**Ginnie:** Video can supercharge your inbound marketing efforts. But MAKING video can be pretty intimidating. ­­

That’s why we’ve invited our friends from Wistia to share some secrets about easily integrating video into your inbound marketing strategy.­­

**Kristen:** The approach you take is gonna directly affect how hard the video process is. If you set out to make a viral video or the ultimate ‘about us’ video, it can feel next to impossible.

Instead, we suggest focusing on simple goals and starting with **LOW-RISK VIDEOS**.

We’re not talking about making a video that’s front and center on your homepage. Depending on your marketing goals, you have a lot of options for the type of low-risk video you can create.

**TEXT: Low-Risk Videos**

**Ginnie:** Makinglow-risk videos could mean adding videos to your email campaigns to increase engagement, or filming testimonials to explain how customers truly feel about your product. Or...using one on your blog to create an emotional connection... kinda like what we’re doing here! (WINK)

**Kristen:** Even if a video is low-risk, it can still be intimidating, especially when you’re just getting started! But there are a few ways to make creating, producing, and distributing video easier for you and the rest of your marketing team.

**TEXT: Build on the content you’ve already created.**

**Ginnie:** Integrate video into your other inbound marketing efforts. You already know what your audience likes -- take something that’s worked well in the past, like a blog post, and use it to draft a script.

*Midroll link: Scripting Video*

Consider things that lend themselves to video.

Let’s say you’re running a painting business. Something like “how to paint a room” would translate well to video. Or a video about getting supplies and prepping the room would also work.

It’s much easier to produce video when you build on what you know...and what your audience will love.

**TEXT: Don’t sweat the production quality. Focus on the content.**

**Kristen:** The content of your videos is WAY more important than production quality. If you’re teaching good stuff, people are gonna be happy with even a basic video. Just make sure the content is clear and helpful.

**Ginnie:** Choose a topic you know a ton about, and figure out how you’d explain it in real life. Record yourself talking about it...and use visuals to clarify your message. But remember, keep the production minimal.

**Kristen**: So, just get started! Choose one idea and make a video using whatever tools you have at your disposal. An iPhone, your Skype webcam, a DSLR...whatever you feel most comfortable with.

**Ginnie:** Your first video is not going to be a masterpiece. In fact, it might be the worst video you ever make. And that’s ok! Distribute it anyhow. Start with a low risk video and just put it out there.

**Kristen:** And then, iterate! When you start out with something that allows you to make mistakes, you’re gonna learn a lot about how your audience reacts.

Video analytics let you see what worked and what didn’t, so your next video can be better. Getting your first video into the wild will make it way easier to improve in the future!

**Ginnie:** There are no secret shortcuts to making great video -- but there are a few things you can do to make it easier on yourself. Just remember, the sooner you start, the further ahead you’ll be. So good luck!