

DIY VIDEO PRODUCTION

Producing videos in-house.

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AGENDA

1. Strategies for using video
2. Avoiding common pitfalls
3. Setting up your studio
4. Producing your videos
5. Editing your videos
6. Distribution & optimization
7. When to Bring in outside help
8. How you can get started
9. Q&A

POLL

Video Marketing Stats (B2C)

- 4X as many customers would rather watch a video about a product than read about it.
- Almost 50% of internet users look for videos related to a product or service before visiting a store.
- Shoppers who view video are 1.81X more likely to purchase than non-viewers.

Source: <https://www.hubspot.com/marketing-statistics>

Video Marketing Stats (B2B)

- 59% of executives would rather watch a video than read text
- 75% report watching work-related videos on business websites at least once a week.
- 96% of B2B organizations use video in their marketing, with 73% reporting positive results to their ROI.

Source: <https://www.hubspot.com/marketing-statistics>





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“Video is the new language
of the web”

-Chris Savage, CEO of Wistia



WHAT CAN VIDEO DO FOR YOU?

- Engagement on social channels
- Humanize your brand, help you be more authentic
- Create an emotional connection with viewers using storytelling
- Demonstrate culture
- Explain complicated processes, products, or services
- Improve retention for training/education
- Generate awareness, drive conversions and leads, close sales, delight customers

HOW TO USE VIDEO THROUGHOUT YOUR ORGANIZATION

Marketing:

- Top-of-funnel content marketing (video blogging, how to's, etc.)
- Mid-funnel landing page explainers, videos to improve ebook conversions or event registrations
- Bottom-of-funnel customer testimonials & case studies
- Product demonstrations
- Email marketing
- Video re-marketing / re-targeting in advertising

HOW TO USE VIDEO THROUGHOUT YOUR ORGANIZATION

Sales & Customer Support:

- Staff bio videos for email signatures
- Video voicemails
- Presentations, trade shows, & proposals
- Customer on-boarding & FAQ's

HOW TO USE VIDEO THROUGHOUT YOUR ORGANIZATION

Employee Engagement:

- Company updates
- Recruitment
- Staff training
- User (employee) generated content

A man with a beard and long hair, wearing a grey button-down shirt over a teal V-neck shirt, holds a green and white plunger. The background is a dark blue gradient. The text "AVOIDING COMMON PITFALLS" is overlaid in large, white, bold, sans-serif capital letters. A horizontal dotted line is positioned below the text.

AVOIDING COMMON PITFALLS

PITFALL #1

Trying to make it perfect



Do this instead: Plan to fail fast and iterate over time. It will take time to develop a voice and style, and to see results.

PITFALL #2

Starting from scratch with each video



Do this instead: Create a consistent, repeatable format and series of templates to minimize creative decisions and speed up production. Document processes.

PITFALL #3

Using the wrong equipment



Do this instead: Keep it simple, but invest in the right equipment to make sure poor audio or image quality isn't distracting from message.

