

York Small Business Enterprise Centre Presents:

HOW TO USE VIDEOS WITH YOUR DIGITAL MARKETING CAMPAIGN & HOW TO MAKE A PROFESSIONAL-LOOKING VIDEO

keynote speakers Rich Yagutilov & Maryam Golabgir





My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





My Name is

Richard Yagutilov

Richard is an international award winning photographer and video producer renowned for his visual sensibilities and unique sense of style. Richard has had his work featured in various publications and films broadcast across the nation. Working with some of the biggest names in fashion and music in Toronto like Elite, Ford, Elmer Olson, Universal Music, Interscope, Sony BMG. He has worked with major corporations and celebrities alike. With a client roster of celebrities like Lady Gaga, Kardinal Offishall, Akon and many more.





Message me anytime you want...

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Adding a video to your campaign increases your chances of being spotted when the average joe googles something related to what you are offering.





Your brand needs a video marketing strategy. This idea isn't new. What has changed is how essential videos have become on every platform and channel.

Video is no longer just one piece of your overall marketing plan. It's central to your outreach and campaign efforts ... especially your social strategy. Video has dominated social.





HOW TO MAKE A PROFESSIONAL - LOOKING VIDEO





Plan your video content



Outline your goal

What are you looking to achieve? Are you trying to get visitors to your site? Or teach them something new? Define your goal before moving on.



Identify your target audience

Your audience will determine the way you write your script, shoot your video, how you edit it and where you distribute your videos online.



Use the power of emotions

Emotions are what drive viewers to follow your call to action, whether that's subscribing to a channel, sharing your video or buying your product.





Pick the right background

The background you choose will depend on the type of video you're producing, your goals and your audience. The main two types are:

Real backgrounds

which include a real-life environment such as an office, a living room or an outdoor location. Just make sure it contributes to your message.



Fake backgrounds

which include green screens, curtains, or papers. These are great for consistency. However, they are hard to set up and aren't recommended for beginners.





Use the right lighting

It's best to shoot in any of these three conditions as the natural light is so soft and cinematic:



Outdoors on a cloudy day



An hour after sunrise



An hour before sunset

If you need to shoot indoors, natural light is still your best bet.



Pick a room that gets a lot of natural light through big or multiple windows.

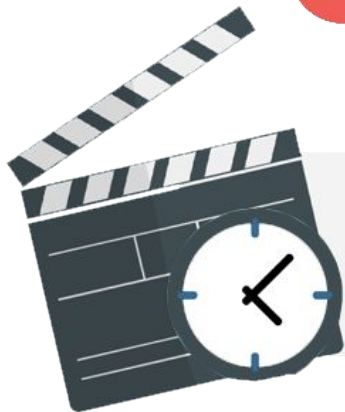


Add additional sources of light like ceiling lighting or table lamps.



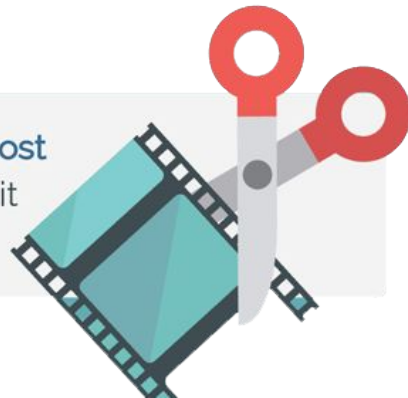


Film in small segments



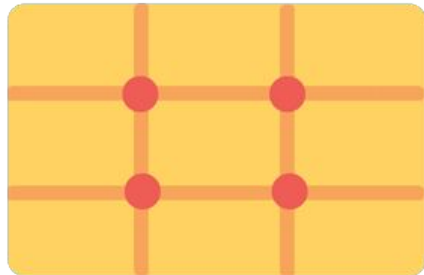
Film short takes. This way, you'll have fewer things to remember and more opportunities to reshoot something you didn't like.

It will also give more **flexibility in post production** to eliminate takes and it won't come out looking choppy.





Brush up on composition rules



Follow the rule of thirds, which divides the frame into a 3 x 3 grid, creating intersections that are ideal areas to place your subject.



Mind the head! Don't have too much space above the subject's head, but don't cut off the top of their head either.



In big dramatic face closeups, if you must cut something off, **let it be the top of the subject's head,** not their chins.





Put your videos out into the world



Push your videos on Facebook, Twitter, Instagram or YouTube as regular posts or targeted ads.

You can also launch a video website and OTT app to sell subscription access to your videos (Netflix style).





Here are a few quick tips before your photo or video especially for DIY





1. When taking your selfie hold the camera slightly above you looking down, turn your body on a bit of an angle and smile. This has a slimming effect as well the angle looking down chisels the face avoiding a double chin.

