

**MyNAMS Video Marketing
Challenge:
Creative Solutions for
Fun On Camera and Off
Camera Video**



Creative Video Marketing for Business... On Camera and Off Camera Strategies!

Here are twenty-one video creation ideas and tips to help you brainstorm and successfully produce your own unique videos.

1. Get comfortable with appearing on video before you appear on video

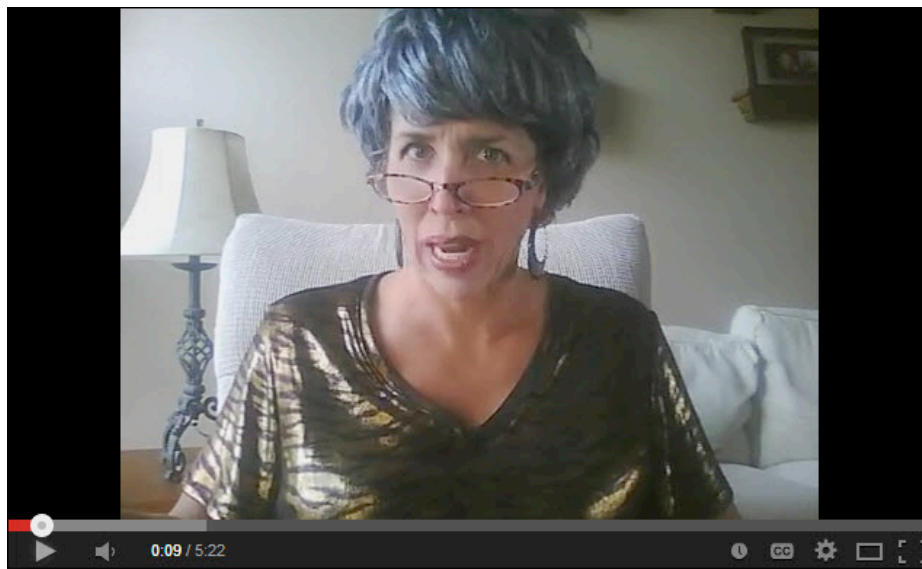
Try starting out by video-Skyping family members or close friends. Chatting informally to family members or friends on Skype not only can help you become more familiar and comfortable with appearing on video (and seeing yourself in the real-time playback), it gives you a great opportunity to experiment with **lighting** and **backdrops**.

By the time you are ready to make your video, much of your self-consciousness (and nervousness about issues such as lighting) should be a thing of the past.

2. Don a “persona”

Just can't get past that camera shyness? Sometimes people who are shy in person find that adopting a persona allows them to express their ideas with confidence. In fact, there are many shy actors such as Sir Alec Guinness (who played “Obi wan Kenobi” in “Star Wars”).

But does this work in video? Sure it does! Actor John Cleese dons a variety of personalities in his business videos (though he seems anything but shy in real life!) In marketing, we'll point out “Grandma Mary”, the alter ego of popular social media “edutainer”, Andrea Vahl.



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3. Brand your Channel page



Include your logo (or profile shot, if you're branding yourself), your web colors, a background that sustains the mood and personality of your business, any other symbol that people strongly associate with your business – and a "Welcome" video that will play automatically when people check out your channel.

Let's turn to Grandma Mary again: Her [branded Channel page](#) is a great example of what to include in your own Channel page – whether or not you appear in your own videos.

4. Do something proactive about vocal issues keeping you from video

If speaking on video terrifies you, remember to breathe from your stomach and mentally aim for the top of your nose when projecting your voice. (Practice this by exhaling and humming at the same time.)

Invest in a few voice lessons or join a Toastmasters branch. (The latter is a great way to lose your fear of public speaking – on or off video – as well as get sympathetic, objective and helpful feedback on your vocal delivery and body language.)

Even prima ballerina and sometime-actress, Karen Kain took voice lessons, when criticized for having a thin and somewhat reedy voice.

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And if neither voice lessons nor joining Toastmasters grabs you – try yoga. You’ll be amazed what improving your breathing can do for your voice.

5. Come up with specific formats for your webinars

Don’t just push a product: Really think about your best audience member – and how you can grab her attention. What will she respond best to?

- A “live” case study
- A panel discussion on her most pressing topic
- An interview with a revered niche figure
- And explanation of a system (with examples)
- A weekly “Q and A” session
- An animated presentation
- Real, live examples through screen sharing
- A “How to” demonstration

6. Create a webinar series

The only thing better than coming up with a specific **format** or theme for a webinar is adding **repetition** to the mix.

Humans *love* repetition. (Just look at babies; or toddlers with their favorite songs and stories!)

Creating a series built on a single clear premise is a wonderful way to hook your ideal customers in – and make sure they keep coming back for more.