PITFALL #4

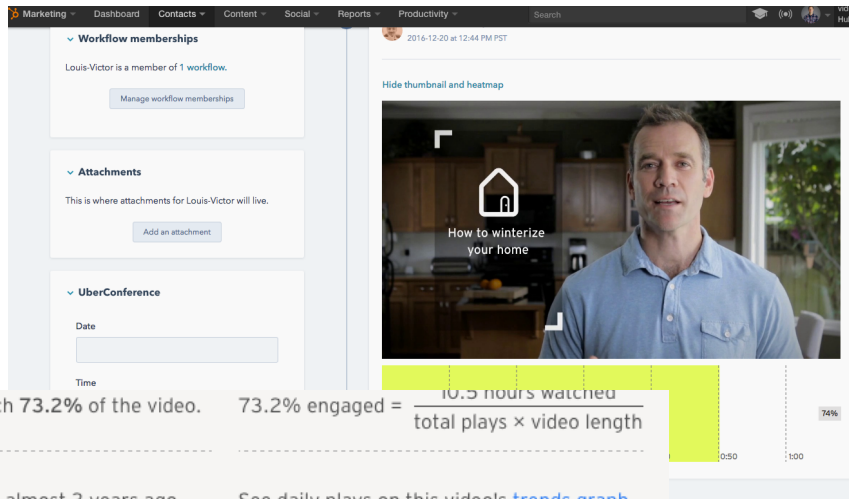
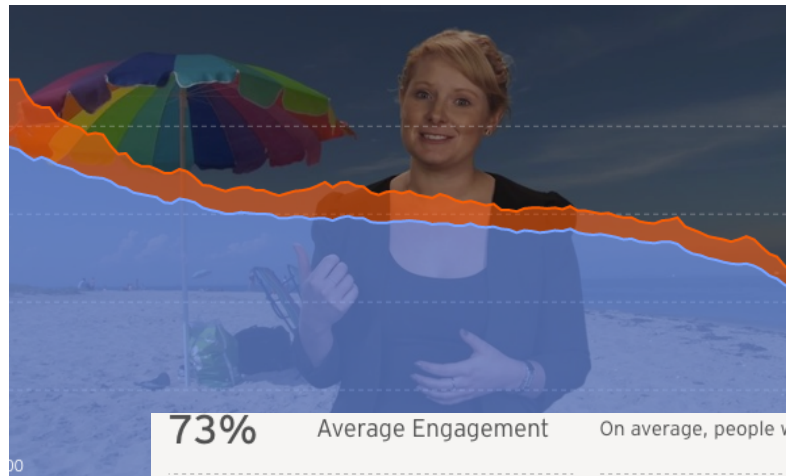
Trying to do too much with one video



Do this instead: One objective, one audience, and one message per video. Make your videos platform specific. Don't measure defence by number of goals scored!

PITFALL #5

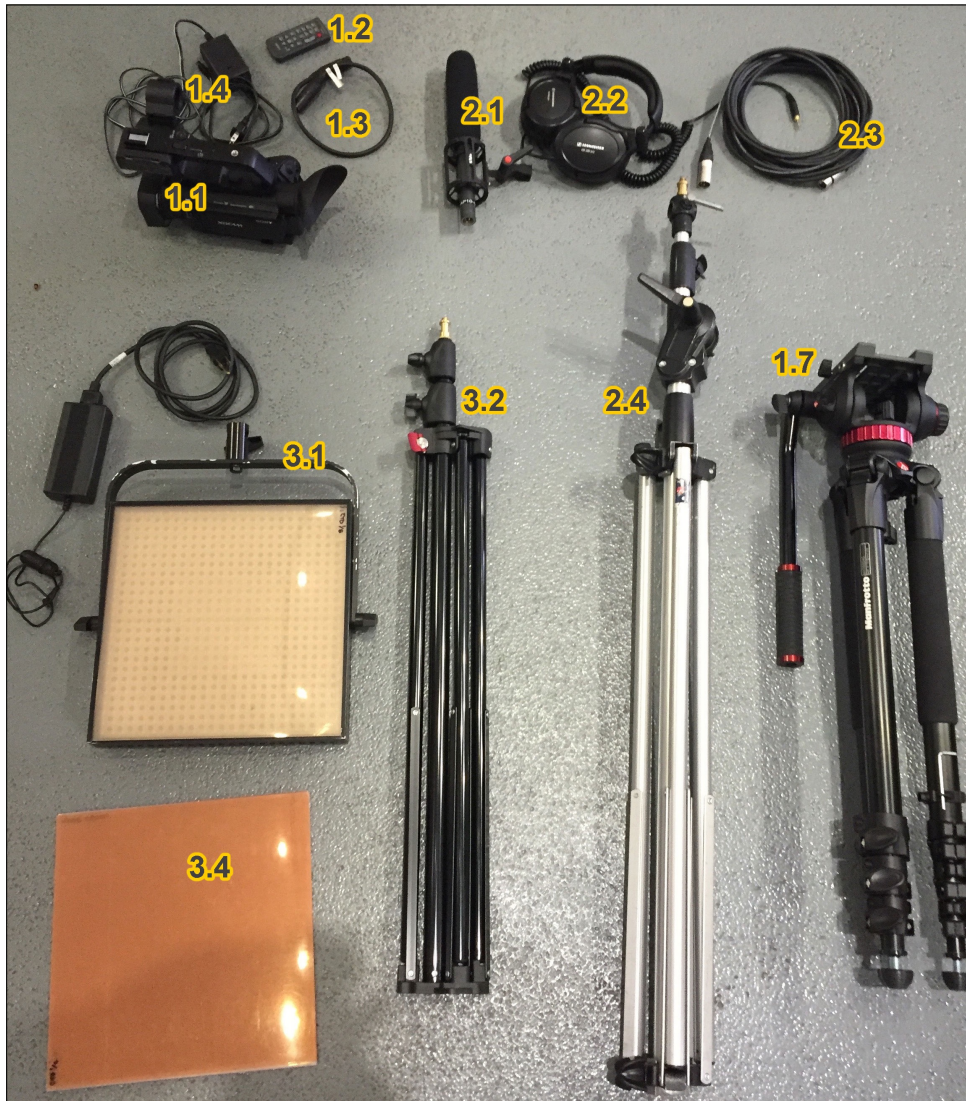
*Not measuring results & ROI, or
focusing only on views*



