

Step-by-Step: Creative Video Marketing for Business



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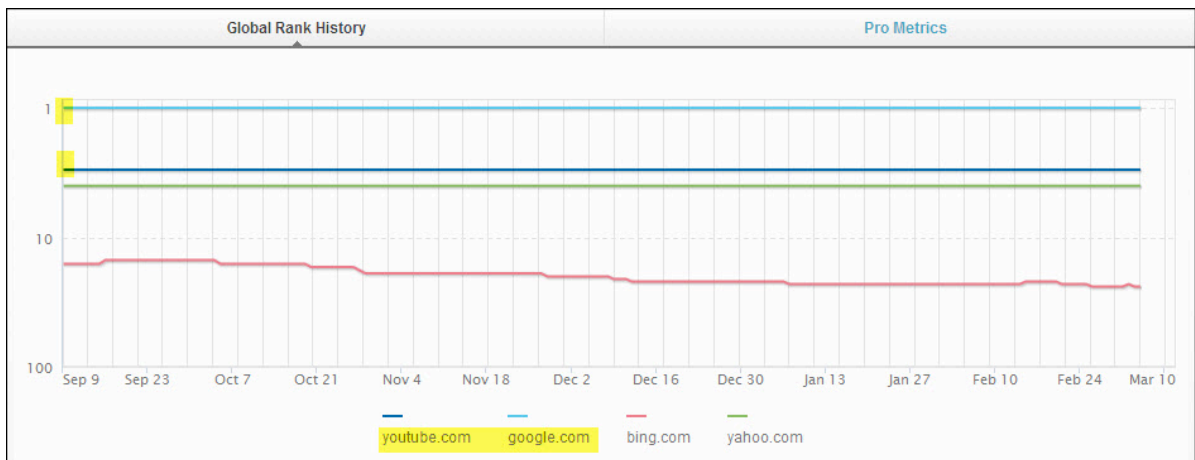
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If content marketing continues to be king, then video marketing has become the undisputed queen of internet selling. Building relationships online is a fine art, and video provides one advantage over every other form of connection: It allows your reader to see the sparkle in your eye, feel as if you are sitting talking with them, hear your voice and experience your personality. It's the online equivalent of sitting down with someone and getting to know them. Making that highly personal connection is ultimately how we decide whether or not we trust someone.

There are other reasons to develop and hone your video marketing skills, according to these statistics gleaned from multiple authority sources:

- YouTube is the **second most used search engine** on the planet
- Landing page videos **increase conversions** by 86%
- More than 80% **remember video advertisements** seen on the net
- Videos **increase our understanding** of a product or service by 74%
- 65% of all online audience members self-identify as **visual learners**
- 1.5 billion will be using and viewing **video content** by 2016.
- Two thirds of the world's online content will be in **video format** by 2017

And if you are one of those who prefer visual proof rather than textual, here are the Alexa stats for YouTube compared to competitor search engines, Google, Bing and Yahoo...



According to today's stats at time of writing, Google is still top-ranked, but YouTube is its nearest competitor as a search source for internet users.

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Step One: Getting in front of The Camera

What's holding you back from video creation? The reason most people give rarely has to do with technology (which in this day and age has become drop-dead simple): It's personal.

They hate the way they "look" in front of a camera.

If that's your reason for avoiding video creation, you need to stop right now and re-examine that phobia.

There are ways to **connect through video** that don't involve impersonating a news anchorwoman or man. You can take yourself right out of the camera's limelight by presenting other types of videos such as:

- **Power Point** presentations
- **Cartoons** and other animations
- **Screen shares** – where the viewer hears your voice but watches you demonstrate a program or other skill. (For example, seeing only your hands as you demonstrate how to create a French seam on your Janome sewing machine.)
- **Have others record video clips for you.** And one of the best ways to do this is not by hiring actors, but simply by asking customers to provide short, XX-second video testimonials.
- According to The Hub (and many other online sources), customer testimonials have the highest rating for content marketing effectiveness and conversion at 89%.
- There are ways to **get over being camera-shy**, if you really need or want to do so.

And we'll address those ways in just a moment.

What Video Is – and Isn't

Meanwhile, dig a little deeper and you might discover other reasons you've hedged about creating video for your business -- such as **budgetary constraints** or **perfectionism**.

Many people don't want to dash off an Instagram video with their mobiles: They want to present a polished, professional image – which is all well and good, but the compulsion towards perfectionism can immediately send you into a tail-spin before you even begin over such things as not being ready yet to invest huge sums of money in top-of-the-line equipment or hire professional video crews.

