



Growing Your Region

EXPERTISE MATTERS VIDEO MARKETING

Jacob Law

OUTLINE

- ▷ Why Video?
- ▷ Video Trends
- ▷ What Makes an Effective Video
- ▷ Production Tips

1.

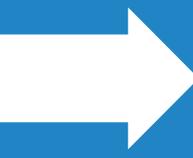
WHY VIDEO?

It's what **consumers are watching**

- ▷ **244.4 million people** watch digital videos in the US
 - Majority between **12–44 years old**

- ▷ Online digital content has twice the audience of TV
 - **244 million VS 121 million**

Each week, people watch on average

 **18 hours of video.**

It's what **consumers want**

- ▷ Over half of consumers want to see more video content from brands they support

- ▷ Why is video content in higher demand?
 - **People are more likely to pay attention to it**
 - **Helps customers understand your product/service and how it will help them**

It's what **competitors are doing**

- ▷ **93%** of marketers say it's critical to their strategy
- ▷ **86%** of businesses use video as a marketing tool
- ▷ **84%** of customers have been convinced to buy a product/service after watching a brand's video
 - **Allows people to visualize the product/service more effectively** (*compared to photos, text, and print media*)

2.

VIDEO TRENDS

Current Video Trends in Business

- ▶ **Homepage videos**
- ▶ **Testimonials/Interviews**
- ▶ **Product demonstrations/How-to guides**
- ▶ **Overview videos**
 - **Company services**
 - **Accomplishments**
 - **Events**

HOMEPAGE VIDEOS

Homepage Video **Benefits**

Similar to custom photography, homepage videos:

- ▷ Conveys effort in your branding & staying current
- ▷ Quick look at how the company operates
- ▷ (*Should be*) Aesthetically pleasing
 - **Keeps people on your site** (SEO)

Homepage Video **Composition**

- ▷ Visually pleasing/artistic footage
- ▷ Specific and identifiable footage
 - **Specialized equipment**
 - **Building/office** (*drone*)
 - **Employees** (*careful to stay evergreen*)

Homepage Video **Composition**

- ▷ Total of 15–30 seconds long
- ▷ No narration or music
- ▷ Export at low bitrate
 - **Lower bitrate = Less information** (*smaller file size*)
- ▷ Disable video on mobile
 - **Loading speeds, small screen size**

Homepage Video **Example**

MolecularDX, a forensic toxicology lab located in Windber, wanted to:

- ▶ **Revamp their website**
- ▶ **Showcase what they do at a glance**

[MolecularDx Website Homepage](#)

TESTIMONIAL VIDEOS

Testimonial/Interview **Benefits**

- ▷ Appear honest and credible
 - **Multiple people are sometimes better**
(For a wide range of products/services/perspectives)
- ▷ Grabs attention better than written reviews
- ▷ People like seeing other people
 - **Faces catch attention**

Testimonial/Interview **Composition**

- ▷ Capture multiple angles of the speaker
- ▷ Do not follow a strict, rigid script
 - **Script can help guide, but may affect the tone**
 - **Record 10-15 minute conversation, pick best clips**
- ▷ Include relevant B-roll

Testimonial/Interview **Composition**

- ▷ Edited speaking lengths:
 - Single person: **1–3 minutes**
 - Multiple people: **30–90 seconds**

- ▷ Use the interview audio over the B-roll
 - **Overlay their voice on the artistic shots to continue the thoughts**

Testimonial/Interview **Example**

Greater Altoona Career & Technology Center,

a vocational school in Blair County, wanted to:

- ▶ **Showcase their programs**
- ▶ **Help students find what programs are a good fit for them**

[Interior Design and Finishing at The GACTC](#)

DEMONSTRATION VIDEOS

Demonstration/Guide **Benefits**

- ▷ Helps answer frequently asked questions
- ▷ Prepares customer for first experience with the product/service
- ▷ Helps search engine optimization (SEO) if videos are useful online