| | | | |
|------------------------------|--------------------|--|---|
| 73% | Average Engagement | On average, people watch 73.2% of the video. | $73.2\% \text{ engaged} = \frac{10.5 \text{ hours watched}}{\text{total plays} \times \text{video length}}$ |
| 466 | Total Plays | This video was uploaded almost 3 years ago. | See daily plays on this video's trends graph . |
| 56% | Play Rate | Out of 783 people who loaded this video on a webpage, 442 people played it. | $56.4\% \text{ play rate} = \frac{442 \text{ unique plays}}{783 \text{ unique page loads}}$ |
| 0 | Actions | The conversion rate of this video is 0.0%. | 0.0% Q of 75 submitted email at 01:51 |
| Hide Details | | <i>Note: interaction events have only been recorded since February 2015.</i> | |

Do this instead: Establish KPI's, track play rate and engagement, A/B split test. Use data to inform but not drive creative decisions.





SETTING UP A STUDIO

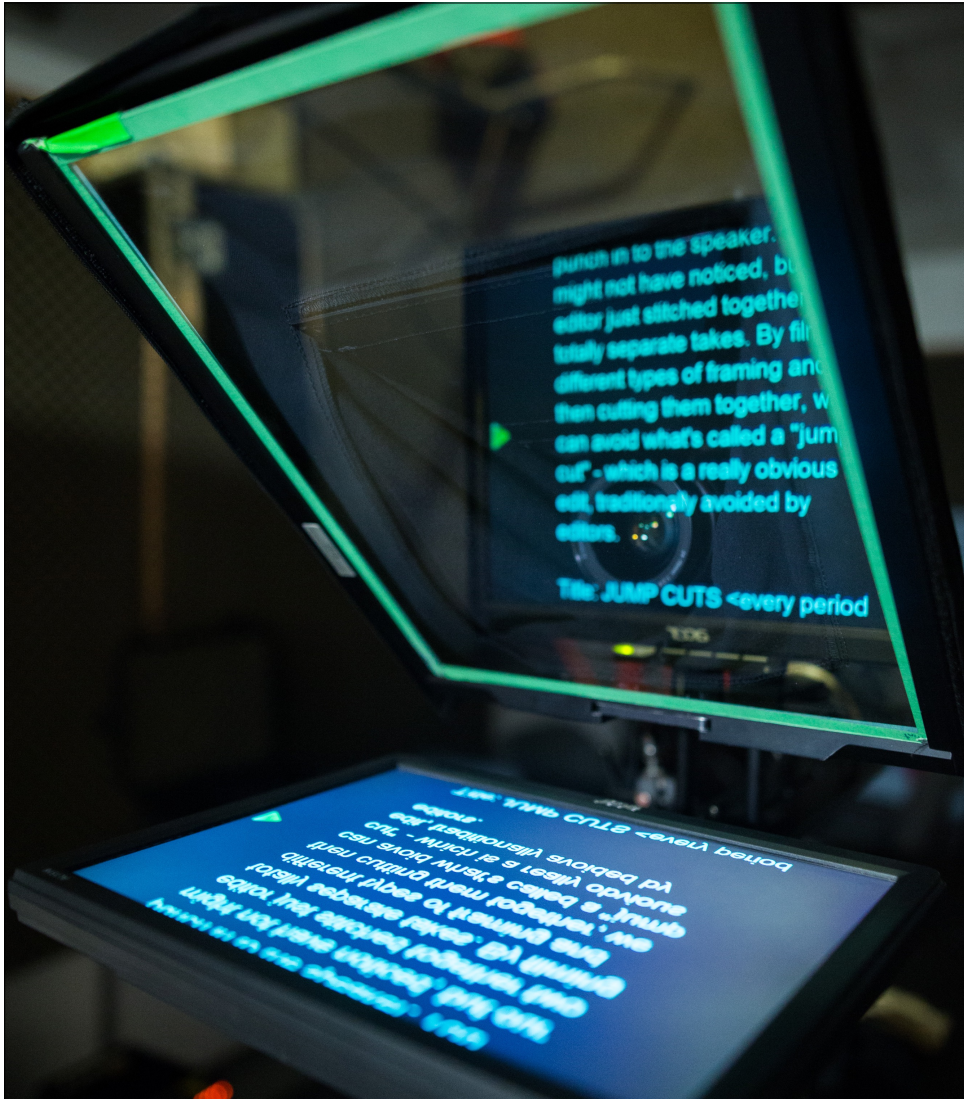
- Camera (DSLR vs camcorder)
- Audio (external mic)
- Lighting
- Background / backdrop(s)
- Location (noise, existing lighting, etc.)
- Who will be filming?
- Train and document processes
- Budget: \$3,000 - \$8,000



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If you fail to plan,
you are planning to fail!

-Benjamin Franklin



PRODUCING YOUR VIDEOS

- Shorter is (almost) always better - which takes more planning, not less
- Do a table read and always read out loud for timing
- Use cue cards, and break up text into manageable chunks (plan for the edit)
- Test out different in-house talent
- Make it human and authentic
- Track engagement data and iterate