2. If you are doing your own photo or video stand in front of a window or a soft light sources, not direct sun nor under a hard light. Overcast light or indirect bright light is best. It first gives you a much better picture as well as nicer skin tones.





3. When you are posing for a headshot stand at a slight angle to camera, let your hands drop to your sides or put one hand on your hip or in a pocket. Stick your head out slightly and drop it to get rid of an double chin action. Be present and breathe, you need to feel your body and get out of your head. Feel the floor with your feet, or the sensation of your clothes on your body this will help you be centred and ready for a powerful look.

4. If you are going to be speaking in a video prepare ahead of time what you are going to say. Write it out a couple times and finesse it, practice it out loud or in the mirror a few times before you get in front of the camera. This way when the camera is on and you're live you can toss out the script and go from the heart. You already know what to say and now you can articulate freely without having to memorize your lines or read off of a teleprompter. Keeping your eyes locked in the lens and connecting with the audience on the other end keeps them engaged and you come across authentic.





5. When you do live videos on FB or IGTV remember this quick tips, stand in front of a light source, hold steady or use a selfie stick or other device to avoid the shakes. Look into the lens and not into the screen seeing yourself. Speak through a smile and raise your voice and energy to be more engaging.

6. What should I wear for my photo shoot? Wear what you love yourself in, you know that outfit you look great in. Avoid pure white, avoid words, slogans or brands, avoid intricate patterns or designs. Always dress up, doesn't have to be formal but business casual is always a safe bet. Bring a few options, 2-3 changes for tops and bottoms so that you can mix and match if needed on set. Your photographer should be able to help you look your best on the day.





7. If you are having videos produced at your office or shop have it cleaned out and camera ready beforehand. Clean out the clutter, organize your space and lay out your props or branding materials strategically in the frame for that added subtle touch of brand placement. Your space should represent you well and speak to your brand and video will capture it and send the message out to everyone that sees it so look your best.

8. Before your photo or video shoot you should be well groomed, you are going to have a Hollywood close up and need to be ready. For men, shave or groom your beard. Fix your hair and make sure there are no nose hair or extra long eyebrow hairs sticking out. For women, have you makeup professionally applied specifically for camera, or if you are doing it yourself add a little more foundation and take away the shine from your face. Note this is not the time to experiment with a new look so don't go wild with your colours or hair styling. Also, make sure your eyebrows and any facial grooming is done at least a day or two before to avoid redness on the skin, those half grown hairs will show so lose them.





11 TYPES OF MARKETING VIDEOS





Demo videos - Demo videos showcase how your product works — whether that's taking viewers on a tour of your software and how it can be used or unboxing and putting a physical product to the test.





Brand videos - Brand videos are typically created as a part of a larger advertising campaign, showcasing the company's high-level vision, mission, or products and services. The goal of brand videos is to build awareness around your company and to intrigue and attract your target audience."





Event Videos - Event Videos Is your business hosting a conference, round table discussion, fundraiser, or another type of event? Produce a highlight reel or release interesting interviews and presentations from the gathering."





Expert Interviews- Capturing interviews with internal experts or thought leaders in your industry is a great way to build trust and authority with your target audience. Find the influencers in your industry — whether they share your point-of-view or not — get these discussions in front of your audience.





Educational or How-To Videos, Instructional videos can be used to teach your audience something new or build the foundational knowledge they'll need to better understand your business and solutions.





Explainer Video - This type of video is used to help your audience better understand why they need your product or service. Many explainer videos focus on a fictional journey of the company's core buyer persona who is struggling with a problem.





Animated Videos - can be a great format for hard-to-grasp concepts that need strong visuals or to explain an abstract service or product.





Case Study - and Customer Testimonial Videos Your prospects want to know that your product can (and will) solve their specific problem. One of the best ways to prove this is by creating case study videos that feature your satisfied, loyal customers.





Live Videos - give your viewers a special, behind-the-scenes look at your company. It also draws longer streams and higher engagement rates — viewers spend up to 8x longer with live video than with video-on-demand. Live-stream interviews, presentations, and events, and encourage viewers to comment with questions.





