

GETTING STARTED WITH VIDEO

A Step-by-Step Introductory Guide

TACC

DIGITAL MEDIA



The Power of The Play Button

Why You Should Consider Video Marketing

Let's just start with a few statistics:

- *By 2019, video will account for **80 percent** of all consumer internet traffic (*SmallBizTrends*).
- *Facebook generates **eight billion** video views on average, each day (*Social Media Today*).
- *YouTube video consumption rates **double each year** (*HubSpot*).
- *More than **55 percent** of people watch online videos every day (*Digital Information World*).
- *More video content is uploaded to the web in 30 days than the major U.S. television networks have created in **30 years** (*Insivia*).
- *Using the word 'video' in your email subject line will increase open rates by **19 percent** (*Syndacast*).
- *Online shoppers who view demo videos are **1.81 times more likely** to make a purchase (*DMB Adobe*).

These are just a few statistics on the current use of video on the web, and trust us, there are many many more. Even more important, these numbers will continue to climb as users look to video to help solve their challenges. So now that you're a believer, let's get started!



Getting Started with Video

So now that you've seen the impact video can have, you're ready to embrace it? Great!

Here's a list of introductory video equipment you'll need to start shooting compelling video marketing content for your business:

1. Your Phone
2. That's it!

While lighting, tripods, and microphones are ideal to improve the quality of your video (and we'll look at some of these things in a minute), at the most basic level, an iPhone is all you need.

The real reason for this is the camera quality now available on mobile devices. When you think about phone camera quality being better than point and shoot cameras just a few years ago, it's a no-brainer. An iPhone is really all you need.

Stabilize your camera.

An iPhone or cell phone tripod adapter is ideal for stabilizing your shot, and they're relatively inexpensive. This is an easy place to make a small investment that will pay great dividends in your video marketing efforts. But, if you don't have a stabilizer or tripod, don't let that stop you from starting.

Without one, just keep your phone close to your body, rest your elbows on any nearby object, and use your body to absorb any bounces.



Choose your topic.

You could argue this is the most important thing to get started. This is your writer's block moment, the blank page, the moment when the camera starts, and you don't know what to say.

The best way to beat this is to plan. Choose your topic carefully. Whether you have a book full of ideas or are just getting starting, think through what you're going to say. Script it, even. Just getting your ideas on paper will help you formulate the entire video, whether it's your first or 100th.

What's a question you answer almost every day? Is there a point of confusion about your products or services? What about a new perspective on an important issue in your industry?

These are all great places to start as long as you brainstorm, take notes, and plan.

Select your location.

The first thing to consider about where to shoot your video is light. Lighting is the most important factor in creating a good-looking shot, even more so than the phone or camera quality.

Your location doesn't have to be fancy, either, though a carefully selected locale can add some creative elements to your video. Are you in the foodservice equipment industry? Try shooting from a test kitchen. Wine? Consider shooting from a vineyard. Even a curated backdrop in your office can help your video show some personality.

