

# VIDEO MARKETING GUIDEBOOK

MIKESELL DIGITAL CONSULTING  
CHICAGO, ILLINOIS



# VIDEO GUIDEBOOK

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# VIDEO GUIDEBOOK

## VIDEO IS BIG!

Video becoming a huge part of the way we consume information and develop relationships with people and businesses, this workbook is sure to give you the ABCs and courage to get started.

Do all the steps correctly and realize the power of video as a key tactic to build your brand credibility and business.

You can create video blogs or client case studies or testimonials and upload them to YouTube and your website. You can include discount codes to pop up in the video or add your call-to-action for a free consultation. You want to be sure to give a great headline with your primary keywords and optimize it for the search engines.

## WHAT ARE SOME OF THE WAYS TO USE VIDEOS?

1. Create a video about you/your business as a promotion tool
2. Make weekly videos to share on YouTube and Facebook
3. Make videos where you share your screen - mainly for training videos of video blogging
4. Make tutorial-based videos – where you share your screen and show people how to do things
5. Share them on Vimeo or Periscope

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6. Do video interviews via Skype and in person with a film crew
7. Create a free video series/show to add value and build credibility
8. Use video to share case studies and testimonials
9. Use video to show a 'behind the scenes' peek at your business (people love to see this!)

Video is a powerful way to establish credibility, authority and brand awareness.

It can be time consuming, nerve racking, and technical, but it's worth the effort. When you put yourself out there and share your message via video, it will be seen and heard on a whole new level and reach a whole new audience.

In this workbook break, we break it all down and share tips and tricks, from what equipment to use, to how to create content, to how to share it all and get views.

Our hope is that you get fired up and get started now to leverage videos.

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## Section 1: Getting Started with Video

Getting really clear about how you can use videos in your business is important, because like with everything else, you need to have a vision and plan.

### WHAT ARE WAYS YOU COULD USE VIDEO IN YOUR BUSINESS?

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Now you know what kind of videos you want to create, just take a moment to think about the message you want to weave throughout each video.

It's so important to do be clear about the impact you want to have with your video, because it will help guide you when you're creating the content.

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For example, do you aim to inspire and empower your audience to take action? Do you want to educate and help build skills? Do you want to assure and nurture?

It is important to have that message at the forefront of your mind and make sure that it's the aim of my video.

**WHAT'S YOUR MESSAGE? WHAT IMPACT DO YOU WANT TO HAVE WHEN SOMEONE WATCHES YOUR VIDEOS?**

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## WHAT MEASURABLE RESULTS WOULD YOU LIKE FROM YOUR VIDEO?

(e.g., newsletter sign ups, page views, social likes... How will you know your videos achieved this result? Having a clear understanding of what you want to achieve will help you refine and tweak your videos based on how well they meet your desired outcomes)

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Videos open new opportunities, but they may take time. Be patient and continue to perfect your skills and delivery. You never know what opportunities open up for you.

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## Section 2: Planning

- ❖ How long your videos should be?
- ❖ Using call to actions
- ❖ How to structure your videos
- ❖ Creating intros & closings

Once you've made a decision about what kind of videos you're going to create, take time to plan them out.

Creating weekly or regular videos can be overwhelming, because it takes a lot of time and thought to produce them. You don't want to panic the night before you need to produce a video and not be prepared! It's not a fun place to be and the only way to make sure that doesn't happen is by planning!

Even just having a long list of video ideas and topics is a relief. So, take some time to brainstorm video ideas and use the following to help you:



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WHAT TIPS COULD YOU SHARE?

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WHAT ARE THE QUESTIONS YOU GET ASKED MOST OFTEN?

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COULD YOU INTERVIEW OTHER PEOPLE? IF SO, WHO?

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CAN YOU DEMONSTRATE GREAT WAYS TO USE YOUR PRODUCTS OR SERVICE? COULD YOU DO REVIEWS OF BOOKS, PRODUCTS OR SERVICES? COULD YOU MAKE HOW-TO VIDEOS? CAN YOU SHARE YOUR EXPERIENCES/LESSONS YOU'VE LEARNED?

