



**LOUDOUN
VIRGINIA**
ECONOMIC DEVELOPMENT

Video Marketing on a Budget: **HACK** Your Way to Success

with Brian Tinsman, Loudoun Economic Development

COMMON EXCUSES TO AVOID VIDEO:

- It's not for my business
- It takes too much time
- I need an expert for that



IN REALITY:

- ~~It's not for my business~~
 - It's for your customers
- ~~It takes too much time~~
 - It's worth the investment
- ~~I need an expert for that~~
 - You can do it yourself!

YOU

LOUDOUN VIDEO MARKETING EXCELLENCE:

- B2B: GAM Graphics and Marketing
- B2C: Crooked Run Brewing
- B2G: Northrop Grumman
- B2E: Amazon, Raytheon
- NPO: Boulder Crest Retreat
- Gov: Loudoun Economic Development



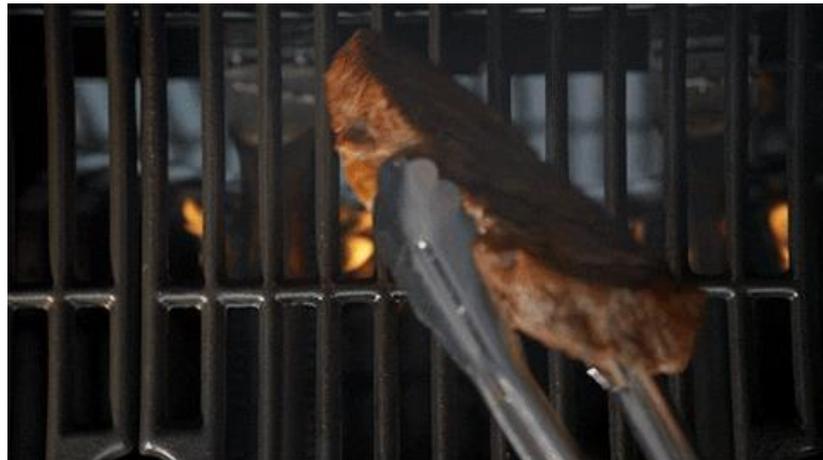
EVERY ORGANIZATION WANTS TO:

- Reach more customers 😊
- Influence decision-makers ⚡
- Expand sales and services 📈



WHY NOT BE BOLD?

- Don't reinvent the wheel but have fun
- Find your inspiration in the inspiring
- Stand out! Make videos that sizzle



SIDE NOTE: KEEPING IT CLOSE TO HOME

- 80% checked phones before brushing teeth
- Nearly everyone drove past data centers today



WHY DOES VIDEO MARKETING WORK?

People (customers) retain **95%** of info through video vs. **10%** of info through reading



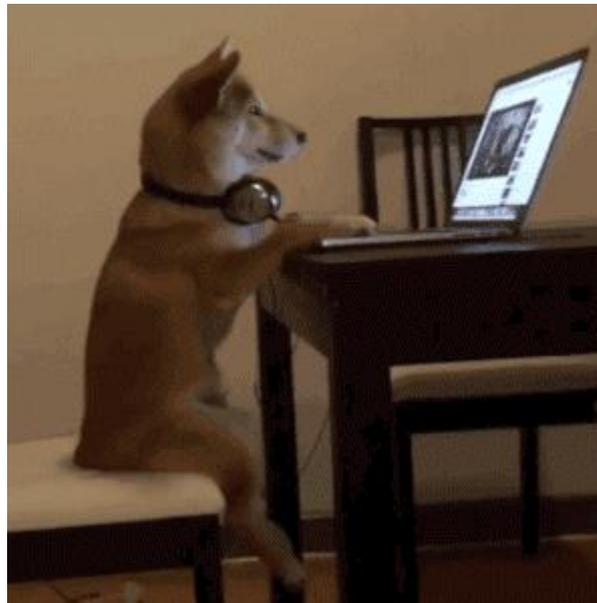
WHY DOES VIDEO MARKETING WORK?

