

Video Marketing Basics Workshop

Gallup, NM - January 25, 2021

Types of Video Your Business Can Create

- Video Banner for website homepage
- Brand Introduction Video
- Product Video (for consumer goods)
- Process Video (for service-based organizations)
- Explainer Video
- Origin Story Video
- Educational/Tutorial Video
- "Thank You" Video

Lighting

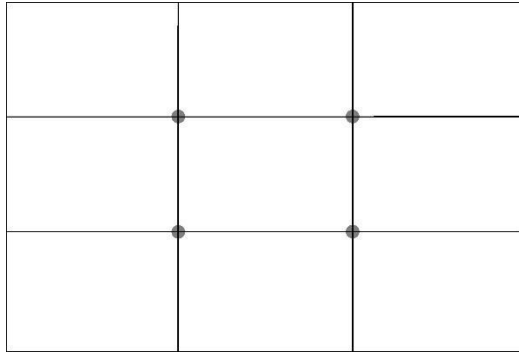
- Smartphones need a lot of light to produce high quality video
- Natural sunlight is your greatest resource
 - During the day, shooting near a window always looks great
 - Do not position the window directly behind the subject. Have your subject facing the window.
- Overhead lights/office lights rarely look good
 - They cast harsh shadows
 - Lamps and studio lights are preferable to overhead ceiling lights

Camera

- Vertical video is the most universal - can be shared widely on the most platforms
 - Horizontal video can be used, but only if you want to share the video only on Instagram or Facebook
- Frame the shot to include only the most important information
 - Clean up your background
 - Avoid boring office clutter
 - Close-ups can often eliminate unnecessary objects from your shot
 - Below is an example of how to improve your backdrop. By cleaning up the background and leveling the camera, the first image can look like the second one.
- Make sure your shot is level and not tilted (as it is on the left image below)



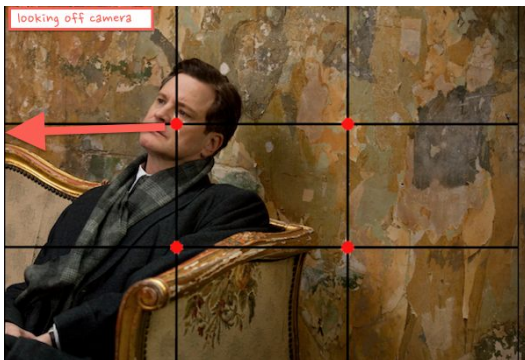
- Practice the “Rule of Thirds” – Imagine four lines like this are running through your image. The subject of your image should be located along one of these lines or one of their intersecting points. Here are some good



examples of what that could look like:



- Nose Room – Well composed shots leave empty space in front of the direction of the subject's nose. Notice how in the above photos have “empty space” in front of the area where their nose is pointing. Here is an example of what NOT TO DO:



Optional Equipment

- Tripod
- External Microphone
 - Lavalier or shotgun
- Studio lights

B-Roll

- B roll is supplemental footage that is intercut with your main shots
- Using b-roll can be a good way to hide your cuts and give your video more flow
- It's important to always get many different takes of the same shot, to ensure that at least one of them looks good

Audio

- Audio quality is just as important as video quality
- If you are going to use the microphone on you smartphone, you want to make sure:
 - You eliminate all background noise
 - Try to get your microphone as close as you can to your subject

- You can also purchase a separate lavalier microphone to plug into your smartphone

Editing

- Editing directly on smartphone will be very simple
 - Mostly for trimming the beginning and end of your video
 - Adobe Rush is a free smartphone editing app
- Editing on your computer
 - On Windows or Mac, you can download Windows Movie Maker or iMovie for free
 - Using these softwares, you can add titles, mix sound, add music, cut out any unwanted pauses, utilize color correction and add b-roll

Distribution

- YouTube
- Instagram
- Facebook
- LinkedIn
- Twitter
- Company website
- Email marketing
- Video ads

Measuring Success

Don't just look at the **view count**, also consider:

1. Play rate
2. Engagement
3. Social Sharing
4. Click-through rate
5. Conversion rate
6. Feedback