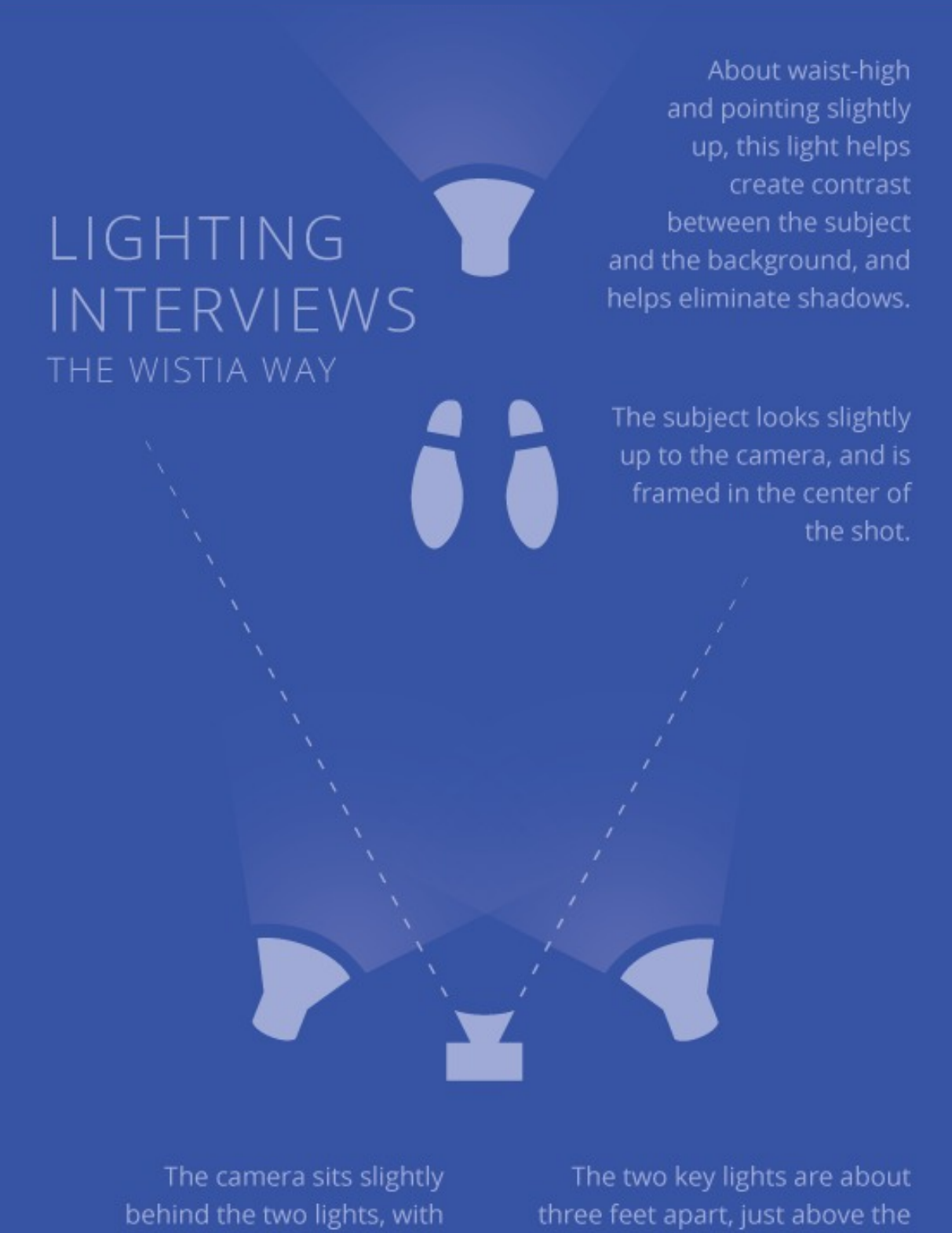
Regardless where you shoot, though, lighting is the critical thing. A window, lamp, or illuminated computer screen can all add front-facing light that will help your shot. Remember, a light source that's behind you is rarely the right effect.



Using a lighting kit? Even better!

Consider the following diagram from Wistia on how to best set your video lighting.

LIGHTING INTERVIEWS THE WISTIA WAY



About waist-high and pointing slightly up, this light helps create contrast between the subject and the background, and helps eliminate shadows.

The subject looks slightly up to the camera, and is framed in the center of the shot.

The camera sits slightly behind the two lights, with the lens slightly higher than the subject's eye line.

The two key lights are about three feet apart, just above the subject's eye line and masked with diffusion material.



Record great sound.

Nothing will scare your audience away more than “unprofessional” sound. The good news is, like video itself, you don’t need an award-winning sound crew to pull off the effects you want.

Instead of turning your office into a sound studio with boom mics and movie-grade equipment, consider using two phones. One phone can record the video, and if you get the second phone as close to your subject as possible without actually being in the shot, you can use a basic voice memo app to record higher quality sound. This works especially well for videos like test kitchen demos where the camera must be farther away from the subject to capture the entire shot.

Additional Tips:

- * When you’re recording video, think about the post-production efforts, as well. Make it as easy as possible for your editors. For example, consider looking into the camera for a second or two both before and after you read each line. This will make editing lines together sound more natural.
- * Gather additional footage when you can. If you’re shooting on location, talking about that specific location, take shots of your surroundings. They can be edited in later to create a more impactful video.
- * Shoot in landscape mode. Let’s say that again. Please, shoot in landscape mode. Though more and more video on social media is taking on vertical or square shapes, video embedded on your website should be in landscape, or horizontal, as a best practice.



Now you're ready for post production.

Adding effects, animation, and editing together your footage into an overall narrative can be the most difficult and time consuming part of the process. This is called post production.

Once you have all the pieces of the puzzle like raw footage, establishing shots, head shots, and a good recording of the sound, it's time to put them together. This often requires knowledge of editing programs Pinnacle Studio, Final Cut Pro, Adobe Premiere, or even iMovie.

The other option is to outsource your video post production, meaning you send all of your raw content to be assembled by an outside organization who knows and understands your video objectives.

The last part of a video marketing program is tracking how that video is used. With software tools like Wistia, it's possible to gain insights on viewership that will ultimately help both marketing and sales. For example, if you create a video beer systems and list five main benefits, you can tell where viewers are not only dropping off in your video, but also which sections they're watching over again.

Talk about making the most out of your video content!

Ready to jump in? Contact us today!

A man in blue shorts is captured mid-air, jumping over a large smartphone screen. The screen displays the TMC logo and contact information. The background is a blurred outdoor setting.

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