

# THE IMPORTANCE OF VIDEO IN MARKETING.

PRESENTED BY:  
NEW SCHOOL

The logo for New School, featuring a stylized yellow lightning bolt or zigzag line.



# NEW SCHOOL

WE MOVE YOUR IMAGE

## OUR SERVICES:

- ✓ VIDEO PRODUCTION
- ✓ MARKETING & ADVERTISING
- ✓ BRANDING
- ✓ SEO
- ✓ WEB DEVELOPMENT
- ✓ SOCIAL MEDIA MANAGEMENT
- ✓ CRM

## BRANDS WHO LOVE US...

MUSKEGON  
MUSEUM OF ART



BURNING FOOT  
BEER FESTIVAL

**Techno-Coat**  
QUALITY POWDER COATING



**JUVO**

*The Arc*  
Muskegon



GRAND VALLEY  
STATE UNIVERSITY



## **TYPES OF VIDEO**

What type of video is best for you and your business?

## **FACTS & STATS**

The numbers don't lie. Video is the most engaging media around.

## **BEST PRACTICES & TIPS**

Where to post your content and how.

## **COST**

Determine what you need and what you can afford.

## **EQUIPMENT**

Basic, prosumer, and professional. What do you need to start making content?

## **EDITING**

Computer, software and training.

# VIDEO MARKETING FACTS



THE NUMBERS DON'T LIE!

# VIDEO MARKETING 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.



## **EYEBALLS**

Social media posts with video have been shown to attract 48% more views.

## **VIDEO > TEXT & PHOTO**

Social media videos get shared 1200% more than text- and image-based content combined.

## **SOLUTIONS**

When looking to find a solution to a problem, 65% of people turn to YouTube for answers.

**SOCIAL VIDEOS  
BY THE  
NUMBERS**

# TYPES OF VIDEOS



Informational



Branding / Promo



Interview



Vlog / LIVE

These are the most simplistic types of videos – cut and dry information delivered as succinctly as possible.

- Interview Question & Answer Videos
- Public Service Announcements (PSAs)
- News
- Product Information
- Online News Websites
- Socially-Shared News Snippets  
(Facebook, Twitter, etc)

# INFORMATIONAL

24  
HRS  
G



GRAND VALLEY  
STATE UNIVERSITY®

MUSKEGON  
INNOVATION HUB

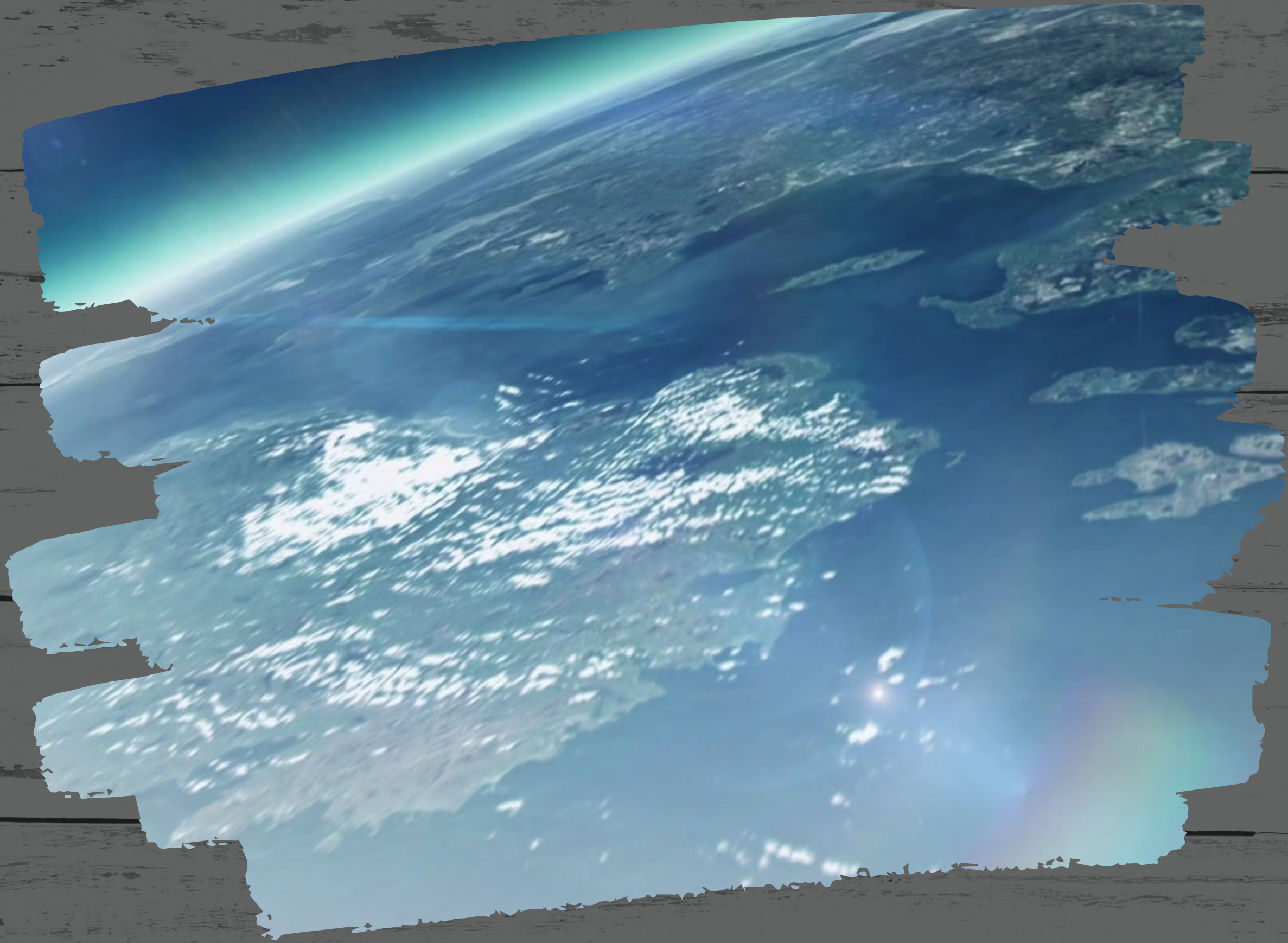
GET THE  
WORD  
OUT!