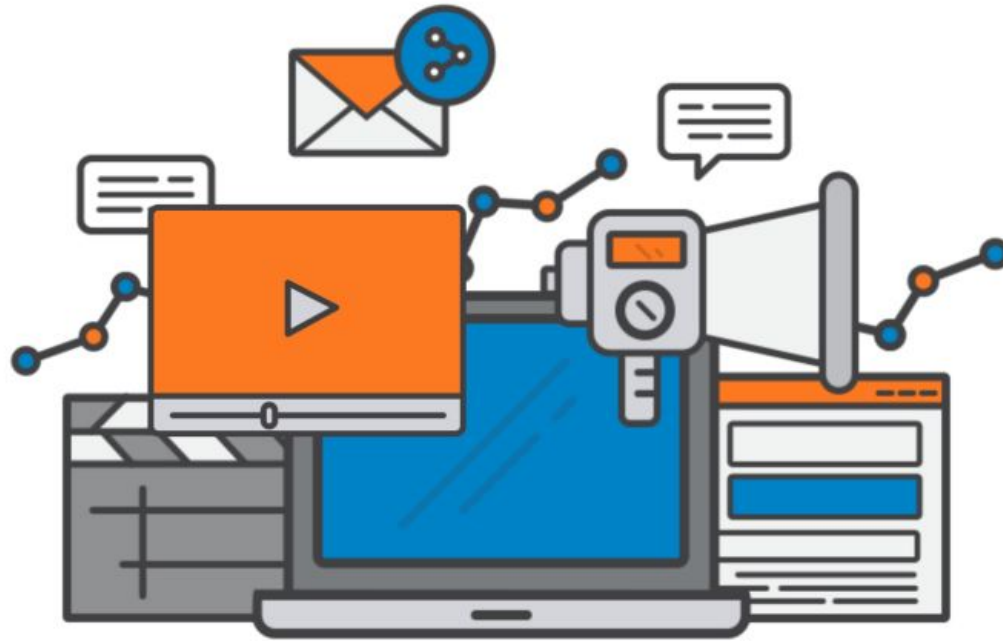
Augmented Reality (AR) Videos - In this style video, a digital layer is added to what you are currently viewing in the world. For example, you can point your phone's camera at your living room and AR would allow you to see how a couch would look in the space.





USE VIDEOS IN YOUR MARKETING CAMPAIGNS.





VIDEO MARKETING





The Massive YouTube Ecosystem





YouTube

On YouTube, post with a specific strategy in mind. Think of YouTube as a giant library of video content where people go to either educate themselves or to be entertained.

Optimize your videos for SEO to get views

Your YouTube videos need to be optimized for search if you want to get the most value out of them.

Pick the right title (with the right keywords)

Make sure the title is relevant to the video topic: nobody likes clickbait.

Make an interesting thumbnail

When you upload a video you can choose a freeze-frame to use as the thumbnail. However, we strongly recommend making your own custom thumbnail, as it'll help your content stand out.





Write a compelling video description

Your video description should contain a short explanation of your video topic, as well as links to your website and social media accounts, and a list of hashtags (more on those in a minute).

Add hashtags to your video description

Hashtags make your content more searchable on YouTube.

Add cards, bumper ads, and watermarks to promote your channel

Cards, bumper ads, and watermarks are clickable CTAs you can add to your YouTube videos. These are effective because they're relatively unobtrusive, offering minimal disruptions to the viewing experience.

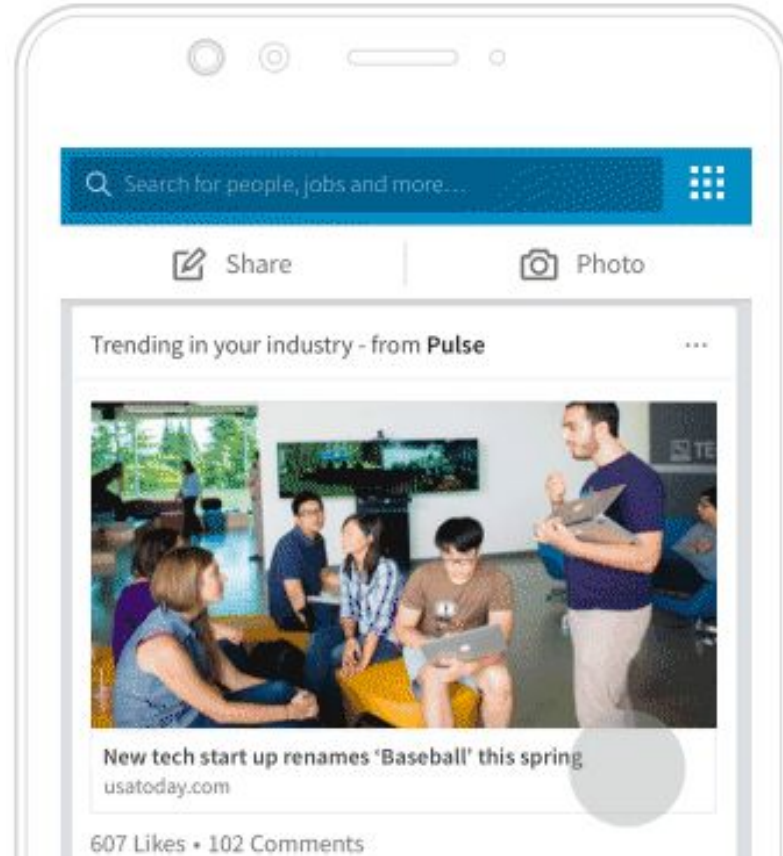
Ask viewers to subscribe

Sometimes, the easiest way to get what you want is to ask for it. There's a reason every YouTuber ends their videos with a verbal call to "Like, share, and subscribe"—it works, and takes zero effort.