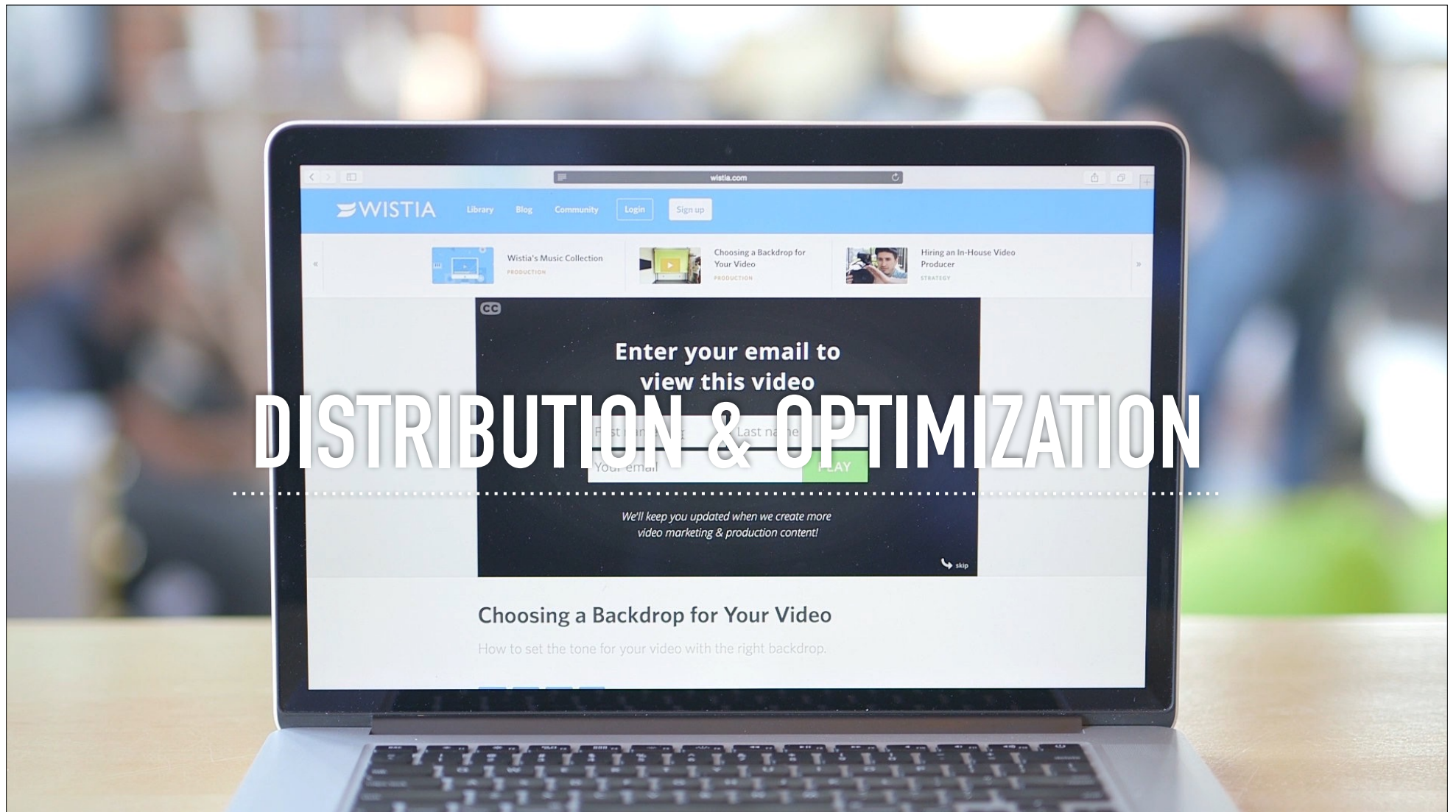


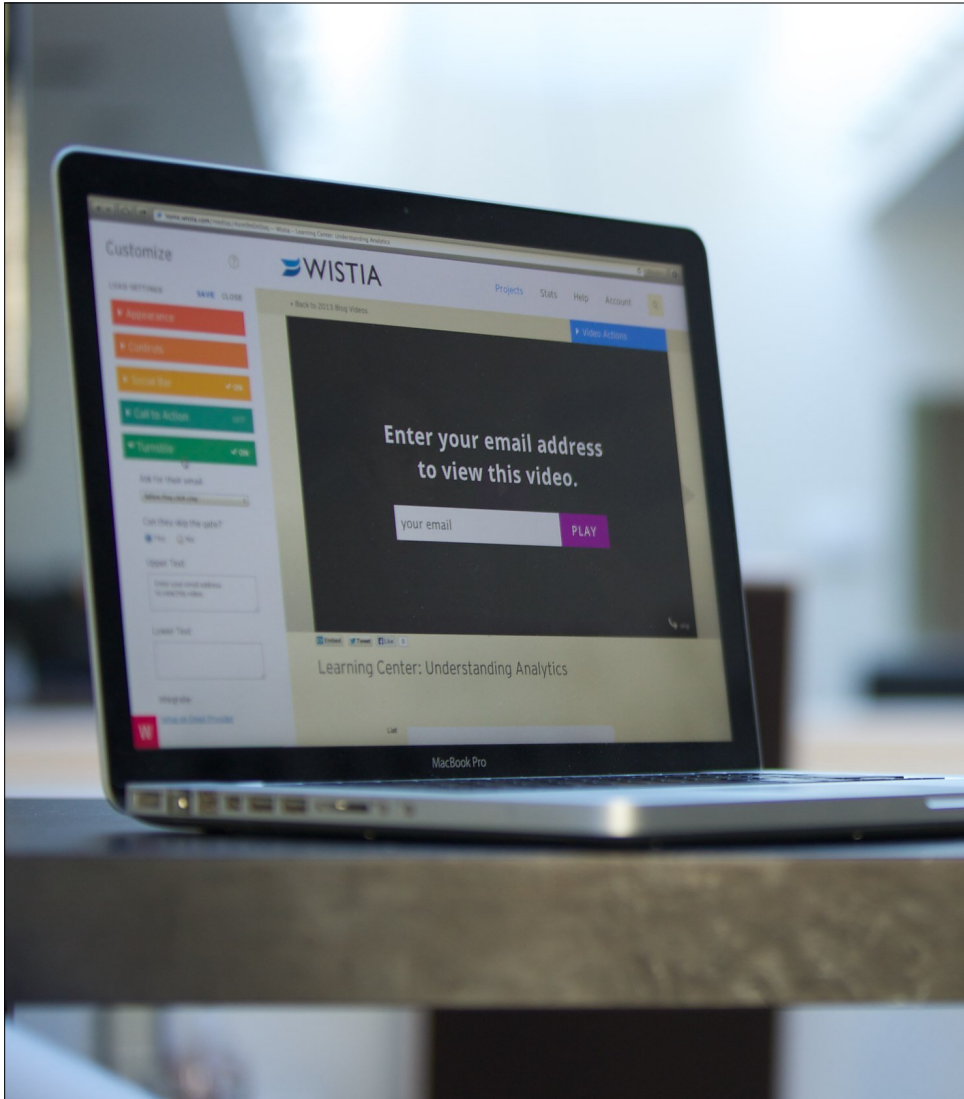


EDITING YOUR VIDEOS

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