

# Thinking about Video in Marketing

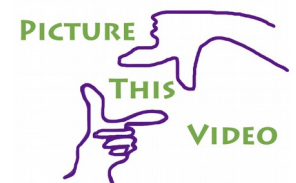
SHARON SOBEL

PICTURE THIS VIDEO LLC



# Let's talk about:

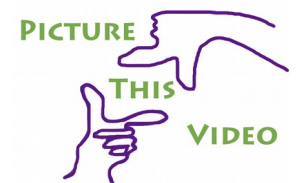
- ▶ How to prepare for/plan your video and scripting
- ▶ Tips on shooting video footage
- ▶ How to use the video tools you (probably) already have
- ▶ When to hire a professional: Where the costs and “pain points” are
- ▶ How to make sure your video is actually SEEN



# Why does it matter?

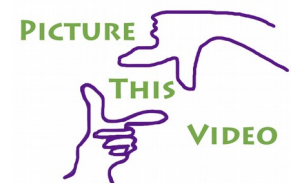
Making a video doesn't solve  
your marketing problems.

You need to make sure that there is **a plan** in place to get  
your video working for you.



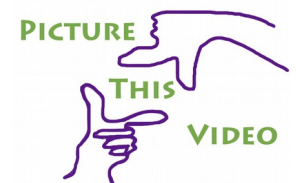
# Planning your video

- ▶ Identify who your audience will be, what you want the audience to know and/or do, and how your product or service stands out in the marketplace
- ▶ What is your marketing message, and why will a video accomplish that?



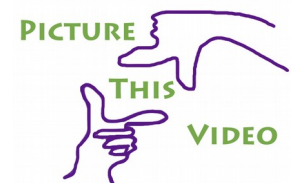
# Planning your video

- ▶ Identify who your audience will be, what you want the audience to know and/or do, and how your product stands out in the marketplace
- ▶ How do you want to get your information across?
- ▶ What is the story behind your product or company?



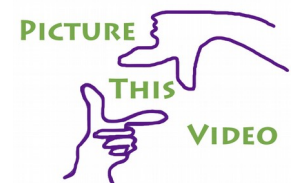
# Scripting your video

- ▶ Once you've decided on the audio of your project- will it be a voice-over, or someone on camera speaking—make a 2-column script, and think about exactly what will be seen for all of the audio portions. What are you missing; how .... or can.... you cover it?



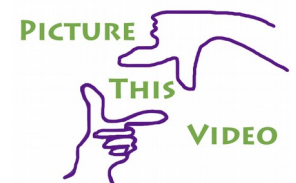
# Scripting your video

<b>RT</b>	<b>VIDEO</b>	<b>AUDIO</b>	<b>TRT</b>
:02	CU shot of bat hitting ball	<b>(ambient sound of bat hitting ball)</b>	<b>:02</b>
:03	CU of eyes while being pitched to	<b>V/O:</b> “Keep your eye on the ball”. The golden rule of the game.	<b>:05</b>
:05	COACH WORKING WITH PLAYER ON BATTING SKILLS  SHOT OF KID LISTENING, AND REPOSITIONING HIM/HERSELF	<b>V/O:</b> It’s the most basic and fundamental skill any coach can teach a young player. And every batter knows it’s essential to consistent hitting and solid contact.	<b>:10</b>
:03	WS OF BALL BEING PITCHED TO BATTER, AND BATTER HITS	<b>V/O:</b> But how do you get the best look AT the ball, ALL the way THROUGH the swing?	<b>:13</b>



# Tips on shooting great video footage

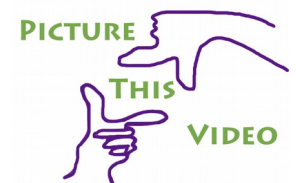
- ▶ **Lighting** should be even, minimized shadows. Avoid shooting into areas, like windows, that have much brighter light levels behind the subject. If you know how to use the white balance aspect on a camcorder, please use it. If you're shooting with a tablet or iPhone, invest in a small tripod to keep it stable and so you don't have to hold it.
- ▶ **Tripods are your friend**
- ▶ **Audio** should be mic'd. *Amazon.com offers a lavalier clip-on mic for \$10 that plugs into smartphones and tablets. (Mike's Mics)*





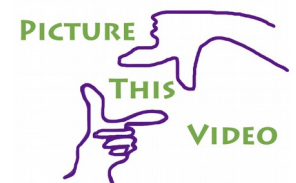
# Professional vs DIY

- ▶ **Quality is the essential issue.** Production companies have the background, history and technical knowledge when it comes to video production, and can proactively anticipate problems that may arise and prepare for them.
- ▶ **Short videos of the company owner for social media use** can be done simply with a tablet, smartphone, good lighting, and professional microphone. You can edit in still images, as needed, to convey message.
- ▶ **Costs increase with outside talent or services not planned properly.** Proper planning can minimize the amount of shooting and editing required, so that a 2-3 minute shoot, with only a professional voiceover, costs about \$2500 to create.
- ▶ **Know the difference in people you hire.** **Videographers** do the camera work, and can do minimal/standard audio recording. Make sure they know what audio will need to be recorded so they bring the proper audio recording gear. **Editors** will edit the video, usually per an approved script from the client, and may have the client sit with them during the editing process. **Video producers** take care of understanding the client's vision, their budget, and pulling together all of the people and resources needed to produce the video from start to finish.



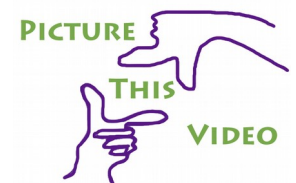
# Questions to ask when hiring a video producer

- ▶ Can they show you examples of projects similar to what you want to do that they have produced?
- ▶ Can they provide a proposal that outlines what they envision for the process in producing your project?
- ▶ What is their payment policy?
- ▶ How do they handle a change in the scope of the project that could affect the cost?
- ▶ How long will the process take?
- ▶ How do they charge for editing, and how do they calculate how much editing a project will take?



# How to use tools you (probably) have

- ▶ **Scripting:** can be done in Microsoft Word, using the “table” feature, with four columns
- ▶ **Shooting:** can use camcorder you have, smart phone, or tablet. Please record sound with microphone plugged in, not just camera mic.
- ▶ **Editing:**
  - **YouTube Video Editor** (simplest, minimal features)
  - **WeVideo** (shared online video creation tool)
  - **PowToon** (animated explainer video- up to 45 seconds for free)
  - **ClipChamp** (to record, convert and compress videos)
  - **YouTube InVideo Programming** (add watermarks to your channel’s videos)



# Summary

- ▶ A short 2-3 minute video can convey more about your invention than print or text
- ▶ Your audience, mission, and components should determine whether you should produce a DIY video, or hire out
- ▶ Great planning and tools are the keys to a successful video
- ▶ There's **no point** in making a video **without a plan** to get it seen.