These type of videos are designed to showcase your brand and explain the benefits of your products or services.

- Grand Opening
- Advertising Videos
- Comparison Videos
- Product Videos
- Announcement Videos
- Services Video
- Mission Statement Video

# BRANDING / PROMO

A professional camera on a tripod is shown in a dark, moody setting. The camera's LCD screen is visible, displaying a video of a man. The text 'BRANDING / PROMO' is overlaid in large, white, bold letters across the center of the image.



**TELL YOUR  
BRAND'S  
STORY**

Unscripted and authentic interview videos are a great way to lend a personal touch to a story or provide a point of view.

- Interviews make for great storytelling.
- Interviews provide an inside look.
- Interview videos are easy to produce.

# INTERVIEW

A black and white photograph of a man sitting in a modern armchair, looking towards a camera on a tripod. The camera is positioned on a tripod in the foreground, and the man is seated in the background. The setting appears to be a bright, modern interior with large windows and a bookshelf. The overall mood is professional and focused.



**INTERVIEW  
+  
LEVERAGING  
B-ROLL**

Facebook and many other social media channels are now putting a focus on live videos. Which means live video is one of the best ways to get in front of your audience.

Some channels to explore live video on include:

- FB Live
- Periscope
- Instagram Live
- YouTube
- Twitter

# LIVE / VLOG

A person is vlogging using a smartphone mounted on a tripod. The phone's screen shows a live video feed of the person sitting at a desk in a room with bookshelves. The background is a blurred indoor setting.

A hand holding a smartphone is shown in a dark, low-key setting. The phone's screen is illuminated, and a bright yellow vertical bar is overlaid on the left side of the image. The text 'BEST PRACTICES' is prominently displayed in white, bold, sans-serif font across the center of the image, overlapping the yellow bar and the phone's screen.

# BEST PRACTICES

VIDEO MARKETING



## **TIMING IS EVERYTING**



Generally, videos that are less than two minutes in length receive the best engagement.



## **SUBTITLES CAN HELP**

85% of Facebook videos are viewed with no sound. 60% of Instagram stories, on the other hand, are viewed with sound.

## **KEEP IT SIMPLE**



33% of viewers will stop watching a video after the first 30 seconds. 45% stop before one minute, and 60% by two minutes.



## **UPLOAD EVERYWHERE**

You will see higher engagement if you upload to each of your sepcific social channel (ie. FB, IG, Twitter) instead of utilizing YouTube alone for distribution.