Customers are **4X** more likely to watch a video vs. reading about a product



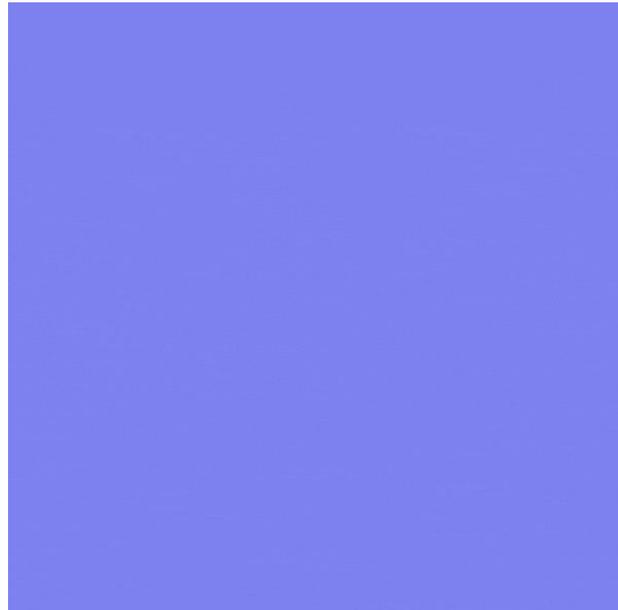
WHY DOES VIDEO MARKETING WORK?

5 billion videos are watched on YouTube every single day (and that's just one platform)



WHY SHOULD YOU INVEST IN VIDEO?

86% of organizations use video marketing



WHY SHOULD YOU INVEST IN VIDEO?

Organizations using video marketing grow revenue **49% faster** than non-users



WHY SHOULD YOU INVEST IN VIDEO?

YouTube, Facebook, Twitter, Instagram, LinkedIn, SnapChat all have native video



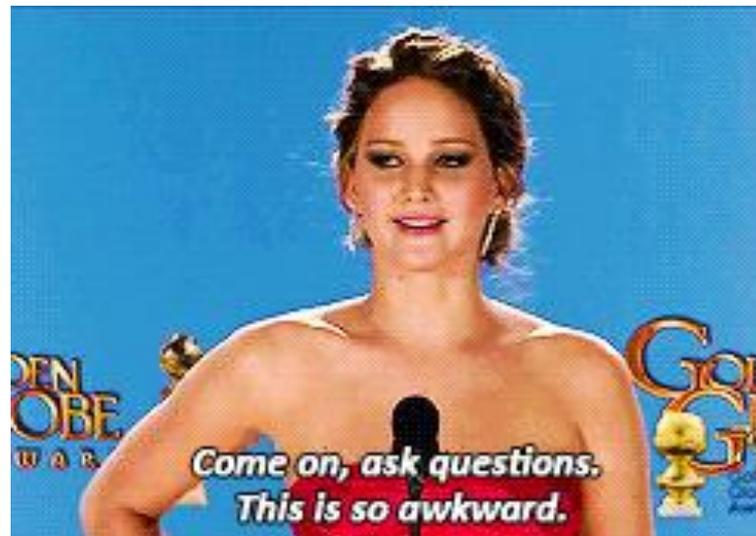
EVERY ORGANIZATION WANTS TO:

- ✓ Reach more customers 😊
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BEFORE WE BREAK INTO 'HOW TO...'

- Any questions?
- This should be a discussion, so please ask!



PROS VS. DIY

- Not all video is created equal
- Know when to hire a professional

 **Loudoun Biz** @LoudounBiz · 4h
With billions of dollars in economic growth in Loudoun over the last few years, it might be tempting to take that success for granted.

We never overlook a deal or a detail in making business dreams #LoudounPossible. Welcome home, @LoudounUnitedFC!

#WeAreLoudoun @buddyrizer



75 views 0:14 / 0:22



WHO YA GONNA CALL?

If you need “TV quality,” hire a Loudoun-based marketing company to do it for you



LOT7MEDIA.COM



BLUE LION
MULTIMEDIA



ALIMOND STUDIO
PHOTOGRAPHY | PRODUCTIONS



BUT IF YOU CAN BOOTSTRAP IT...

- Pull out your phone right now
- Let's get started!



YOUR NOT-SO-SHORT LIST OF CONSIDERATIONS:

- Message
- Audience
- Platform
- Light/Timing
- Audio
- Location
- Subject
- Live vs. Recorded
- Video Editing



YOUR LIST OF CONSIDERATIONS:

- **Message**
 - **Audience**
 - **Platform**
- These depends on your business
- Platform depends on audience

-
- **Light/Timing**
 - **Audio**
 - **Location**
 - **Subject**
 - **Live vs. Recorded**
 - **Video Editing**
- Where we'll focus today**
- 

MESSAGE: STORYBOARD YOUR VIDEO

Scene	Video/Imagery	Audio
1.		Voiceover: “If you provide service in customer’s homes, our service can help boost your sales and increase customer satisfaction.”
2.		Repair Guy: “Hello Ms. Smith! I’m here to fix your heater.”