7. Stick to one single point

If you are making a short video under two minutes – **and these are the best sort for marketing purposes (under one minute is even better)** – then make sure you focus only on a single point.

Better to make one point with impact than confuse your viewer with an overload of information.

8. Consider hiring a video editor

A perfect choice for marketers would be a Virtual Assistant who specializes in video creation. An objective pair of eyes can help bring your video from good to awesome.

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9. Use webinars to promote your upcoming events

And think back to similar types of events whose promo webinars you've attended.

- What did you get out of them?
- What was the best takeaway for each one, in your eyes?
- What frustrated or annoyed you about these webinars?
- Did they hold you "prisoner" afterwards, forcing you to sit through a Q & A session before presenting the special deal promised?
- Was there a Q & A session?
- How long were these webinars? Which length worked best for you?

Use your insights to plan the perfect webinar for your clients or customers.

10. Schedule membership site training sessions

If you run a membership site, set up monthly training sessions. Not only does this add real value to your membership site, it also creates personal connection and bonding among you and your members, as well as between members themselves.

In other words, it helps create and bond a loyal community.

11. Use hashtags to promote your webinar series.

Brand your webinar series with your hashtags. Use the same central one for the entire series, but add a different, episode specific one as your second hashtag.

Remember that "less is more" with hashtags. Use these consistently and only where it feels natural to do so.

12. Use QR codes to promote your webinars and videos

Use them on your website, stationery and social media backgrounds (or App tabs).

13. Use QR codes in your videos

Use annotations – or simply present them as a graphic in your credits or call to action frame.

14. Plan and Practice

We shouldn't have to say this. But we're going to anyway. The more thoroughly you plan (and the more thoroughly you test and practice), the better your video will be.

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15. Consider Mobile ads as part of your video marketing

When making videos, remember that Facebook now allows you to create [mobile App ads](#).

16. Include infographics in your videos

And don't just include infographics: Animate them!

You can do this with programs such as [Adobe After Effects](#) (Illustrator). If that sounds too complex or you don't have Adobe products, you can actually create animated infographics in some infographics-creation sites such as [Visual.ly](#) – as you will see if you click on the link!

17. Collect client or customer video testimonials

Okay, so this doesn't always work if your clients or customers are camera shy, but you know the old saying: "If you don't ask, you won't get".

Make it easy for them to do this by providing a "template" covering three specific points you can "suggest" they might like to mention. For example:

- "What my problem was"
- "How Susie Snowhope solved it"
- "What I liked most about working with her"

Provide them with a landing page containing a form where they can easily upload their video or provide you with the link.

18. Introduce conflict into panel discussions

It doesn't matter whether or not you're presenting a webinar or a Google+ Hangout: A panel discussion where everyone says the same thing and sunnily agrees with each other is going to be bland and boring.

This doesn't mean your video should be like a reality TV show full of mouthy bottom-feeders, all slinging insults! But do try to anticipate your viewer's questions, reservations and objections, and plan for one person to be there to (respectfully and cheerfully) bring these up.

There's a fine line between chaos and blandness. But be aware it's there – and use it to spice up your webinar or Hangout.

19. Come up with a powerful premise – and unusual delivery

It's not enough just to have a good idea for your video, webinar or Hangout: Really question it to see if it is the best idea, format or premise for your production.

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Think about potential other ways you could achieve the goal you want without doing what the herd does.

How can you...

- Shock your audience
- Grab their attention
- Entertain them
- Hook them
- Make them not only remember your video – but talk about it?

Will you do it with humor? Pathos? Unusual cinematography?

Can you present your video in a bizarre or unusual location – e.g. while climbing the Eiffel tower? (And will that work with your business branding – and audience?)

Even the simplest message can really reverberate if delivered in the perfect (and often most unconventional) manner.

20. Look to celebrities, movies and TV if you want to predict the next video trends



Olympic athletes are posting viral Vine micro-videos. Astronaut Chris Hadfield is dominating Google+ Hangouts (from outer space).

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Sometimes one celebrity embracing something is all it takes to make a video sharing platform (or video type) trend. Be on the watch for this – it may be the next universally-embraced element of video culture.

Take advantage of your observations in the real world of video production – but remember, first and foremost, to keep your own voice strong and consistent – and do what is most enjoyed by your audience.

21. Remember that “micro videos” are on the rise

“Meteoric” is the word that comes to mind, when thinking of how dynamically micro videos and video loops have gained popularity.

Create 6-second animated loops on Vine.co and 15-second videos on Instagram – but do study both platforms thoroughly first (particularly their galleries) to see how these platforms are being used (and who is visiting and sharing).

Conclusion:

According to Social Media Today, 80% of all viewers remember videos they have seen – and 46% take action!

Remember: videos are all about creativity, communication and story-telling – no matter what type of video you want to make.

Let your personality or your business’ persona shine through – and make sure you really connect!