

GUIDE TO CREATING MARKETING VIDEOS

10 tips on how to plan, shoot, edit, and promote videos

Online video has emerged as one of the best ways to get your story across to potential customers. The simple and familiar format offers a great way to reach large audiences, convey your core messages and drive traffic to your site.

Videos aren't as difficult to produce as you may think. Yes, you can spend thousands upon thousands of dollars to produce a slick, professionally done video, but you can get the same core results from an inexpensive project. With a little bit of planning, and by following a few easy steps, any organization can add video to its marketing mix without going over budget. Here are ten tips to tailor video to fit your needs:

10 Tips To Grow Your Business With Video



1 Define Your Video Goals



TIP ONE: Define Your Video Goals

Before you ever pick up a camera you must clearly define your marketing goals and objectives. What do you want this video to accomplish? Is this about driving traffic or creating a marketing funnel? What key messages are essential to convey to your audience? Here are some of the typical goals companies set for their videos:

- Increase “direct traffic” to the company’s website
- Educate people about a product line
- Develop a brand and communicate the company’s culture
- Build inbound links to the company’s website
- Recruit new employees
- Demonstrate a diverse customer base
- Build credibility with testimonials



TIP TWO: Determine a Type of Video

Put yourself in your customers' shoes. Think about what they're really interested in watching and what they'd find beneficial to learn about your business, product or service. Here are some initial ideas to get you started:



- **Testimonial** – Your customers are your best advocates. Let them tell what your product or service does for them.
- **Product demo** – You show off your product all the time in person, so just take that same demo and put it on video. Don't forget to stress its true application, what makes it important and why a prospect would need it.
- **Event/conference** – Make a video summarizing what participants got out of your conference and show how fun and educating they found it.
- **Teamwork** – Consumers love to learn about the people behind the product. Introduce them to your team with an eye toward what makes them special.
- **Tips and tricks** – Create a video sharing tips for solving everyday problems through the use of your product or service.

- **How-to video** – Show your potential customers the process that your product or service is supporting. Make sure you explain how valuable your product/service is in that process.
- **[Your Expertise] 101** – Create a crash course in what you know best. Start with a definition, show some statistics and offer a few examples. The trick with these videos is to create a very narrow topic that has not been covered a million times before.

After you've settled on a theme, tell a compelling story. Let your enthusiasm, pride and passion shine through. Be yourself. Use lots of real examples.



TIP THREE: Create a "Shot List" or Storyboard

Before you sit down to write a proposal or a piece of marketing collateral, you'll probably start with a few notes.

For your first video it is important to give it some structure, just like you would for any other project. Taking ten minutes to develop a "shot list" or a storyboard will help you stay on track and save you time in the long run. Think about the visual experience you want to give your customers and potential customers. Don't get bogged down with this. It is better to go with your intuition than to over-think a video.

- **What is the purpose of your video?** Remember step one. Revisiting your goals will help you establish a shot sequence.
- **What is your opening shot?** If it's a customer testimonial, perhaps it's that customer's office marquee.



- **How will you show your product or service?** Will you show it in application? Answering these questions will help you understand how to present the best qualities of it to your audience.
- **What is your video's call-to-action?** Figuring this out will help you choose your closing shot. Do you want people to visit your website? Are you driving them to sign up for a webinar?

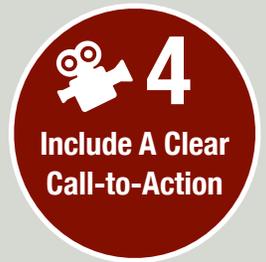
Keep in mind that your video should have a clear purpose. Your video needs to answer the questions that your audience is thinking about when they start watching it. For example, if the title of your video is "How to Clean Your Car in Just Five Minutes," don't talk about your company's cleaning product for two minutes before you get to the tips.



TIP FOUR: Include a Clear Call-to-Action

A good call-to-action helps you target desired behavior from your viewers. Here are three key elements that will make your call-to-action effective:

- **Make your call-to-action obvious and easy to remember.** Many of your prospects could just be passive viewers. Don't leave it up to chance – make your call-to-action very clear and prominent. Always add a simple call-to-action at the end of each video. A good example is: "Sign up at [www.\[yourcompany\].com](http://www.[yourcompany].com)." You also need to put the direct link to the sign-up form in the description of the video. When you are creating a link, make sure that it is easy to remember, e.g., [www.\[yourcompany\].com/offer](http://www.[yourcompany].com/offer).



- **Be consistent with the behavior you want to target.** When you are creating a call-to-action, decide what you want your prospects to do. Don't have a call-to-action that says "Learn more" and then direct people to a shopping cart. People will get frustrated. You must meet your audience's expectations.
- **Create a sense of urgency.** Giving your audience specific actions to be accomplished in a set time frame creates a sense of urgency and prompts action. So create a "sunset" on any special offer, such as "Receive 10% off if you act by July 1" or "Sign up by Dec. 1 to receive a free gift."