Source: Blue Lion Multimedia

MESSAGE: SCRIPT WITHOUT MEMORIZING

- Write out your key points
- Practice, practice, practice
- Put the full script *out of view* when filming





CAMERA APP FOR IPHONES

- Native camera app is mostly fine*
- Best settings:
 - Settings → Camera
 - Grid: On
 - Record Video: 1080p at 30 FPS
 - Record Slo-mo: 1080p at 120 FPS



- **Quiz: What do “p” and “FPS” stand for?**



IPHONE HACK: PRO MOVIE RECORDER

- Native Camera app has no audio levels
- Camera app struggles to control exposure level
- Pro Movie app allows you to monitor and control:
 - Resolution
 - Shutter Speed
 - Digital zoom
 - Exposure
 - Audio levels





ANDROID HACK: CINEMA FV-5

- Pro Movie equivalent on Android
- Detailed viewfinder mimics pro cameras
- Cinema FV-5 allows you to monitor and control:
 - Resolution
 - Shutter Speed
 - Digital zoom
 - Exposure
 - Audio levels



PAY MORE, GET MORE

- Filmic (\$15) and Mavis (\$18)
- Extensive video function and control
- A bit more than most will need



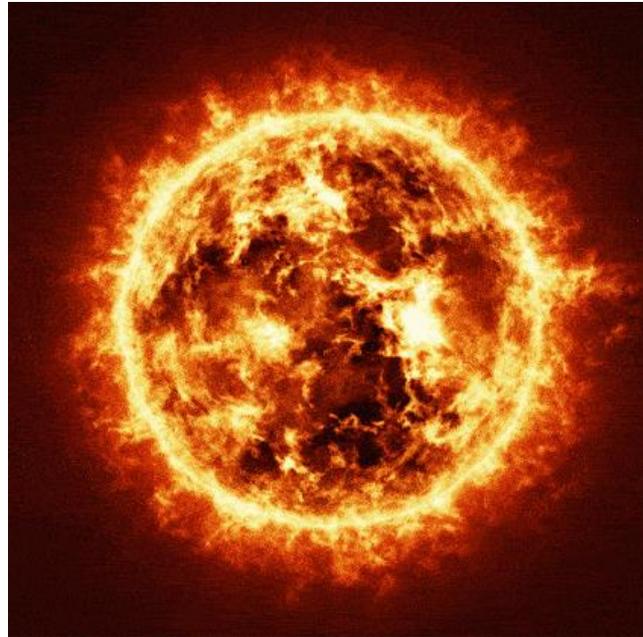
LIGHTING: WITHOUT IT, IT'S JUST AUDIO

- Camera lenses need light, like the human eye
- The key is to capture the *right lighting*