Just remember it's all about *communication*. Using a small, portable tripod such as the inexpensive SlingShot stabilizer (less than \$20.00 U.S.) can "polish" your spur-of-the-moment Instagram videos in a manner that knocks your competition flat.

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And with Vine 6-second looping animations, the whole *point* is supposed to be capturing a raw and unique life-event as it happens – in which case slick video techniques would actually detract from the immediacy and honesty, and make your 6-second clip look “staged”.

It’s also about *your message*. Your first questions always ought to be: “What’s the best way to get this message across and connect with the people who really need to receive it? What type of video best accomplishes this?”

Throwing away your preconceptions about making videos means you’ve already done half the work in creating top-notch productions. You can approach each video project objectively, taking into account factors such as:

- Is this an “as it happens”, slice-of-life, real-time breaking news item or event?
- Are you demonstrating how to do something? On screen (e.g. using a program?) In the flesh (e.g. sewing that French seam?)
- Are you interviewing someone? Is the focus on them?
- Is this a customer testimonial?
- Would using a professional actor detract or enhance from your video’s message?
- Would animations or slides make your message stick in peoples’ minds better than a “talking head” video?
- Are there other guests in your video?
- Are you presenting an informal video, such as a Google Hangout for a closed group?
- What goal do you want to achieve with this video?

Focusing on the video and its message rather than just your feelings will help you make the most effective video possible.

How to Get Past Being Camera-shy



So how do you get past being camera-shy?

First, identify the source. Ten to one, it’s some personal detail you read as a flaw, such as being overweight or having a speech impediment.

This hasn’t stopped top-notch celebrities from sharing their expertise. Look at Dr. Lucy Worsley, the British historian who hosts [If](#)

[Walls could Talk: The History of the Home](#). Worsley suffers noticeably from rhotacism – the inability to pronounce the letter “r”.

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She turns all her “r” sounds into the “w” sound – yet this doesn’t stop her one bit from investing everything she presents with a spirited, even mischievous personality. She dresses in authentic, period clothes, does things like going without bathing for a week, performs gruesome tasks and intrepidly asks questions even Oprah would shy from.

The result is a hypnotically watchable program that allows the viewer to understand life in past times more vividly and immediately. Even non-history buffs like it because... it’s thoroughly entertaining.

Oprah Winfrey herself was overweight when her TV show soared into mega-popularity. It did so not because she looked perfect but perhaps because she didn’t. And let’s not forget that people were attracted by her confidence, her fascinating guests – and the help she offered. (“Oprah made you believe in yourself,” said one die-hard fan during a research interview for this guide.)

Can you make people believe in themselves? Can you show them how to do something generally perceived as difficult and make it really easy? Can you introduce fascinating guests?

Above all, can you smile?



Smiling helps eliminate on-camera nerves even better than deep-breathing, according to researchers. In fact, if you were to speak to a room full of people with social anxiety, you would be best to smile slightly as much as possible, since “socially anxious individuals tend to interpret neutral faces as threatening”, according to a 2012 Elsevier Behavior and Research study published in [Science Direct](#) .

Learning what confident people look like and simulating confidence can actually transform you into a genuinely confident person, according to most psychologists who embrace behavioral reframing. As behavioral therapists often like to say: “Perform the actions and the feeling will follow.”

So you see, being camera-shy is a two-fold problem because it includes on your part:

- An illusion
- A habit

Habits are hard to change, but (contrary to what you might think) it doesn’t take belief (at least, in the initial stages of change): It takes **repetition** and **practice**.

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Here's what you need to know about being camera-shy:

- Almost everyone appearing in a video experiences this¹ -- from a few seconds immediately before going "live" to (in very rare cases) paralyzing terror
- It is easily overcome by practice and repetition

In addition, it helps greatly if...

- You focus on one person you are speaking to (envision that person in the camera lens)
- You speak to an audience you are comfortable with (e.g. fellow dieters)
- You smile whenever it feels natural to do so (even slightly)
- You speak first to a small, informal "closed" group – do this as often as possible, until appearing on camera no longer dominates your thoughts
- You pre-record your video rather than jumping straight into a "live", interactive one – unless, of course, interactivity usually helps you overcome fear.

Knowing you can edit out awkward moments can defuse the anxiety of producing a video.

We spent a lot of time on camera shyness because ultimately this is the biggest barrier to people finally creating business videos. But let's move on to the technicalities.

Step Two: Equipment

Video creation and editing equipment will be dictated mostly by your budget – and also by the type of videos you've decided fit your marketing.