TIP FIVE: Shoot Your Video Using Five Basic Rules

1. **Lighting:** Good light is essential for a professional-looking video. As a rule of thumb, you want your light source to be on a 30- to 45-degree angle in relation to the subject. Also, indirect light is always better than direct light. So don't shine a bare light bulb in someone's face, but bounce it off a white wall. If you're indoors, use a good-sized window as your light. Turn off the other lights in the room and



shoot a few seconds of video to test it. For most smaller video cameras, like the Flip, it's even better if you can shoot outside on an overcast day. The diffusion the clouds create is perfect for providing even lighting. Never put a person with their back to the primary light source; it will black out their face. Also, when you look through the camera at the lighting, look for shadows. If they are too dramatic, either change the position of the person or the position of the light. Bright, noon-time sunlight, for example, will create a lot of shadowing, but a late-afternoon shot will give much more even and interesting light.

2. **Background:** Think about what will be in the background of your shot. Try to keep your background as simple as possible so that you don't distract the viewer. Also, when framing your shot look at the whole

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TIP TWO

TIP THREE

TIP FOUR



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image in the screen, all the way to the edges. Your camera should only be showing what is important.

3. **Hold still:** Don't go crazy with the camera – always keep your shots still. Don't shake the camera, run around or pan the landscape. These are advanced techniques that are better left to the pros. Keep your shots simple, well framed and still. Whenever you turn the camera on, count to ten in your head and don't move the camera during those ten seconds. Then, stop the recording, move on to your next shot and repeat. If you follow this simple rule, your video quality will improve dramatically.

4. **Come from afar, and then get close:** Before you get into all the details of your product, think about establishing the setting, then moving in. If, for example, you're shooting at a client site, get a shot of the outside of their offices, a shot of the sign and maybe some shots of the inside of the shop as well. Professionals call this the "establishing shot" because it helps viewers



understand where they are. Also, get a few shots of your product as a whole, and then get closer. Very important: Don't zoom. Make each shot its own by stopping recording and then getting closer.

5. **Sound:** Sound is perhaps the most important part of the video. It is the secret to a successful finished product. Be sure to get a lot of natural sounds when doing your general shooting, but

when you go to interview someone listen for what's around. Find a quiet spot (no machinery or fans humming in the background, no crowds chattering). Get your customer on camera from the chest up and tell them to speak loudly. Just ask a few simple questions, but avoid those questions that can be answered yes or no. Remember, editing will allow you to get just the best stuff, so feel free to lead them in questions, such as "You were telling me about how great things are working now that you have our solution in place. Can you repeat that for the camera?"



TIP SIX: Edit Your Video and Make It Short

Editing is a very detail-oriented process that requires creativity and skill. It has a major impact on the quality of your video. You can choose to hire an experienced professional or company to make edits, or you can edit your videos yourself. There are a few tools that you should consider if you want to edit videos on your own, but keep in mind, the software is just a tool. Just as having Microsoft Word doesn't make you a writer or a layout expert, having a video editor doesn't mean you are prepared to go it alone.

- **iMovie** is an Apple product and you get it for free with any Mac computer. It is easy to use, yet your videos will look professionally edited. iMovie takes .mov (QuickTime) files. The product is oriented toward beginners.
- **Windows Movie Maker** is similar to iMovie and it comes free with Windows. The tool also produces slideshows and exports .wmv or .avi video files.



- **Final Cut Express/Final Cut Pro** – If you have any editing experience and a Mac, you might consider Final Cut Pro. It is an Apple product with more features, but it is quite expensive and requires some training.
- **Adobe Premiere** – Like Final Cut, this is a professional-level editing product with a lot of features. It also integrates well with other Adobe products, such as Photoshop.

- **Use a professional service**, such as Pixability.

One thing always to keep in mind: **Your video should be short!** At Pixability, we recommend that you keep your marketing videos under two minutes. People absorb information much better if you feed it to them in small doses. If your video is too long and the call-to-action is at the end, you may lose people before they

reach that point. Keep in mind that some viewers are perpetual “snackers” and may never reach the end of a video, no matter how compelling the content is. One way to address this challenge is to have your company’s website address displayed throughout the video. This way your prospects will know how to reach you.



TIP SEVEN: Optimize Your Video for Search Engines

There are two basic types of video search engine optimization (SEO) to keep in mind when posting your video:

1. **Website video SEO** helps search engines index and rank video content that appears on your website. The main goal of this type of SEO is to direct people to your website.
2. **Video sharing SEO** helps search engines discover your video assets on video aggregation and social networking sites such as YouTube, Facebook and Twitter. This type of SEO aims to increase brand awareness for your company.

Here are some tips on how to optimize your videos:

- **Create descriptive, clear and relevant video titles, descriptions and tags**, using effective keywords.
- **Create a descriptive, unique URL for each video when you post it on your website.** This means a unique URL for the HTML page where you embed the video. Make this URL descriptive and use some of your most important keywords in it.
- **Use Flash-enabled videos:** It is the most popular player format for content publishers. Also, Flash



supports the latest and best video formats for displaying video on the Web, including HD quality. Almost all video-hosting providers use Flash players.