**VIDEO**

**PRODUCTION**

**ROADMAP**

**IDEA**

Concept  
Storyboard

**SHOOTING**

Director  
Camera Person  
Audio Engineer  
Lighting  
Teleprompter

**PLANNING**

Location  
Audio  
Lighting  
Scripts  
Actors

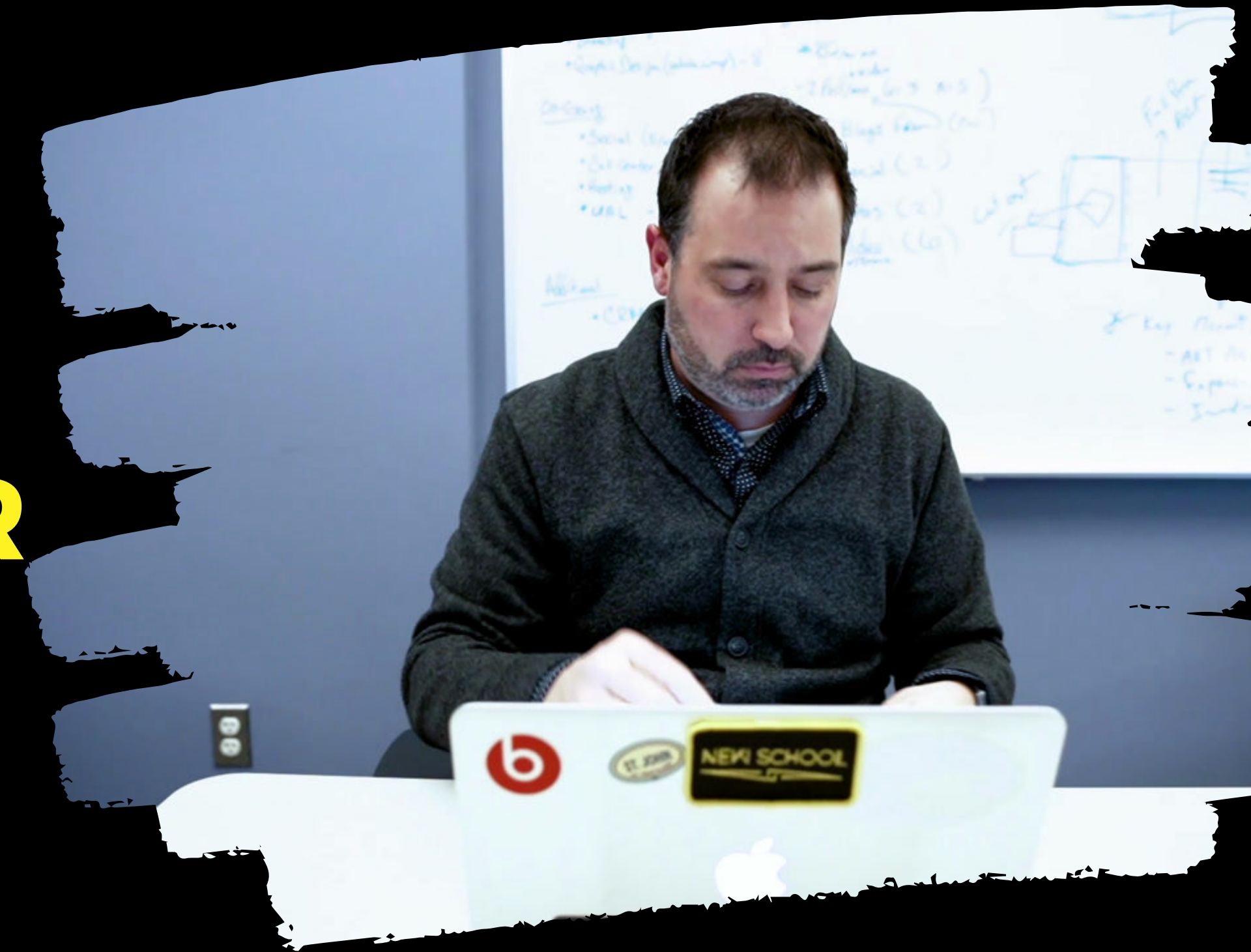
**EDITING**

Motion Graphics  
Voiceover  
Soundtrack  
