

THE IMPORTANCE OF VIDEO IN MARKETING



Presented by: New School

STATS & FACTS

- Viewers retain as much as 95% of the message communicated by a piece of content when they watch on video.
- Internet traffic from video accounts for around 80% of all traffic.
- On average, users spend 88% more time on sites that feature video content.
- Social media posts with video have been attract 48% more views.
- Social media videos get shared 1200% more than text- and image-based content combined.
- When looking to find a solution to a problem, 65% of people turn to YouTube for answers.

TIPS & TRICKS

CREATE

Be original with your content.

To stand out from the crowd you need to create content that is original and unique.

AUDIO

Use external mic when possible.

Having good audio can make or break your video. Beware of loud places and wind.

LIGHTING

Natural light is your friend.

You should also harness the power of LED lighting to combat bad lighting situations and harsh shadows.

BE STEADY

Utilize a tripod or a gimbal to stabilize your video.

Smart phones and GoPros have stabilization software built in. Use it!

B-ROLL

Leverage b-roll!

You can use it not only to complement to the story, but also to cover up visual mistakes being made during recording.

PLAN

Take time to really plan out your video in advance. The work you put in ahead of time on prep, scripts, storyboarding, and locations will pay off big in the end!

EQUIPMENT



Cameras

- \$ Phone: iPhone / Samsung / Pixel
- \$\$ Action: GoPro / DJI Osmo / Drone
- \$\$\$ Camcorder: Sony / Canon
- \$\$\$\$ DSLR: Sony / Canon / Nikon



Lighting & Audio

- Lighting: GVM / Neewer
- Mics: RØDE / Sennheiser
- Recorder: Zoom / Tascam



Did you know?
Videos help keep users on your website longer and also keep them more engaged. The average user spends 88% more time on a website with video

EDITING



Editing Software

- Adobe Premiere: \$240/yr (subscription)
- Final Cut Pro: \$399
- Blender: \$FREE



Editing Hardware

Min Specs:

- 8-32 GB RAM
- At least 256 GB hard drive (preferably SSD)
- AMD or NVIDIA Graphic Card (minimum 2GB memory)
- Apple or Windows OS.
- 19" - 27" monitor for ease of editing and playback.
- Expect to spend minimum of \$1K and up to \$5K+



VIDEO PLANNING WORKSHEET

WORKING TITLE:

IDEAL LENGTH:

TYPE OF VIDEO:

DEADLINE:

Key Points:

- 1.
- 2.
- 3.

Key Words:

- 1.
- 2.
- 3.

Purpose:

Concept:

Location(s):

- 1.
- 2.
- 3.
- 4.

Equipment Needed:

- 1.
- 2.
- 3.
- 4.

Storyboard / Screenshots:

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