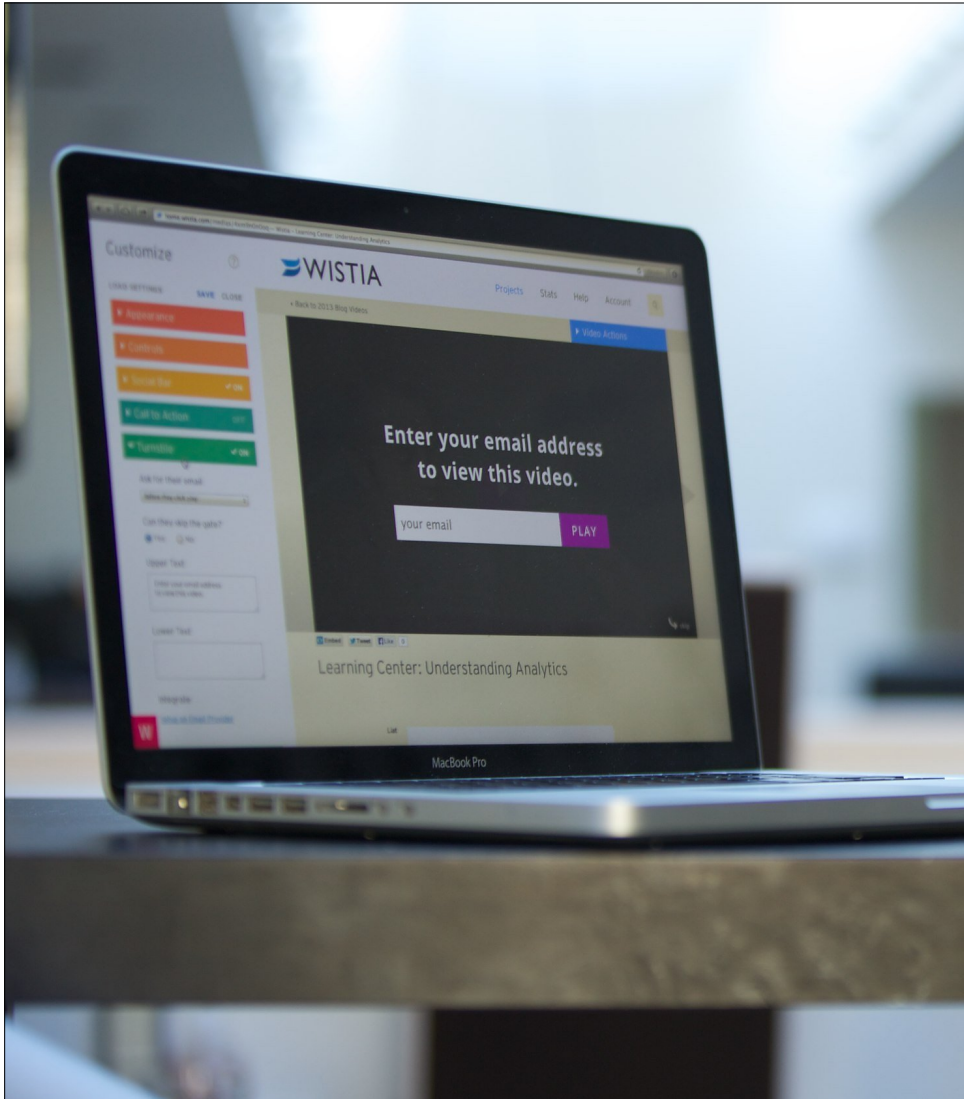
- Anyone on staff who can edit or wants to learn?
- What equipment do you currently have access to?
- Mac vs. PC
- Final Cut Pro vs. Adobe Premiere
- Motion Graphics templates
- Budget: \$200 - \$3,000





