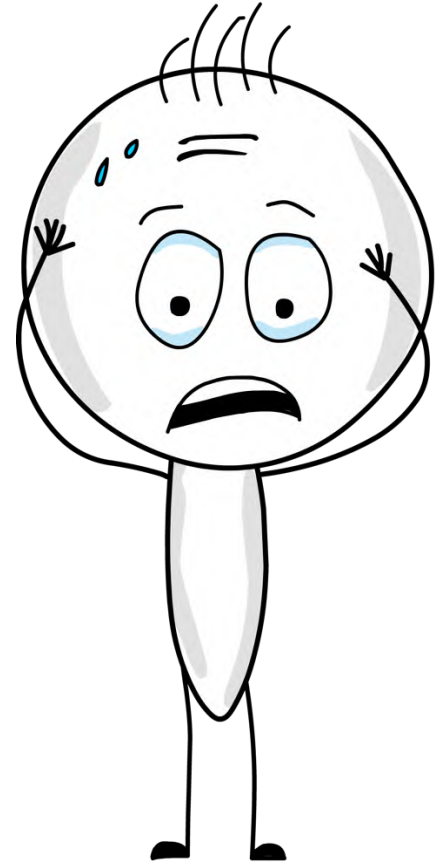
5
00:00:22,560 --> 00:00:27,300
organization that's really geared to
supporting women financial advisors and

6
00:00:27,300 --> 00:00:33,540
insurance agents empowering themselves
and also mentoring each other. So today
```

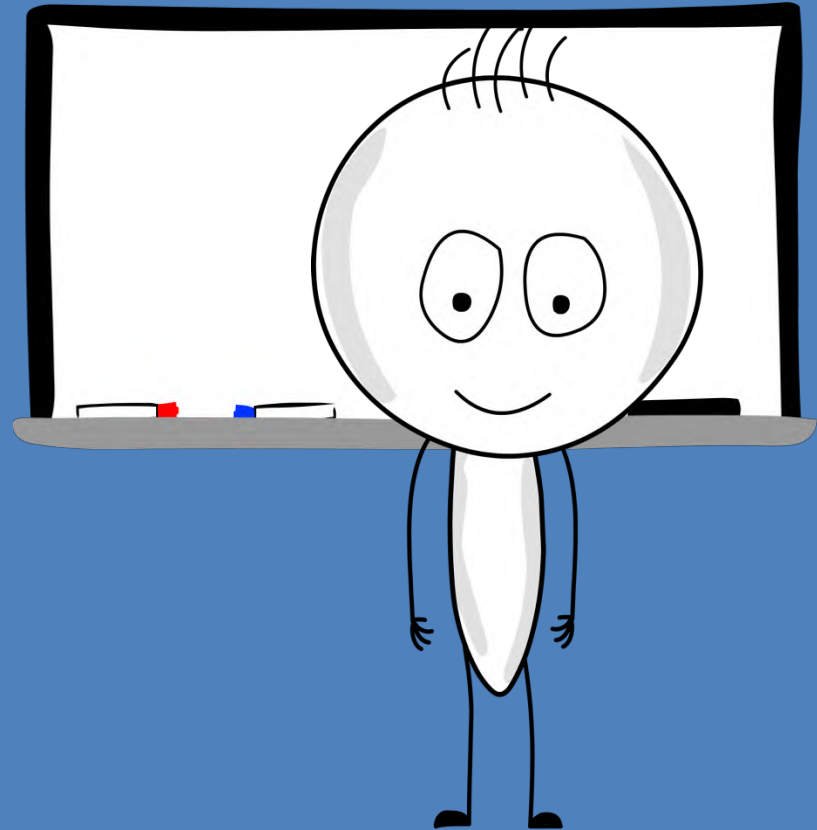
NOTE: Kapwing - burned in captions (ON only)

CHECK IN

- How are you doing?
- Questions?
- Comments?



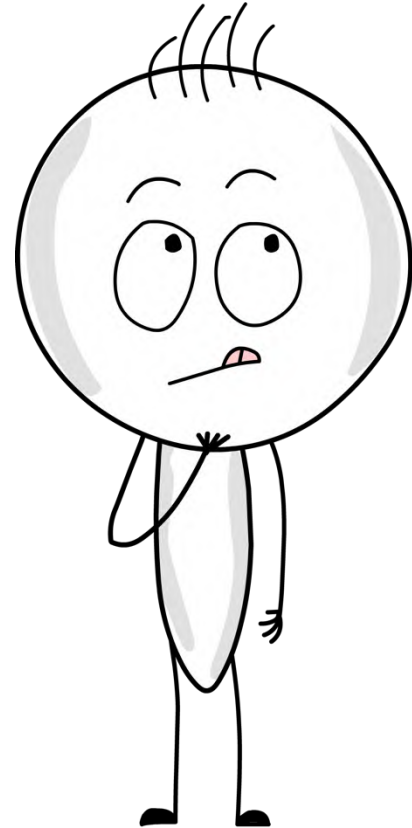
PART 8: VIDEO OUTLINES & SCRIPTS



VIDEO OUTLINE

Every video needs an outline that includes:

1. What is the purpose of your video?
2. Who is your target audience?
3. What stage in the customer journey?
4. What is the call to action?
5. Where is primary distribution?



SOCCER EVENT 2026 – KANSAS

650K people expected – June and July 2026

6 games – possible training camp – Fan Fest

Goal to deliver Kansas City magic

Showcase our vitality, culture, welcoming nature

Opportunity for small business owners



SOCCER EVENT 2026 – KANSAS

Small Business Opportunities

KC Game Plan <https://kansascityfwc26.com/kc-game-plan/>

Open Doors <https://www.kcopendoors.com/>

Fan Fest <https://kansascityfwc26.com/fan-fest/>



KC GAME PLAN TRAINING

Collaboration between KC Game Plan and SCORE

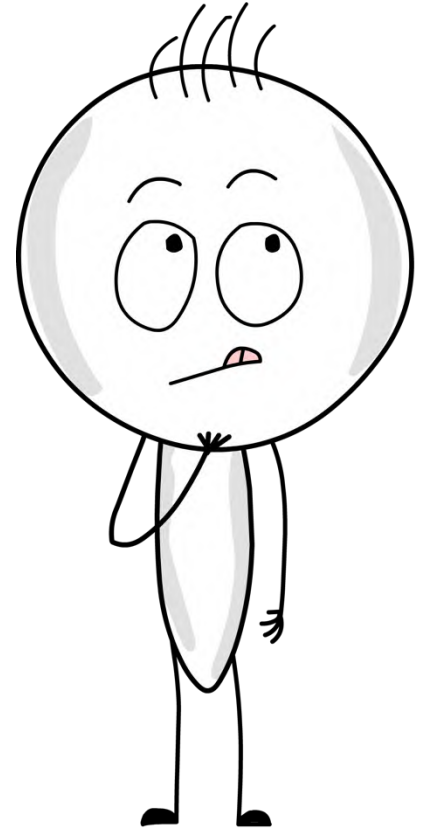
Marketing, Social Media, Whats App, International understanding, etc webinar training planned



SOCIAL MEDIA OUTLINES

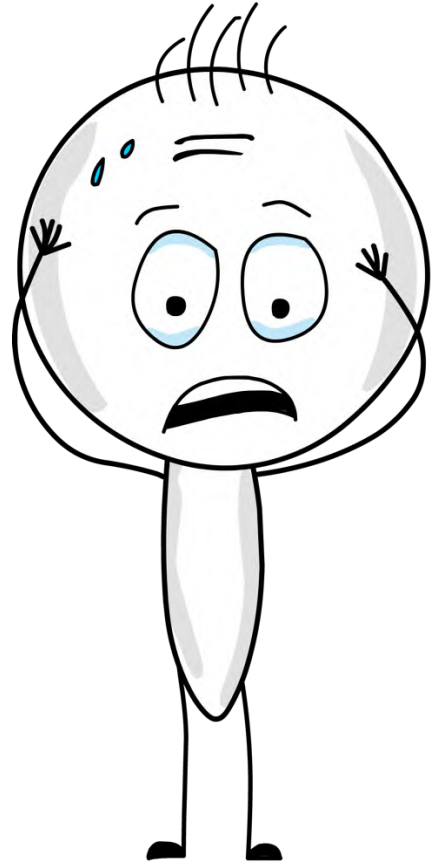
Social Media videos require a bit more as they are usually short and sweet

1. Content should provide value or be interesting (don't just sell your stuff)
2. Grab their attention immediately – start your video off with an interesting hook
3. Stick to one main idea (don't ramble)

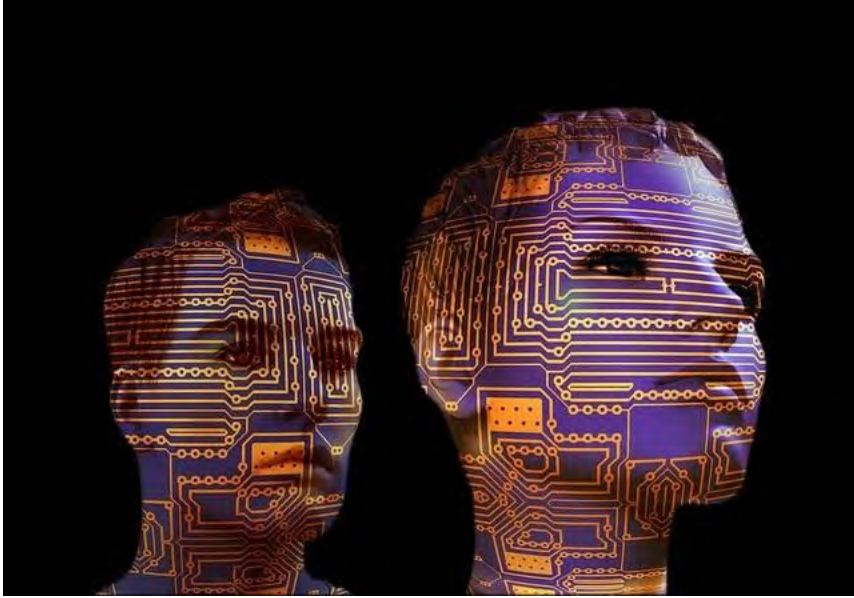


CHECK IN

- How are you doing?