Demonstration/Guide **Composition**

- ▷ Write and edit a script for when filming
 - **Use this script for the narration & captions**
 - **Review with multiple people to make sure it can be clearly understood**
- ▷ Videos will vary in length due to complexity
 - **Do not show more footage than needed**
 - Avoid repeating steps unnecessarily

Demonstration **Example**

Meerya, LLC developed a smart horn that adjusts volume based on speed. They wanted to explain:

- ▶ **The simplicity of using a Meerya smart horn**
- ▶ **How the horn functions in different scenarios**

[Meerya How to Use video](#)

OVERVIEW

VIDEOS

Overview Video **Benefits**

- ▷ Highlights something strong and unique about your business
- ▷ Interest people with a story that makes them think about your skills & accomplishments
- ▷ Can be tailored for many individuals
 - **Customers**
 - **Future employees**
 - **Stakeholders/board members**

Overview Videos **Composition**

- ▷ Find the one message you want to convey
 - **What problem** do you solve?
 - **What solutions** can you provide?
 - **What is being achieved** in the last year?
- ▷ Explain everything in 2–3 minutes
 - **Try to keep a short but effective introduction, transitioning into your main points**

Overview Videos **Examples**

Humane Society of Cambria County

- ▷ Upcoming fundraiser at The Fifth Local Eatery & Alehouse

[Humane Society of Cambria County: Kick the Keg fundraiser](#)

Curry Fluid Power

- ▷ Showcase their growth and accomplishments at a company-wide meeting

[Curry Fluid Power: 2019 Summary](#)

3.

WHAT MAKES AN EFFECTIVE VIDEO

Effective Video Qualities

▶ **Key Elements**

- Length
- Format
- Content

▶ **Distribution**

- Selecting platforms
- When to spend on advertising

Key Elements of Effective Video

LENGTH

What kind of video are you producing?

CONTENT

What is the message you are sending?

FORMAT

Where do you plan on sharing the video?

Key Element: **Length**

- ▷ Length is important for every video
 - **Shorter is better, as long as it is efficient**
- ▷ Do not cut out information you feel is important for the sake of brevity
- ▷ If a video is too long, consider splitting it into two separate videos

Key Element: **Content**

Gathering footage is the most important part of the video

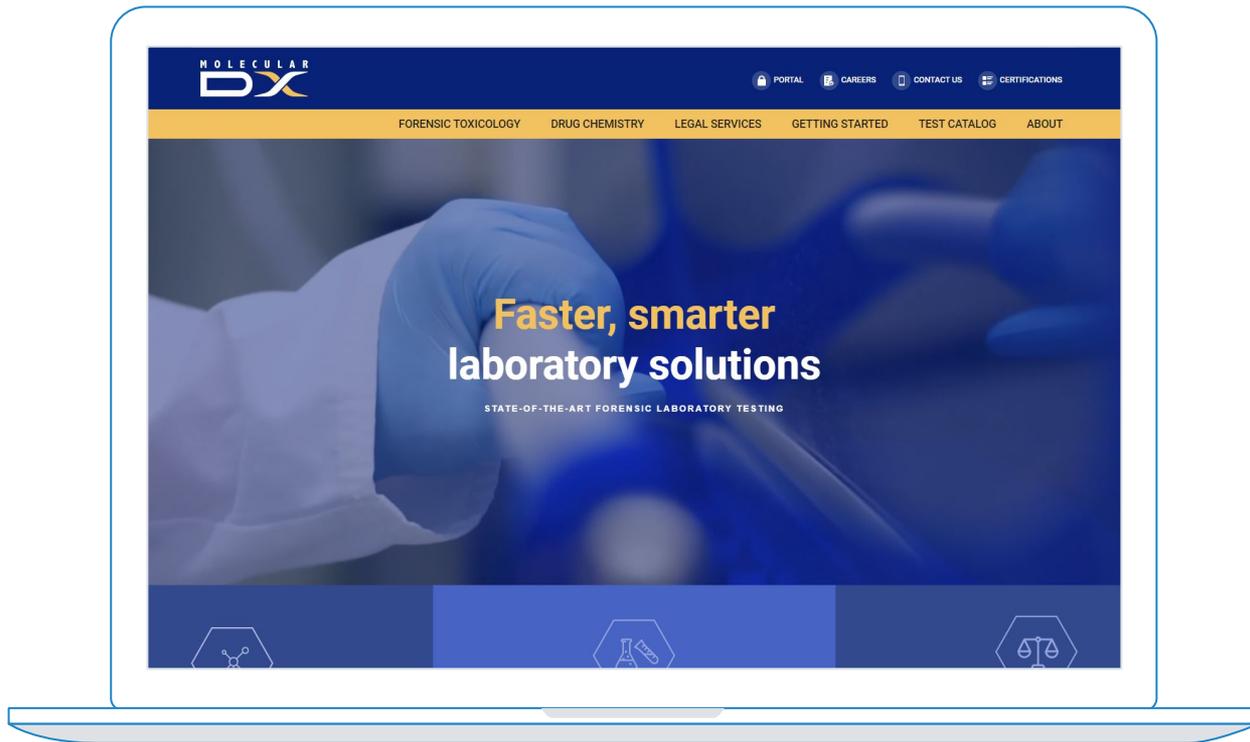
- ▷ Overshoot the footage
 - **May realize later on one clip does not work**
- ▷ Support your script by filming relevant items
 - **If you absolutely need something you cannot film, use stock footage**
 - Make sure there is enough custom footage to support your idea