VIDEO HOSTING

- Facebook, Twitter, Instagram:
 - Awareness & engagement
 - Paid placements
 - Re-targeting
 - Captions
- YouTube:
 - Channel strategy but not embedding
 - Paid placements
 - Use re-marketing
- Vimeo is not for businesses!



VIDEO HOSTING

- wistia.com professional hosting:
 - Best to supplement mid and bottom of funnel content where video content isn't necessarily leading
 - No social media platform - made for professional website hosting
 - Advanced analytics
 - Custom branding
 - Lead generation (email gating, CTA's)
 - Integrations (Hubspot, etc.)
- vidyard.com for enterprise





WHEN TO OUTSOURCE

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- Important top/mid-funnel customer-facing videos
- Videos heavy in animation (eg. explainer videos)
- Filming of conferences or large events
- Support for larger campaigns or last-minute projects



HOW YOU CAN GET STARTED

- Start with strategy: What are your goals and objectives?
 - Remember that video is a tactic used only to support organizational and communications objectives
- Consider your audience
 - Personas and customer journey (for marketing)
 - What type of content will resonate?
- How will you measure results?
 - What will success look like? KPI's?
 - Remember that results might take time and success requires trial and error

HOW YOU CAN GET STARTED

- Budget (ie. quarterly/annually)
- Existing resources
 - Staff with technical skills or willingness to learn
 - Video production equipment
 - Locations / studio space
- Where will you need outside help?
 - Strategy & planning
 - Optimization, measurement & reporting
 - Production (filming, editing, motion graphics)





HOW WE CAN HELP

Strategic Consulting:

- Quarterly strategy session
- Monthly reporting and review, recommendations on best practices
- Client-only webinars
- Retainer model for ease of budgeting



HOW WE CAN HELP

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Technical consulting:

- Studio setup & equipment purchasing
- Initial staff training and process documentation
- Creation of motion graphics templates and video branding elements
- On-going workshops (eg. advanced lighting, audio, editing, scripting, directing, etc.)
- On-call support available on retainer



HOW WE CAN HELP

Production Services:

- Script consulting services
- Studio package rental (equipment & crew)
- Event videography
- Editing services
- Animation
- Prep-to-post production services for larger or complex projects

QUESTIONS?



THANK YOU!

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