

TOP 10 TIPS FOR CREATING POWERFUL VIDEOS

More marketers are using video than ever before, which means it's quickly becoming a crowded medium.

Below are our top tips for creating powerful videos. Use them as a guide when considering your next video project.

- 1 Story first.** We start with the most important element: the story. Audiences want to be taken on a journey—even a short one—and that means creating a beginning, middle and end.
- 2 Sharpen the message.** Visual stories should have one simple, clear and compelling message. A big rookie mistake is trying to cram too much content and conflicting messages into a single video.
- 3 Humanize.** Video humanizes brands in a way that other media can't. Put your people and their voices first to let video connect in a way that static images, presentations and lengthy research reports can't.
- 4 Show, don't tell.** We use B-roll footage (shots of people walking, interacting in an office, etc.) to create visual interest. Too much "talking head" footage gets stale quickly.
- 5 Make it visually appealing.** We think deeply about composition. When it's possible, our shots are set with some distance in the background, providing a richer look, especially when there's some variation (no blank walls). We also avoid placing people directly in front of flat surfaces, which can create a mug-shot feel.
- 6 Performance matters.** If you're not an actor, you're not likely to be comfortable with a script and you risk coming off wooden or inauthentic. We ask specific questions that let our subjects speak with passion and conviction (no script required).
- 7 Light it up.** Kill the overhead lights—they create an ugly, garish look even for the most beautiful of subjects. We invest in the right tools that ensure the lighting is perfect for the shot.
- 8 Get the sound right.** Sound is just as important as lighting. One of our tricks is turning off the camera's internal mic and using a high-quality microphone, hardware for mounting and a cable to feed the signal to the camera.
- 9 Editing: Where the magic happens.** It's not uncommon that the last interview or piece of footage ends up being the best opener. Investing in a good editing program like Final Cut X helps the process and provides flexibility to stitch together various shots to form the best final piece.
- 10 Video distribution is as important as the shoot.** Upload the video to your company website. Use paid social posts to get the video in front of new audiences. Make sure videos are optimized for SEO, with the right keywords in titles, descriptions and tags. Share your video with influencers and relevant websites and blogs. We help come up with the best distribution strategy for your campaign, all tied to your ultimate communications objectives.