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## TIP

*Try surveying your audience to find out what they'd love videos on. Maybe you could ask them what their biggest frustrations are at the moment, that relate to what you do, or how you could help them, or if they had a magic wand what would they want to improve. This won't necessarily work for everyone, but if you do have an existing audience, it's worth asking. You can also use social media to ask questions and do some digging. Keep an ongoing ideas folder for potential videos.*

*Once you've got your list of video topics it's time to get planning out what you're going to say.*

## WHAT ARE YOU GOING TO SAY IN YOUR VIDEO?

If you're creating regular videos to add value to your audience it's good to keep them short, between a couple of minutes to **around 10 minutes**.

People are busy. So short, but valuable videos work well, this of course depends on your business and your goals. Keeping your videos short will also keep it manageable for you and your growing business to do list. If you attempt to create regular videos and each video is 20+ minutes, it's going to take up a lot more time, and seem more daunting so might not be very effective for you.

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Professional video bloggers keep their blogs for the most part between 5 minutes to 12 minutes. Sometimes they're longer.

So, with your video being short, you need to really think about and plan what you're going to say, because trying to make a video without knowing what you're going to say is hard! You'll probably end up waffling or being all over the place and just feeling like you can't do it

Here are some helpful hints to plan your topic:

1. Determine your headline
2. Think about the transformation or realization you want people to have by watching the video
3. Plan and write your intro
4. Plan your tips, strategies, messages, stories to share
5. Create your ending AND call to action (CTA)

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Let's plan your next video now...

## WHAT'S THE TOPIC?

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## WHAT'S THE HEADLINE?

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WHAT'S THE AIM OF THE VIDEO/TRANSFORMATION  
YOU WANT PEOPLE TO HAVE WHEN THEY WATCH  
IT?

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## HOW ARE YOU GOING TO OPEN YOUR TOPIC?

You don't have long to grab people's attention, so make the opener compelling.

*Example: "Hi it's [your name] from [Company] and welcome to the 10-minute masterclass, your weekly dose of inspiration to build a successful business..."*

Some people open with a question or statement relating to the topic of their video, which hooks people in and then they'll introduce themselves. Do it whatever in whatever way feels best for you. It is important to establish a consistent way for people to quickly recognize you.

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WHAT TIPS/STRATEGIES/MESSAGES/STORIES ETC. ARE  
YOU GOING TO SHARE?

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## HOW ARE YOU GOING TO WRAP IT UP?

Are you going to do a summary? Are you going to set people a challenge or get them to take action? Make sure you add in a **call to action** to get people to subscribe to your channel, email list and to like, share and leave a comment. In order to get people to leave a comment, ask them a question that refers to the topic you've been talking about.

You can create a consistent message/approach to use with every video to keep things efficient.

*Example from a popular blogger "I really hope you've enjoyed this video, if you did I'd love it if you could hit like and share it with anyone else you think might enjoy it too and be sure you leave a comment over on the website and share... which strategy you're going to try out first/ any experiences or tips you have on this topic/ any questions you have and I'll make sure I answer them... and I'll see you again next week for another 10-minute masterclass."*

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It is helpful to write the blog post that goes along with the video first so that way you know exactly what you need to share in the video. This also helps you think of more things you could include in the video or think of a better way to position it.

You can write complete scripts and this can be very helpful for you to stay succinct. But you don't want to look or sound like you are reading.

You can use a *teleprompter* when you write out scripts, which is where the script is displayed in front of the lens of the camera. It's a time saver, because you don't mess up as much when you have the script there to guide you!

We included a teleprompter brand in the Equipment section.

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## INTROS & CLOSINGS

To give your videos that extra wow factor you could add in an intro and a closing. This is something that **you can create once** and then edit them into your videos.

Your intro lets people know that they're watching. For example: "the 10-Minute [name of your vblog] with [your name], your weekly dose of inspiration to build a successful business" and your closing gets people to subscribe to you channel.

As you start out, you can use PowerPoint, put a few slides together with transition and then use Screenflow or QuickTime to record your screen, you can play your presentation and film it and then use that as your intro video.

As you become more experienced, you can professionally make and re-use your intro and closing. You can use Screenflow to create it.

You don't have to have a fancy intro, but it can sometimes be a nice way to set the scene for your video and add a more professional look to them. The intro and Closing make your videos look really polished and first impressions count.

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## Section 3: The Equipment

It's really important to make your video the best quality you possibly can. That being said you can get started with a minimal amount of equipment.

You can start by using your laptop to film. It is better to just get started and improve as you go, than spend a fortune on getting fancy equipment and taking ages trying to get things figured out before you start anything.