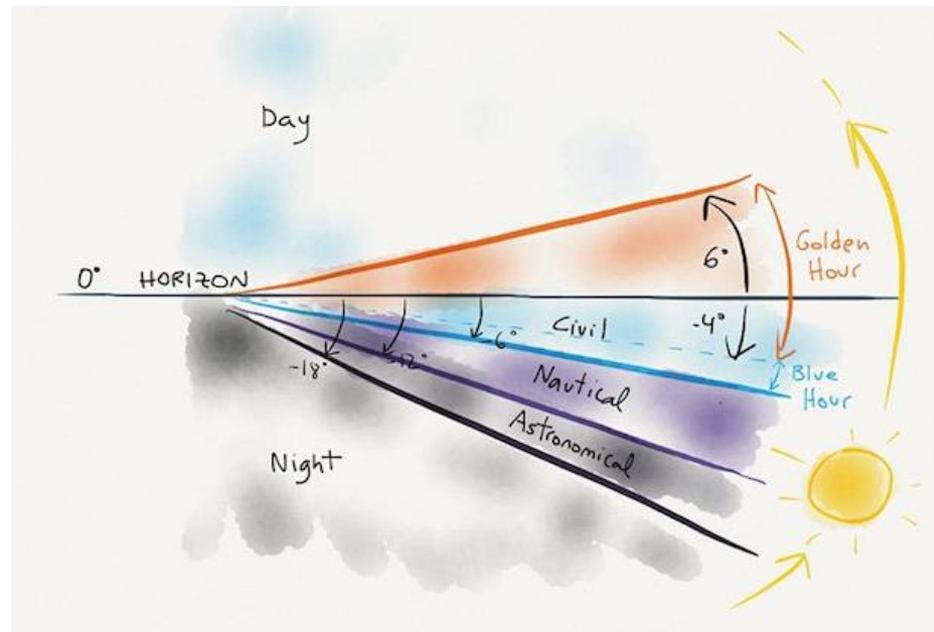
LIGHTING HACK: USE THE SUN

- Pros: Most powerful light in the galaxy
- Cons: Most powerful light in the galaxy



SHOOTING OUTSIDE: PICK YOUR TIMING

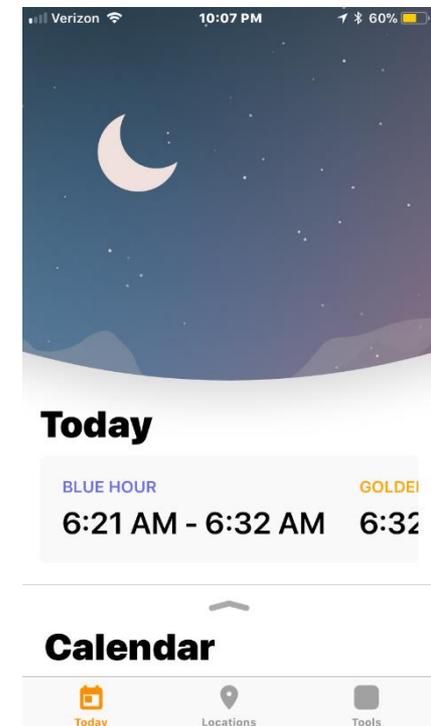
- Overcast days are your friend
- Golden & blue hours, twilights, daytime and nighttime





LIGHTING HACK: HELIOS FOR BEST HOURS

- To find lighting that's soft, diffused, and warm



LIGHTING HACK: USE LED BULBS

- Pros: Transportable
- Cons: Hard to get bright enough



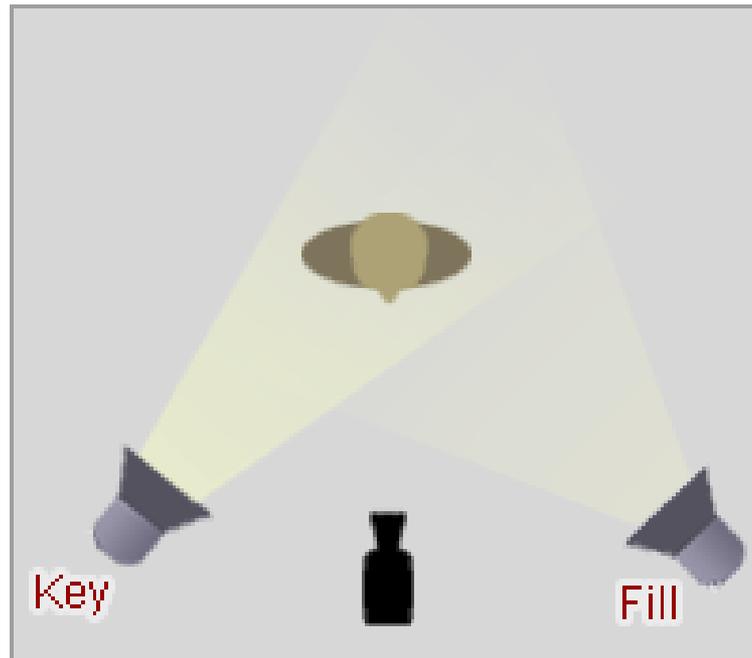
SHOOTING INSIDE: GET ENLIGHTENED

- Your first light is called the key light:



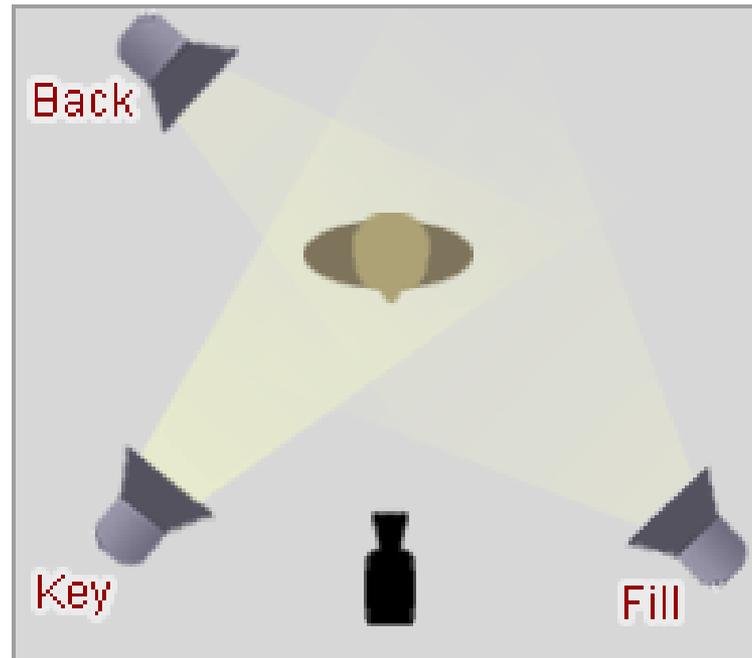
JUST THE TWO OF US

- If you have a fill light, make it slightly less strong



THREE'S COMPANY

- Use back lighting to help cut the shadows



NO ONE ELSE CAN SEE BEHIND THE LENS (THANK GOODNESS!)



AUDIO: ISOLATE WHENEVER POSSIBLE

- Control your environment
- Get as close to the source as possible
- Use a lavalier or mini-boom microphone



AUDIO HACKS: CREATE A CUP

- When filming yourself, put your phone in a bowl/pot
- When filming a subject, cup your hand toward the sound



FREE HACK: WHERE TO FIND FREE MUSIC

- Try to respect copyright laws for public messaging
- Copyright free music: <http://freemusicarchive.org/>
- Copyright free sound effects: www.salamisound.com/



LOCATION, LOCATION, LOCATION

- Pick a quiet location with a predictable back/foreground
- If possible, avoid family, pets, appliance noises



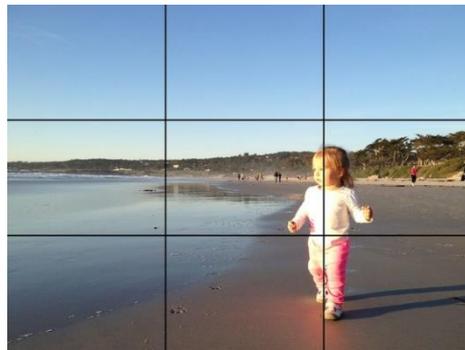
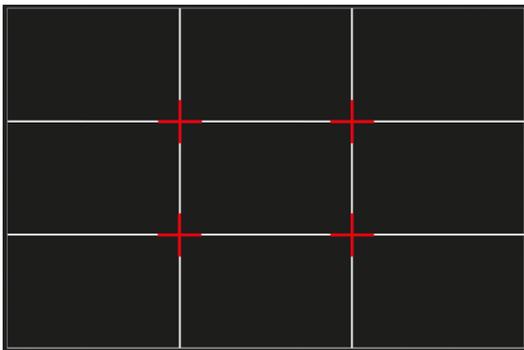
WHO IS THE STAR OF YOUR SHOW?

- You need a producer, videographer, director and subject
- All four might be YOU, so plan ahead



HOW TO LINE UP YOUR SHOT

- Fight the urge to watch yourself 🙄
- Use the grid to line yourself up at 1/3, angled inward
- Shoot with the outward facing camera
- Avoid using the phone's light, unless necessary



USEFUL TOOLS OF THE TRADE

- Tripod, selfie stick or gimbal to reduce shake
- Free Hack: Use bookcase, desk, bag of rice for stability



LIVE VIDEO: THE INTERACTIVE ELEMENT

- Live video is being emphasized on every social platform
- Viewers are generally more forgiving of mistakes
- Can be extremely effective for engagement
- More pressure to control your environment