- Questions?
- Comments?



LAST BIT OF ADVICE



Artificial Intelligence

The Future of Video is already here.....AI

Google Gemini

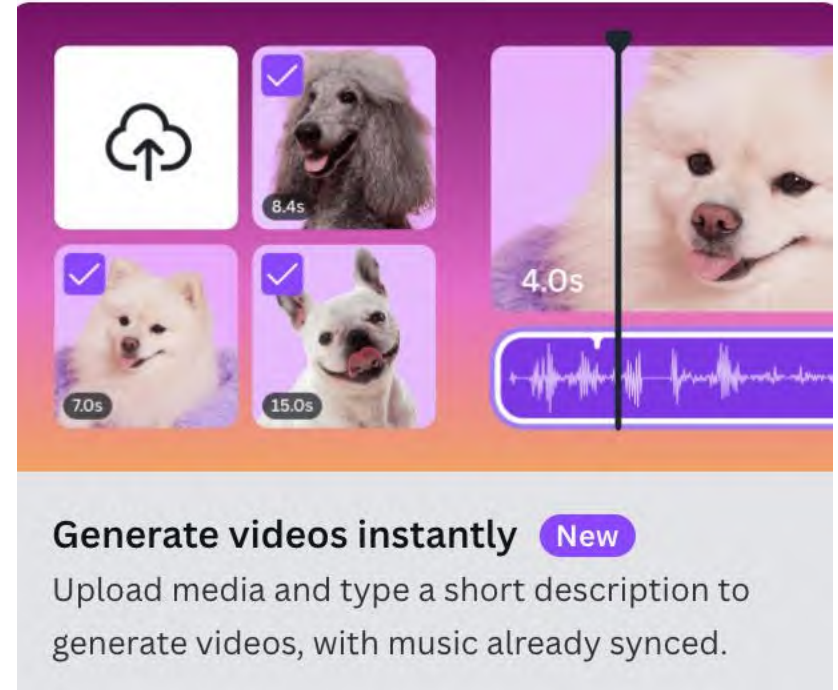
Chat GPT

CREATING A VIDEO USING AI

Demo with Canva using photos or videos

<https://www.canva.com/>

1. Go to mobile videos
2. Choose “generate videos instantly”
3. Upload your photos or video
4. Type in subject
5. Creates video – make any changes
6. Then download

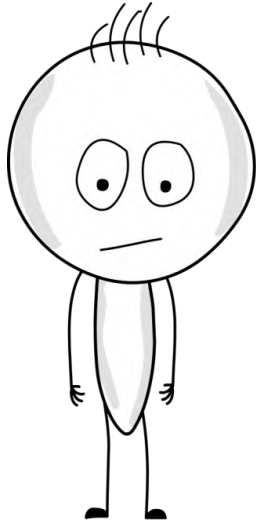


ARTIFICIAL INTELLIGENCE

- *Use AI to make your videos for you or text to video: Synthesia.io <https://www.synthesia.io/>*
- *AI can convert languages example: Heygen <https://www.heygen.com/>*
- *Top List of Programs using AI - <https://www.getapp.com/website-ecommerce-software/video-editing/f/text-to-video/>*
- *AI generated Anchor News Show – oh my!*

WRAP UP

Can you see how creating videos will give you the outcome you want ?



If so: You need a video strategy.

What video platform will you try first?

Create your first script and video



THANKS FOR ATTENDING

- Your next steps?
- Questions?