Here are a few options to move forward:

### RECORDING USING YOUR LAPTOP

You can use your laptop to film your weekly blogs or interviews or to create quick little videos for sharing updates.

You can film yourself speaking to the camera using **QuickTime** (available on Mac or PC) or

**iMovie** (for Mac) to record it. You can record interviews using **Skype** and **Call Recorder** to actually record the call.

**Logitech C930e webcam** can be used along with an inexpensive app called **Webcam Settings** that

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allows you to edit the settings of the webcam, to adjust the brightness, zoom in or out, edit the sharpness etc. A **tripod** for your webcam can help you position it at the right height.

You can use the **Blue Yeti USB** microphone and have a boom **mount** to position it and a pop screen to improve the quality of the sound. This works well when you're making videos by yourself. **Blue Yeti USB** does not work as well when you are filming a **Skype** interview; it picks up the sound of the other person speaking

through the speakers and causes an echo. Apple headphones work well for interviews (but be sure your hair or clothes don't rub against the mic) or use your external mic and wear headphones, so the speaker sounds aren't picked up by the mic.

Use a **LED light** to help make sure you look bright enough. This is a great investment and makes a great difference in the quality. It brightens up the video and makes your skin look "flawless."

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## RECORDING USING YOUR CAMERA (E.G., CANON EOS 7D

### MARK 2)

The quality of the videos a professional camera like the **Canon** far exceed the quality of the videos shot from the laptop. You can use a camera like the Canon whenever to record a video where you've written out a script and you are using the **teleprompter** with it – the teleprompter is a device, which allows you to read your script while looking into the lens. You can use the **LED lighting** to make sure the video is bright.

Professional vloggers find it huge help in creating videos. It enables you to film your videos faster and be more succinct.

You can use a **RODE lapel mic** when recording with the Canon; it plugs straight into it. Or you can just use the camera's mic, which works well - you may need to increase the volume in the edit.

Canon's are expensive cameras but are worth it for filming videos.

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## RECORDING USING YOUR IPHONE

You can make pretty nice films using the iPhone.

The quality and sound are great and if you are planning to film in a noisy place you can get a **Rode Smartlav+ Lavalier Microphone for Smartphone**, which will plug straight into your phone.

You can also buy an inexpensive phone stand, so that you can

position properly.

The **BESTEK® Universal Flexible Arm Gooseneck 360 Degree Rotation Adjustable Clip Clamp**, which is available from Amazon, is highly recommended.

You can use Google Drive and have the app on your phone, so once you're done filming, you can upload the video to the app.

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## THE EQUIPMENT LIST

The following is list of recommended equipment. Some have the link to the product on Amazon or available sources.

### FILMING

[Webcam: Logitech C930e](#)

[Canon EOS 7D or 5D](#)

Laptop - QuickTime (PC & Mac) or iMovie (Mac)

### AUDIO

[Rode Lapel \(Lavalier\) Microphone](#)

[Rode Smartlav+ Lavalier Microphone for Smartphone](#)

Apple headphones, with mic

[Blue Yeti USB Microphone](#)

[Mic suspension boom](#)

[Pop screen](#)



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## LIGHTING

LED lighting

## EXTRAS

[iPad Teleprompter Kit](#)

[Emma Call recorder](#) for recording Skype calls on a mac

[Pamela](#) for recording Skype calls on a PC ([see more here](#))

Or Google Hangouts for recording interviews

Or [Zoom](#) (but videos are displayed quite small in recording)

Or [Screenflow](#) for recording your screen (mac)

[BESTEK®](#) Universal Flexible Arm Gooseneck 360 Degree Rotation Adjustable Clip Clamp (phone stand)

[Camlink](#) tripod for webcam

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## Section 4: Filming Set-Up

In the last section, it was mentioned that you really don't need to invest in fancy equipment at the beginning, because if you have a decent laptop, you should be able to make good videos.

However, something you cannot skip on is your set (meaning the space and background you are standing/ sitting in while recording).

Your setup is important in reflecting and communicating your brand to your audience, so take time to think about how you want your videos to look and feel.

Film in a space where the colors and objects work well with your brand or film against a plain background or purchasing a backdrop - you can get one from

Amazon. Be mindful of what is behind you when filming. Do some test runs and look for distracting things like open doorways or odd pictures on the walls.