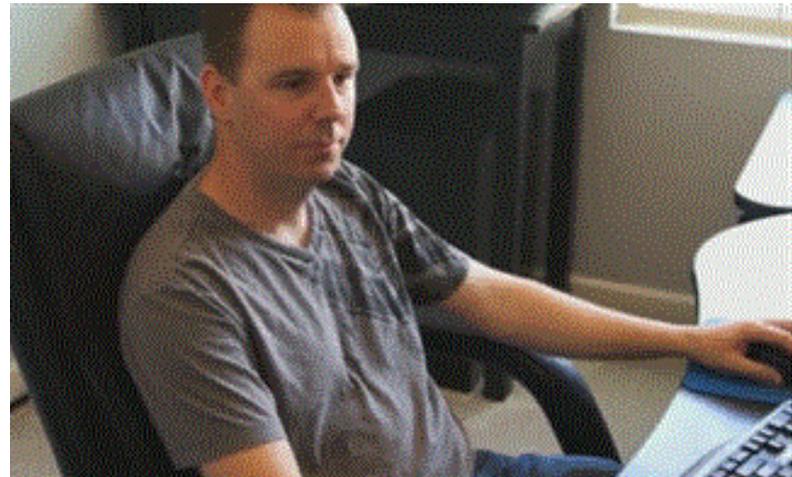
EDITING: TOP TIPS AND TRICKS

- Script your shoot using the storyboard
- Try to have the same person shooting and editing
- It is very hard to edit bad clips into great video



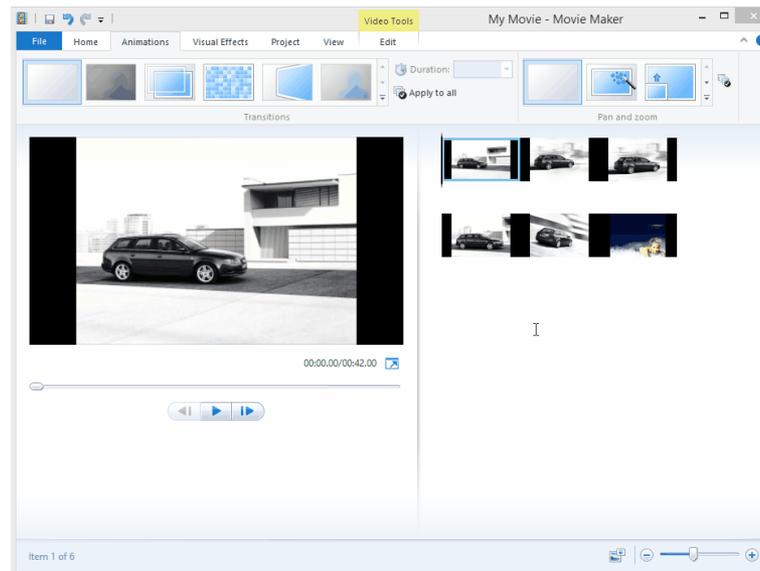
BEST VIDEO EDITORS FOR DESKTOP

- It's hard to beat iMovie for Mac / Movie Maker for Windows
- Easy to use WYSIWYG editor
- Don't need much training, hard to mess up



iMOVIE / MOVIE MAKER LIMITATIONS

- Lack finite control with timing
- Very limited ability to fix audio problems
- Movie Maker is no longer a supported Windows product





BEST VIDEO EDITORS FOR MOBILE



- iMovie and Splice are go-to options for iPhone
- Both apps are free and very easy to use on the go
- iMovie comes pre-loaded on iPhones



BEST PAID EDITOR OPTIONS FOR DESKTOP

- Adobe Premiere is the best option but...
 - Requires training, long learning curve
 - Pricey payment options
- Adobe Spark for the win
 - Template based
 - Simple interface
 - Stock resources
 - » Music
 - » Photos
 - Makes video captions easy



ONE MORE THING: VIDEO CAPTIONS

- Captions are a must for talking videos
- **85%** of Facebook video is consumed without sound
- YouTube and Facebook make it easy to add captions



ONCE YOU'RE DONE...

- Upload your video to YouTube, Instagram, Facebook, Twitter, LinkedIn and/or your website
- You're now a video marketing hack expert!



BEFORE WE MOVE TO Q&A...

- Thank you for your time and attention today
- Loudoun Economic Development is here to make your business success #LoudounPossible

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QUESTIONS?