For example, if you run a Snowboarding website and you've decided to limit your video efforts to the "Snowboard Bloopers of the Week", a mobile phone (and possibly a SlingShot grip) is all you may need. You're shooting outdoors, so lighting isn't a big issue; and your focus is going to be on capturing actual falls, spills and slips as they happen. In this case, no



one is going to fault you for not having a bank of sodium lights and microphone baffles. Your video platform is going to be [Instagram](#) or [Vine.co](#) and both (now) allow basic editing.

If you are creating Google Hangouts on Air for a group of business intimates (with the option of watching your Hangout live for the general public) paying attention to lighting is going to be much more important.

And although you can appear in jammies, bunny slippers or even hair rollers, as actress, Joanna Lumley does, on set, in this [Mail Online article](#),

¹ Except possibly for teenage boys demonstrating hair-raising feats of dare-devilry

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you might want to experiment with more professional outfits and looks – and use your “look” to brand yourself in alignment with your audience.

If you are planning to produce television quality videos in a longer-per-episode series (and you have the budget for it), by all means learn more about video production and go whole-hog in purchasing high end equipment.

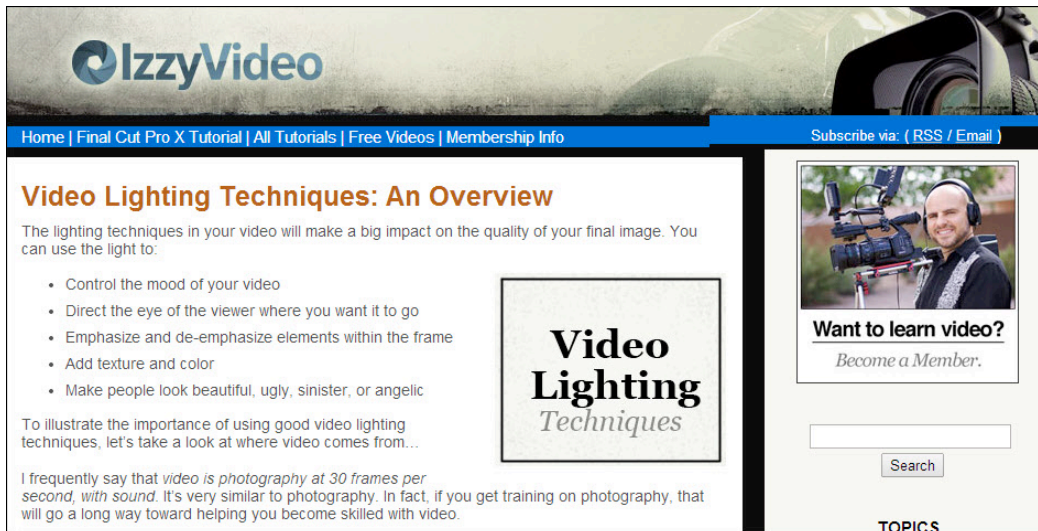
Take a course at your local community college – or **learn online from a pro** such as Mike Stewart of InternetVideoGuy.com.

Basic equipment to consider, besides your Smartphone and camera:

- Video editing equipment
- You have a wide variety of choice, from the **basic editing options provided with your video upload platform** such as Instagram and YouTube... to Windows Media or whatever **video editing software is native to your PC...** to purchasing **video editing software** such as TechSmith’s [Camtasia](http://Camtasia.com), which offers a free trial.
- (Once you have decided on the type of videos you want to produce, deciding on your equipment and software should become much easier.)
- Headset and microphone
- You may wish to use headsets if you indulge in Vlogging (video blogging), webinars, Skype calls or Google Hangouts. These headset/mic combos don’t have to be pricey or top-of-the-line – but you do need to choose ones specifically for voice rather than for music. Look for **USB noise-cancelling headsets and microphones**. (Logitech makes a decent selection of these for prices as low as \$29.99.)
- Lighting
- Lighting for video production could easily take up an entire eBook all on its own, but your basic takeaway needs to be this:
 - Avoid strong sunlight and shadows
 - Avoid dark rooms, barns, or other poorly-lit locations

Most important: Be aware of lighting. Know if a shadow falls across your face. Be aware of the mood your lighting (or lack of it) is going to create.