LinkedIn





LinkedIn

For a long time, LinkedIn was one of the less video-friendly social networks, that's changed. Users can now upload videos, and brands can now get even more creative with the content they share.

Show it.

If you're in a fast-paced industry that's always evolving, brands and thought leaders can take the lead by showcasing new technologies in video format, or providing tutorials on how a new physical product works.

Teach it.

If you have a time-saving hack to share or have learned something new that might help other people in your network, video is a super effective medium for sharing that knowledge.

Share it.

This is one for the opinionated amongst us. If you have thoughts on a recent announcement or piece of industry news, let people know what you're thinking in a video!





Live Video: Facebook & Instagram





Live Video: Facebook & Instagram

When you're setting up videos for **Facebook Live** or **Instagram Live**, make sure you're following the steps in the first section of this guide. If you do this, you'll have much higher quality live videos, which will set you apart from other live videos being shown.

Consider timing.

Keep in mind that your live video will be broadcast from the platform (Facebook or Instagram) itself, so that's where you'll be promoting your broadcasts primarily.

Spend time coming up with a compelling title.

It's vital that your title describes what your video is and why people should either tune in now or replay your stream later (up to 24 hours).

Respond to comments live.

One of the coolest features on Facebook is that people who are watching your stream in real time can comment and "like" the broadcast (which show up as hearts, like on Instagram).

Experiment with use cases.

Since Facebook and Instagram Live features are still relatively new, there aren't solidly defined ways to use it, especially for brands.





Tell a Story





Video is no different than any other content. It has to tell a story, not sell a brand or product. It takes thought to come up with a story worth telling and knowing your brand is the best place to start.

Think of customer pain points and tell stories that show how your products solve them, without coming right out and saying it.

Consider creating a series that will make people want to watch all of your videos, or even better, follow or subscribe to your channel or social media pages.

You can tell stories about customer experiences if this will help get your message across.

Keep it fresh, entertaining, and innovative, and you will start seeing a good reaction.





Find Your Voice





No matter what your product or brand is, you have to find the right voice to tell your story, so you don't lose your audience. That is not only tied to the presenter, but also the content. You need to either use humour to maintain engagement or be certain you are sharing highly useful information without droning on about it. Purina uses the day in the life of a new pet owner to get their message across. It is humorous and heartwarming. Although it goes over the two-minute mark, the entertainment value keeps you watching.

Avoid being overly conservative or serious, unless your brand absolutely commands it. More people will respond to humour even in the B2B world. It helps break up a dull day and inspires them to share your humour with others.





Teach Viewers Something & Get Them Thinking





According to Insivia, 95% of a message is retained when viewed by video compared to just 10% when read. That provides you with an important teaching moment where you can set up your expertise and educate your audience. Don't get worried that this will be in direct conflict with remaining engaging and interesting. When people want to learn, they will stick with you especially if you are providing them with the information they can use. Whether you are demoing how to use your product, sharing valuable information about your industry or offering tips that will make life easier, teaching is a great way to make the most of your video content.

Teaching can also provide insights that will make the world a better place. A completely out-of-the-box approach to teaching is Always' #LikeAGirl campaign. Their video helps to educate people about stereotypes while strengthening their brand as pro-female.





Use Tags

Keywords 

Urgl 





Oh, those persistent keywords. If you thought you escaped them by using video, think again. You'll still need to depend on keywords with behind the scene tactics to help the search engines find you.

First, make sure to post your videos on your own website. Then when you upload your videos, enable embedding to increase the chances of receiving inbound marketing links. You should also create a video sitemap, which provides information to help Google find you when they are crawling your site.

A big part of discoverability for video content lies in the steps taken when uploading videos to YouTube. You have to make sure you fill in the form to add a title, description, and tags. They each have their own purpose when it comes to SEO. Tags tell your audience what your video is about in broad terms. Incorporate keywords that will be natural in a search and don't try to jam too many in as it will be too spammy. Always put the highest demand keywords first when creating your tags and avoid using adjectives.

Tags should also be both long tail and single words. Your title will have to include keywords people will most likely use to find your video, so do your research and keep titles down to 70 characters. Your description allows you 5,000 characters, so this is where you can get creative. You have a chance to provide an in-depth description of your video with the most intriguing information appearing in your first two sentences. That is what people will see first so make sure your opening is enticing.





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