Audio Syncing



# PROMOTE YOUR BRAND

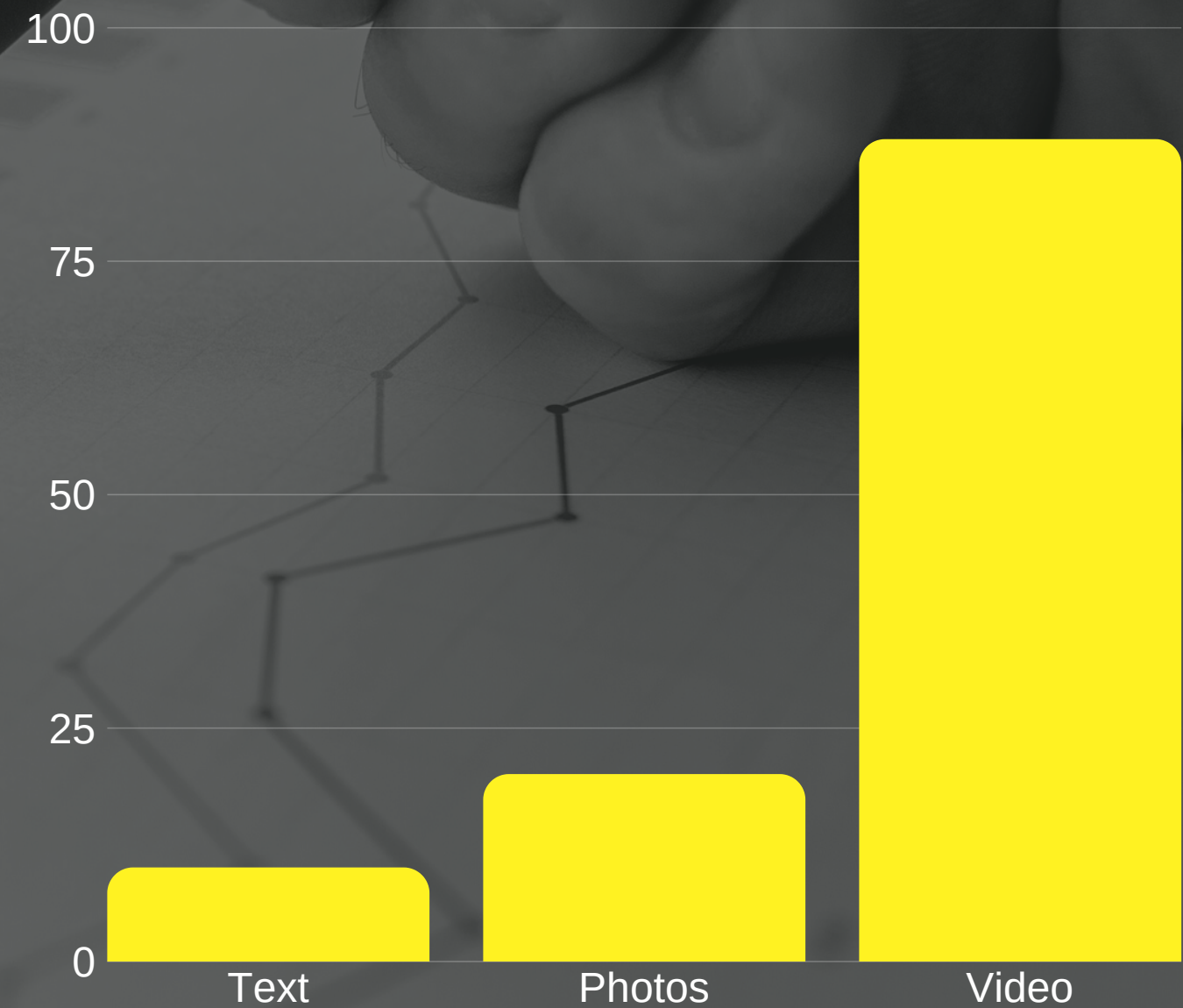
13k+ views in 24hrs!



# MONITOR YOUR DATA

## UTILIZE ANALYTICS

Facebook, Twitter, and Instagram offer invaluable data and insights. Use this data to help curate the type of videos your audience is most interested in seeing.