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The screenshot shows the IzzyVideo website. The header includes the logo and navigation links: Home | Final Cut Pro X Tutorial | All Tutorials | Free Videos | Membership Info. There are also links to subscribe via RSS or Email. The main content area features an article titled "Video Lighting Techniques: An Overview". The article text states: "The lighting techniques in your video will make a big impact on the quality of your final image. You can use the light to:" followed by a bulleted list: "Control the mood of your video", "Direct the eye of the viewer where you want it to go", "Emphasize and de-emphasize elements within the frame", "Add texture and color", and "Make people look beautiful, ugly, sinister, or angelic". Below the list, it says: "To illustrate the importance of using good video lighting techniques, let's take a look at where video comes from..." and "I frequently say that video is photography at 30 frames per second, with sound. It's very similar to photography. In fact, if you get training on photography, that will go a long way toward helping you become skilled with video." To the right of the article is a sidebar with a photo of a man with a camera, a "Want to learn video? Become a Member." link, a search bar with a "Search" button, and a "TOPICS" section.

IzzyVideo provides an excellent, comprehensive article on [Video Lighting Techniques](#), so rather than re-invent the wheel, we're going to recommend you read it before purchasing any lighting equipment. *(TIP: Follow this blog if you plan to make videos an important part of your marketing plan – it is dedicated to video production in every detail and the articles are easy to read, knowledgeable and well-written.)*

Greenboard

- First of all, your greenboard should be white (as in white foam core board) so it doesn't color the shadows or affect the desired warmth or coolness of your actual light source.
- You would use white foam core when your shot is being affected by strong contrast, throwing unwanted and distracted shadows.

Lighting

- And yes – if you are doing Google Hangouts or other webinar-type videos, you can eliminate the need for a fill light by:
 - Creating a neutral background (shooting against a beige or white wall)
 - Removing distracting objects (or ones that will throw shadows)
 - Paying attention to the time of day you shoot
 - Paying attention to the light quality (sunlight, gloomy days, night time)
 - Experimenting with different bulb warmths and types



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- Having a lighting set up tested and planned for any condition

Tripod

- We've already mentioned the inexpensive SlingShot grip/tripod for smartphones, but if you are planning to **pan with your camera** or **follow movement**, you will need a much more sophisticated tripod. One of the least expensive (and most reliable) is the Manfrotto 701HDV fluid tripod head, which you can purchase via Amazon.com for \$199.99 (at time of writing).



Memory cards

- One essential item that often gets overlooked is your HD memory card. The rule of thumb is: Get the biggest – and the fastest – memory card available (at least 64 gigabytes), if you are going to be shooting video.

Screen cam

- Essential, if you are going to do videos such as Google Hangouts or webinars.
- Most PCs nowadays come with built-in web cams, but – again – Logitech makes some inexpensive and easy-to-install webcams, if you need to mount an external one on your monitor.

Once you've figured out what video types you're going to specialize in, make a list of the equipment you need, in order of importance.

If your budget is limited, look for creative workarounds – and practice, practice, practice.

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Step Three: Getting to Know your Video Options

We keep talking about “types” of videos you can shoot, so let’s take a look at five of the most popular – and best converting – video types

Option # 1: Webinars

Webinars are powerful tools for lead generation, sign ups, adding value to an existing product, service or membership site; or convincing people to buy into a higher-end product, service or membership site.

Webinars allow you to:

- Connect on a personal and intimate level – with many people at once
- Show your talents and skills in action
- Demonstrate what you (and/or your product) can do for your audience
- Present expert guests – or expert panels

It can be a little unnerving to take that first leap into webinars, but if it fits with your marketing, it can bring in huge conversions. In fact, 67% of all B2B marketers report events such as webinars to be particularly effective.

The key to producing a successful webinar lies in understanding and taking four essential actions:

- **Plan your webinar.** Know its goal and primary purpose; know why it is the best vehicle for that purpose; know who you are aiming to attract – and, most of all, *know what you want the webinar to do* – for both you and its attendees.
- Choose the right platform for (a) your budget (b) the number of attendees you expect.
- Decide whether or not you need to outsource any part of your webinar process. (If you can afford outsourcing, this can actually save you time and money – as well as help you eliminate hidden beginner glitches.)
- **Maximize all the ways you can add value and repurpose.** Again, both for you and your attendees. Will you add value by allowing access to a recording? Provide a guest handout? A transcription? A special discount for the first XX people to purchase through your webinar link?
- Have you ensured all your links are in the perfect, optimum sweet spots? That you have provided guests with rewards in the form of effective promotion within the webinar?
- **Practice your webinar.** Make sure the technology is all in place and that you understand it (or have hired or contracted someone who does!) Do a mini-run

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to ensure that everything is working properly with your assistant or a few trusted friends or peers.

- And choose a platform that does allow you to practice!
- **Track your webinar results.** As with everything else in marketing, tracking and analyzing your results is essential. When choosing a webinar platform, check to see what internal options are available, as well as relying on your basic Google Analytics for your landing page.