Key Element: **Content**

- ▷ Do not over edit
 - **Transitions, filters, and effects should be used tastefully**
- ▷ Particularly if the video is going on social media, use captions
 - **Many social media videos are watched while muted, due to autoplay**

Key Element: **Format**

- ▷ Video resolution standards are always changing
 - **1080p is standard**
 - **720p is acceptable for social media**
 - **Note:** bitrate has more effect on file size than resolution
 - Videos shown on large screens will need at least 1080p
- ▷ Layout needs to match the channel it is going on

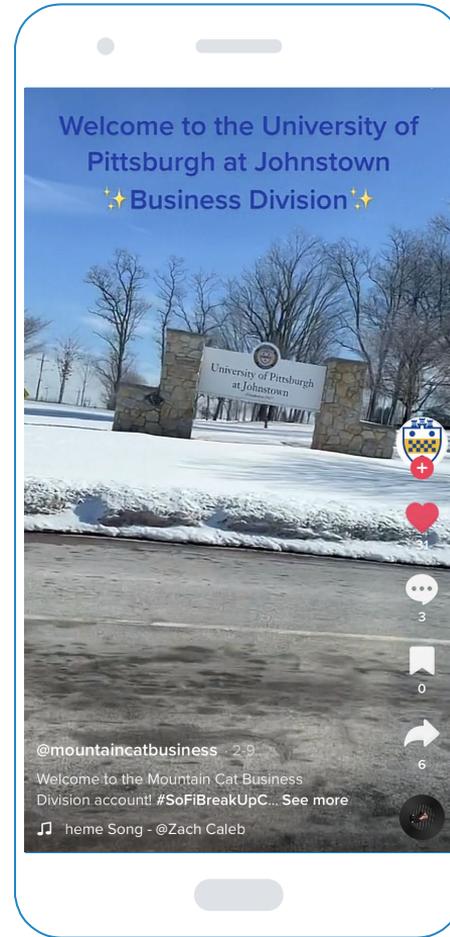


Landscape

Websites, YouTube, LinkedIn

Portrait

TikTok, Snapchat, Instagram



I made my video.
Now what?