- **Consider HTML5:** Many video-hosting services now provide HTML5 players that are compatible with newer mobile devices such as Apple’s iPhone and iPad. If you expect to get website visitors who use these devices, make sure your video player supports HTML5.
- **Submit a video sitemap to Google:** The best way to get your videos listed within Google search results is to submit a video sitemap. Also, a video sitemap

TIP FIVE	TIP SIX	TIP SEVEN	TIP EIGHT	TIP NINE	TIP TEN
Shoot Your Video Using Five Basic Rules Lighting, background, hold still, come from afar and then get close, sound	Edit Your Video And Make It Short Editing has a major impact on the quality of your video.	Optimize Your Video For Search Engines Keep Website video SEO and Video sharing SEO in mind when posting your video.	Publish Your Video Once completed, it is time to present your video to the world.	Promote Your Video And Allow Feedback Your video is an excellent and important content asset for your company.	Measure Your Success It is time to measure which channel is most effective for you and which ones need some fine-tuning.

enables viewers to watch your video directly from Google. You can learn more about Google video sitemaps at <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=80472#2>. If you don't maintain your website yourself, ask your webmaster to set up video sitemaps. They make a huge

difference in how well you get found by Google and other search engines.

- **Keep posting new content:** Newly published videos show up higher in video search results on Google than do older ones. Also, the new content will keep your audience more engaged.



TIP EIGHT: Publish Your Video

Once completed, it is time to present your video to the world. As a marketing asset you should publish your video in as many places as you can. Here are a few suggestions to get you started:

- **YouTube:** YouTube is a must. It's the second most popular engine, beating Yahoo and Bing. If you do not have a YouTube account, create one. Upload your video and add a descriptive title and a URL to your website/landing page at the beginning of the video description. Tag the video with relevant keywords and write a few sentences that describe what your video

is about. It is that simple!

- **Facebook:** Post your video to your company's Facebook page and encourage those who "like" your company to view and share the link.
- **LinkedIn:** Put your video on your company's LinkedIn page. LinkedIn doesn't allow direct video uploads yet, but you can easily share a YouTube video. Your followers will receive an update that you've shared content and will be prompted to watch your video.
- **Twitter:** Send out a tweet to your followers with the title of your video and a link to it.



TIP NINE: Promote Your Video and Allow Feedback

Did you know that one minute of video is as effective as 18 million words? Your video is an excellent and important content asset for your company. Here are a few recommended ways to use and promote your video:

- Incorporate your video in a marketing campaign or a product launch. Including a video with an email, newsletter or press release is a great way to gussy up any campaign and make it more shareable.
- Embed your video in a related blog. If you've created a how-to video, write a paragraph or two explaining what is covered in the video and post it.
- Promote your blog or your website – if you've posted the video there – via Twitter, Facebook and/or LinkedIn.
- Also, there is a 48-hour window when videos can receive "honors" and be featured on YouTube. Try to drive as much traffic as possible to your video within that time frame.



Make sure that you allow your viewers to leave comments on your blog and your YouTube channel. Marketing is about interaction and exchanging ideas. Do not be intimidated by negative comments. If you have good content, you can always reply back in a constructive and positive way. If you don't allow people to leave feedback, it might alarm them.



TIP TEN: Measure Your Success

Now, after you've produced, published and promoted your video, it is time to measure which channel is most effective for you and which ones need some fine-tuning.

- **Website traffic** – Changes in direct traffic to your website or organic search could be one measure of your success. Did you get more hits to your site? If so, what was the source of this traffic?
- **Social media** – Do you have more “likes” on your Facebook page or more subscribers to your YouTube channel?
- **A/B testing of your landing pages** – Perform a very easy test when you run your next marketing campaign.



Send half of your traffic to a page that has images on it and the other half to one that has the video. Once your campaign is over, check out your conversion rates for each page.



Bonus: Make Video Your Strategy

If you followed the ten tips for creating easy videos and have found success, video could become your strategy. It is a great way to engage your visitors and share your passion and enthusiasm with them.



- Create a series of videos under the same general topic. For example, make product demos for your different lines of products or services. Or create a series of how-to videos explaining different aspects of the process that your product or service supports.
- Try to create a plan and schedule making and publishing videos with some regularity. You can also schedule your videos around milestones or holidays throughout the year.
- Customize YouTube for your business and create a loyal audience that goes to you to learn more about your expertise.
- Establish your company as the thought leader in your field by educating people.
- Remember to follow the ten tips every time you create one of your videos.

ONLINE VIDEO: ARE YOU DOING IT RIGHT?

Check out the [Pixability Online Video Grader](#) to find out how effective your online video marketing is.

This free tool measures how you use video on your website, how you rank on Google and other video search engines, and how effective your YouTube channel is.



For more information or to request an initial consultation on how to get started with video, contact Pixability at 1-800-281-8530 or by email to sales@pixability.com.