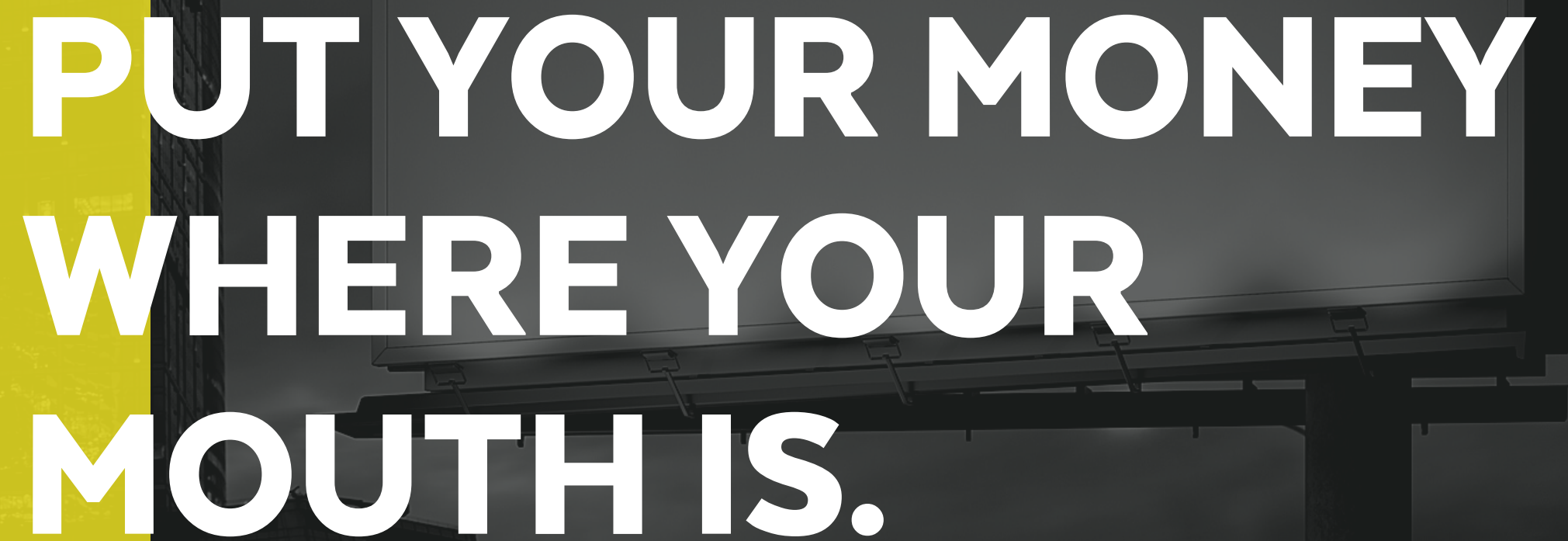


## **DON'T BE AFRAID TO ADVERTISE!**

Utilize boosting and advertising to reach more of your audience and those outside your audience.

Specific targeting with video is a proven and effective tactic.

You can target users based on demographics, interests, remarketing, lists, and so much more.

A large billboard in a city at night with the text "PUT YOUR MONEY WHERE YOUR MOUTH IS." The billboard is illuminated and stands out against the dark cityscape. The text is in a bold, white, sans-serif font. The background shows silhouettes of buildings and a street light.

# **PUT YOUR MONEY WHERE YOUR MOUTH IS.**

**CAMERA EQUIPMENT**

**AUDIO & LIGHTING**

**EDITING**

**TIME & TRAINING**

**COSTS TO  
CONSIDER**

## **CAMERA**

**iPhone - \$15K**

## **AUDIO & LIGHTING**

**Natural Light - \$5K**

## **EDITING**

**\$1K - \$10K+**

## **TIME & TRAINING**

**PRICELESS**

**COSTS TO  
CONSIDER**

## SMART PHONE

- iPhone X or newer
- Samsung Galaxy S20
- Google Pixel 3 or newer

## ACTION CAMERA

- GoPro - \$299
- DJI Osmo - \$288

## CAMCORDER

- Canon VIXIA - \$899
- Sony HDR-CX405 - \$250
- Panasonic HC-VX870 - \$599

## DSLR

- Canon EOS 90D - \$1,300
- Sony Alpha A77 II - \$999
- Nikon D7500 - \$899

## LIGHTING

- GVM
- Neewer

## AUDIO

Mics:

- RØDE
- Sennheiser

Recorder

- Zoom
- Tascam

## GIMBAL

- DJI

## EDITING SOFTWARE

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

## EDITING HARDWARE

- 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+

# EDITING

## HERE WE GO...

- Be original with content.
- Pre-plan
- Use external mic when possible.
- Natural light is your friend.
- Create contrast and separation.
- Use a tripod
- Use a gimbal
- Use integrated stabilization software
- Obey the rule of thirds
- Leverage b-roll
- Use stock video footage
- Use a clean background
- Background audio
- Find what works for you

# TIPS & TRICKS



# Q&A

LET'S TAKE SOME QUESTIONS...

# THANK YOU

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