Sharing your Video

- ▷ **Selecting platforms**
- ▷ **When to spend advertising**
- ▷ **SEO considerations**

Posting Online

- ▷ Best platforms are where your audience interacts with you the most
 - **Do not be afraid to branch out**
- ▷ Top video watching platforms are currently **Facebook**, **Instagram**, **TikTok**, and **Youtube**
- ▷ Company website is a great place for videos

Advertising Spending

- ▷ One problem with advertising is the algorithm is always changing
 - **Results can be hard to replicate**
- ▷ Boosting videos already receiving interaction can greatly increase advertising effectiveness

Advertising Spending

- ▷ Videos intended for a customer are best for advertising spending
 - **In these cases, continuously spending money on advertising shows best return in the long run**

Nothing wrong with only advertising a video once

- ▷ **For the best long-term results from advertising, you have to put in the **time and money**.**

Video SEO

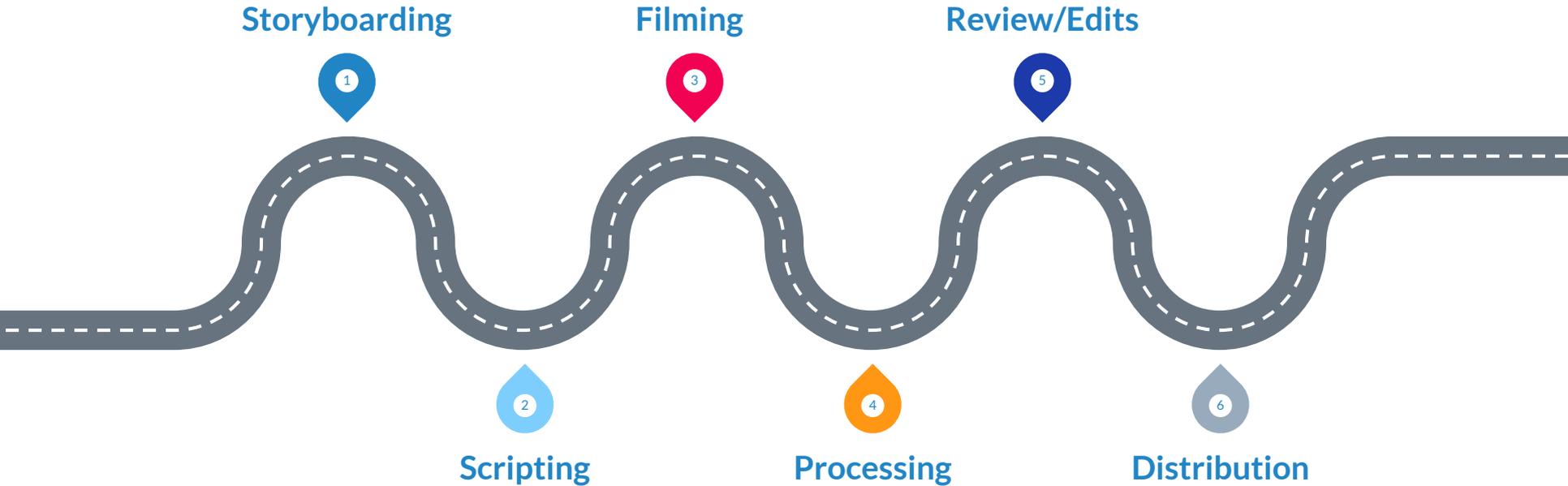
- ▷ **Title**
- ▷ **Description**
- ▷ **Thumbnail image**
- ▷ **Video length**
- ▷ **Upload date**
 - **Depends on the content**

(Software tutorials are constantly changing, cake decorating is not)

4.

PRODUCTION TIPS

Video Production Process



Tiers of Video Marketing (**Simplified**)

LOW

Phones/available cameras

Tripod/handheld mount

Free editing software

- ▷ iMovie
- ▷ OpenShot
- ▷ DaVinci Resolve

Use what works best for you!

MIDDLE

Video-specific equipment

- ▷ Gimbals
- ▷ Video tripods
- ▷ Lighting
- ▷ Backdrops
- ▷ Microphones

Free/paid editing software

HIGH

Specialized equipment

- ▷ Motorized sliders
- ▷ Drones
- ▷ Camcorders/Cinema cameras
- ▷ Professional audio equipment

Professional video
production software

- ▷ Premiere Pro
- ▷ After Effects
- ▷ Final Cut Pro

Thanks!
Any questions?

You can find me at
jake@innovativetomato.com