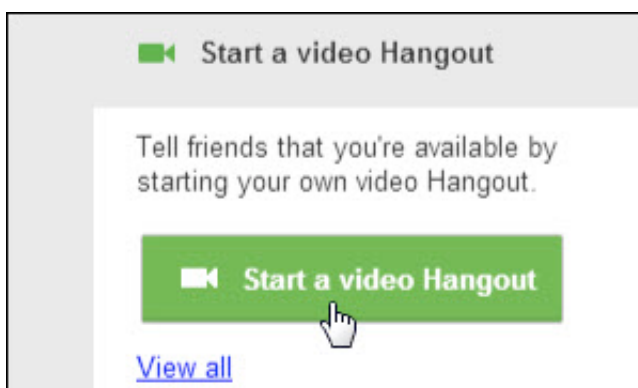
Two of the top webinar platforms used are [GoToWebinar](#) and [Adobe Connect](#). Check each one out thoroughly to see which one is right for you – or shop around, if neither feels right. (Tip: Read reviews and look for complaints for any webinar software or service you are interested in finding out more about.)

A note about hybrid webinars/hangouts

Option # 2: Google Plus Hangouts

A Google Hangout is a step up from a Skype conference call. If you've done these, you can do Hangouts. Two of the best reasons to consider Hangouts: They're provided by Google, the largest search engine in the world... and they are directly cross-connected to YouTube, the world's second largest (i.e. most popular) search engine on the net. To run a hangout is to boost your Google power and rankings – especially if you've optimized and branded your YouTube channel.

Setting one up is easy: Click on "Hangouts" in your top right screen corner, once you've opened your Google Plus account. Then slide your eyes down to the bottom right corner and select the green "**Start a video Hangout**" button.



Start out with a simple, private Hangout; then when you feel confident in the technology, plan and run **Google Hangouts on Air**. (The difference? Hangouts on Air are broadcast live and listed in the Google Hangouts section for everyone to find – and they are automatically recorded to the YouTube channel associated with your account.)

Expect the occasional technical glitch with Hangouts – and don't panic. Line up regular guests for your "panel" – and consider using the Comment Tracker App to further increase your visibility.

Google is always refining Hangouts, so be sure to [keep on top of the changes](#).

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A note about hybrid webinars/hangouts: There's a tool that combines the business productivity of conducting webinars without the expense of the ongoing fees from webinar platforms by using Google Hangouts as the platform. And it works really well. Be sure to check out **WebinarJam** before purchasing one of the more expensive platforms.

Option # 3: Screen Shares

No matter what type of video format you decide on, screen sharing always enhances value – and interest.

There are many different apps and ways to share your screen, depending on the platform you are using. To share your screen during a Google+ Hangout, check out their official [instructions](#). Or use a platform such as [Oovoo](#) for more informal video chats.

And you simply can't beat TechSmith's free [Jing](#), which captures what you are seeing on your screen so you can share this. (It even allows you to make short videos right there on Jing.)

Option # 4: PowerPoint

PowerPoint slide shows can enhance any video, helping you get key points across. You can easily [turn your Power Point presentation into a video](#) (saved as a .WMV file) – and even add narration at just the right points. And Power Point allows you to enhance your video further by using your mouse as a “laser pointer”.

You can also integrate PowerPoint with software or services such as Camtasia, if you prefer.

Option # 5: Vlogging

Video blogging can work really well for those whose audience prefer to learn visually or for those who actually work in fields related to cinematography. But don't feel yourself limited, if your business falls outside that category. If you feel most comfortable in front of (or behind) a video camera, go for it. Your best bet is to try it out – and see how your audience reacts.

Let's clarify a couple of key points, however: True “Vlogging” is closely related to podcasting in that you create an RSS feed and upload your vlog to platforms such as iTunes. Technically speaking, it's not actually Vlogging when you simply provide video entries on your blog.

Whichever form of video blogging you use – simply including videos in blog posts (or substituting for written blog posts)... or creating and uploading a video feed along with Show Notes to platforms like iTunes – do embed your video (and show notes) on your blog.

And give people the option of either reading text or viewing your videos. It can be irritating for those who prefer reading (and actually find it quicker than viewing) to arrive and find no text version of your entry.

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(A great solution and happy medium is to start out by beginning your blog post in text, finishing off a complete point by offering readers more information in the form of your video.)

Conclusion

Consider this an introduction to video marketing – but one that can fast-track you into starting.

Don't ignore video in your marketing offerings. Try it out – even if you're just embedding Instagram videos in your blog posts or sharing Vine clips on Twitter.

Master and practice all aspects of your chosen video format – psychological and technical – and you'll be amazed how natural – and fun – creating videos start to feel.