

LIVE IN SD

In House Video Production (And How to Use Those Videos)



CAMPAIGN
CREATORS



LIVE IN SD



“I wouldn’t be surprised if you fast-forward five years and most of the content that people are sharing on a day-to-day basis is video.”

-Mark Zuckerberg,
Facebook Co-Founder & CEO

Bring Me Your Excuses

- Video is not a necessity for us
- I don't have any experience making video
- I don't have the budget for video
- I don't have the right equipment to produce video
- I don't know what kind of videos I need
- I don't know where to start



~~“Video is not a necessity for us”~~

- Traffic from online videos will constitute over 80% of all consumer internet traffic by 2020 (Cisco)
- 4x's as many consumers would rather watch a video about a product than read about it (Syndacast)
- 1 in 4 consumers actually lose interest in a company if it doesn't have video (Invisia)
- 59% of executives would rather watch a video than read text



~~“I don't have any experience making video”~~

Hi, I'm Tammy.

Yes, I have a Ph.D.

No, it is not useful in video production.

6 months ago:

I had no experience in video marketing.

My company had 1 video.

I had iMovie on my computer, but never used it.



~~I don't have the budget for video~~

Budget
No (\$0)
Low (\$340-350)
Mid (\$1070-1510)



~~I don't have the right equipment~~

Equipment




What you already have

A few minor upgrades

Getting a *little* fancier



Camera

No	Low (\$14.99)	Mid (\$399 - 449)
iPhone7	iPhone7 with video camera app like <u>FiLMiC Pro</u>	Digital SLR camera (<u>Nikon D3300</u> or <u>Canon Rebel T5</u>)
		



Audio

No	Low (\$20)	Mid (\$60 - 129)
Built-in mic on your phone	Lapel mic (<u>Boya BY M1</u>) note: could add additional lapel mic and <u>splitter</u> for \$30	Shotgun Mic (<u>Rode VideoMicro</u>) USB Microphone (<u>Blue Yeti</u>)
		

If you upgrade only one thing - MAKE IT THIS!



Camera Stabilizer

No	Low (\$5-10)	Mid (\$40)
You or your coworker's arm	Selfie-stick	Handheld stabilizer <u>iOgrapher Go (phone)</u> <u>Neewer Video camera cage (DSLR)</u>
		



Tripod

No	Low (\$11)	Mid (\$90)
Propped on bookshelf, held by your coworker	<u>Flexible mini-tripod</u>	Video tripod <u>SLIK Video Sprint II Tripod</u>
		



Lighting

The key is to use whatever you have to light up the person presenting the content

1. Balance light across entire face
2. If possible also light up the background
3. Some shadow is good
4. Dark shadow is bad
5. If outside:
 - a. shoot in the shade
 - b. early morning or late afternoon






Lighting

No	Low (\$30)	Mid (\$80-200)
A desk lamp or the lighting in your office or studio	<u>One LED light</u> <u>Umbrella Lighting Kit</u> (if you have more room)	<u>Soft-box lighting kit</u> <u>Fancier</u> <u>Studio Pro</u>
		


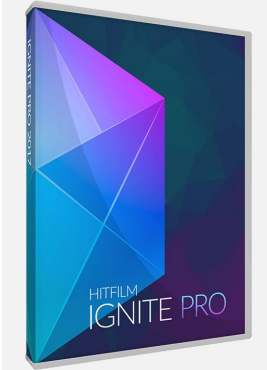



Studio

No	Low (\$60)	Mid (\$100 - 300)
Anywhere with background that suits the content, decent lighting & quiet	Backdrop kit <u>Slow Dolphin</u>	Custom backdrop
		



Editing Software

No	Low (\$199)	Mid
iMovie (Macs)	<u>HitFilm Ignite Pro</u>	<u>Apple Final Cut Pro</u> (\$299)
Windows Movie Maker (PC)		<u>Adobe Premiere Pro</u> (\$19.99/month)
		



Post Production Additions

Graphic Design

- No: Canva or Google Slides
- Low: Canva upgrade (\$12.95/month)

Music

- No: Jukedeck or YouTube Audio Library
- Low: Amazon (\$1/track), AudioJungle (\$1-20/track)

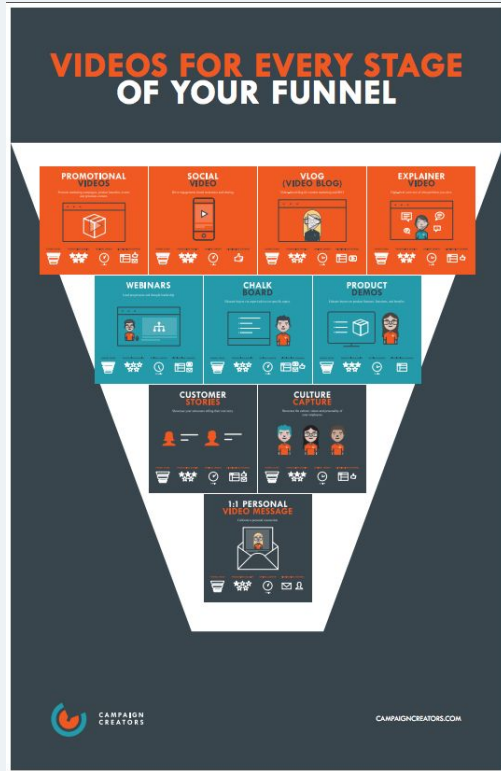
Animation

- Low: Fiverr or Video Hive (\$7+ per animation)



~~“I don't know what type of videos I need”~~

~~“I don't know where to start”~~



Our gift to you!

Just let us know what you thought.



PROMOTIONAL VIDEOS

Promote marketing campaigns, product launches, events
and premium content.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



1 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Connect, Don't sell

- Generate brand awareness
- Promote content assets
- Bring awareness to new products
- Promote events

SOCIAL VIDEO

Drive engagement, brand awareness and sharing.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



1 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Grab Attention

- Support broader campaigns
- Short teasers of other videos
- Social-centric campaign
- Fun, inspiring, interesting, unexpected

VLOG (VIDEO BLOG)

Video-based blog for content marketing and SEO.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



3 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Share Knowledge

- Bring your blog to life
- Topics with broad appeal
- Focus on the content
- One-offs or mini-series

EXPLAINER VIDEO

High-level overview of what problem you solve.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



2 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

The Complex Made Simple

- Problem & solution
- Benefit and value oriented
- Make your customer the hero
- Motion graphic or live action

WEBINARS

Lead progression and thought leadership



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



30 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Education & Lead Progression

- Thought leadership
- Best-practices & how-to
- Panel discussions
- Product overviews
- Live & On-demand

CHALK BOARD

Educate buyers via expert advice on specific topics.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



3 MIN

DISTRIBUTION CHANNEL



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Share Expertise

- 1 person & a whiteboard
- Expert advice from the expert
- Deeper dive, narrow focus
- Informal presentation

PRODUCT DEMOS

Educate buyers on product features, functions, and benefits.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



3 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Your Solution in Action

- Show and tell
- Deep dive into features, functionalities, & benefits
- Double duty as sales enablement tool

CUSTOMER STORIES

Showcase your advocates telling their real story.



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



3 MIN

DISTRIBUTION CHANNEL



campaigncreators.com

Provide Social Proof

- Real customers telling real stories
- Emotional & personal
- Challenge → Solution → Results
- Customer is the hero (not you/your product)

CULTURE CAPTURE

Showcase the culture, values and personality of
your employees



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



2 MIN

DISTRIBUTION CHANNEL



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The Who & Why

- Life at _____
- Footage from company events or activities
- “Meet the Team”
- Holiday videos
- Say thank you or welcome

1:1 PERSONAL VIDEO MESSAGE

Cultivate a personal connection



FUNNEL STAGE



PRODUCTION QUALITY



OPTIMAL LENGTH



1 MIN

DISTRIBUTION CHANNEL



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Connect Personally

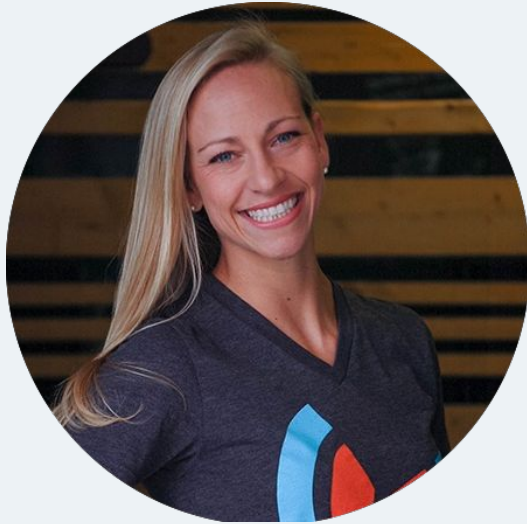
- Sales prospecting
- 1:1 follow-up
- Internal communications
- Customer delight
- Natural and personal

One Video...8 Channels

Website Vlog (video & transcription): “7 Tips to Increase Conversion Rates”	YouTube Full length video: “How to Increase Conversion Rates on Your Website”	Facebook Teaser video: Tip #3 for Increasing Conversion Rates	Instagram Outtake from filming vlog: “Practice makes perfect 🤪”
Twitter Teaser video: Tip #5 for Increasing Conversion Rate	Email Gif of filming or thumbnail with link to Vlog	SnapChat/Live Behind the scenes footage: “Tammy takes a crack at sounding smart”	Google+ Embedded full-length YouTube video



WANT TO CONNECT



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CAMPAIGN CREATORS



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