Review the test video and scan your eyes all around the frame of the video for anything at all that might draw attention away from you and make corrections to the set. We've all seen photographs where people look like they have a tree growing out of their head, you want to make sure you don't have anything in the background competing with you for your audience's attention. If you are going to use natural light, try sitting where the light will shine on you, rather than from a window behind you which can create a

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silhouette effect. Same thing goes for ambient sounds - that trickling fountain that is so relaxing for you will be a major distraction for people watching - don't give them a reason to stop watching.

Put some pictures up, light a candle, buy some flowers - do whatever would resonate most with your brand. Little details go a long way.

## LIGHTING

If you don't have any special video lighting, try to find the brightest spot in your home/office. Throw open as many blinds/curtains as you can (ideally not behind you) and grab as many lamps as you can find, you might even remove the shade as long as it doesn't cast any strange shadows in the frame. The brighter the better. Be mindful of overhead lighting, which is not very flattering, and watch for

strange shadows cast. When you're filming using natural light be mindful of the light changing. If it's sunny and then a cloud comes part way through filming it can affect the video.

That's why ideally the best solution is to film in a room where you can control the natural light, by closing the curtains or blacking out the windows and then use lighting equipment to brighten it up - that way your lighting is consistent.

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## YOUR VOICE

Is your voice enthusiastic? How is the intonation in your voice? What tone are you using? All

these are important for the camera.

## MAKING MISTAKES

When you're filming you're probably going to make lots of mistakes. And it's fine, you can edit them out.

If you make lots and lots of mistakes in one take, just start again. But, be sure when it comes to editing, it doesn't look too obvious.

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## Section 5: Editing your Video

Video editing is a time when you can do cool things to help make your videos look that little bit better.

If you have a Mac, you can edit with **Final Cut Pro X**. You can also use iMovie, which comes free with your mac. If you have a PC then you can use Camtasia to edit. They're all pretty similar.

Here is a process. It is important that you follow it consistently:

1. **Check the sound quality:** Check to see if you need to adjust the background noise - can you hear anything in the background? If so, you will be able to reduce the background noise and this will make a big difference to your audio. You can also increase the loudness of the audio, if you feel that you sound a little quiet. Make sure your audio quality is great.
2. **Delete What you don't Want:** Once you've done that you can, go through the video and cut out any bits where you messed up or any weird pauses, - basically anything you don't want to be there. Also make a note of key messages shared and the timing of them. You can create images to overlay to help highlight the message.

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3. **Add the Images in:** Once you know what images I want to add in, create them and add them in. You can do this using **Final Cut Pro X** on the Mac. Image size of 1920x1080 is the standard size for videos.
4. **Add the Intro and Closing:** Next you can add an intro and a closing. You should have pre-made these, so it's just a case of drag and drop.
5. **Add the music:** If you want to add in music (highly recommended), you can buy your audio tracks from AudioJungle.net. There are many tracks to choose from. Make sure you fade your music in and out, so it's not abrupt, and listen back to your video with headphones and without headphones to make sure the background music isn't too loud.
6. **Check It ALL over:** Once you've finished editing, just give your video a quick check over and then upload it!

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## Section 6: Uploading & Sharing

Once your video is edited it's time to upload it! There are different options for this.

1. If you only want specific people to watch your videos, say people who are part of a paid program, then we recommend uploading your videos to Vimeo. With a pro account you can set it so that your video is private and only available on specific URLs (your website).
2. Alternatively, if you want to get lots of people to watch your videos then we recommend uploading your videos to YouTube and Facebook. YouTube is the second largest search engine in the world and so the more videos you have on there, that are well optimized, the more people are going to find you, who are looking for you.

### TIP

*We suggest that you upload a watermark to your videos, to encourage people to subscribe to your channel. There are guidelines to do this.*

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When you upload your video, make sure that you:

1. Give it a good title, that is compelling and has your keywords in - the words people would type into YouTube in a search, because they're looking for the information that you're sharing.
2. Make sure you include a good description of what your video is about and include a link back to your website and also be sure to include your keywords in the description.
3. Make sure you include your keywords in the tags - again it will help with your YouTube SEO.
4. Then you want to upload a thumbnail image to your videos - you can create images in PicMonkey or Canva and try to make them look compelling and display the title of your video in the image in big font, so people can easily see it if it shows up as a suggested video in the sidebar.
5. Next, click on annotations and add any links in that you want people to click on throughout your video.



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## EMBEDDING YOUR VIDEO

You'll want to create a post on your website where you can embed your video.

When embedding your video, make sure you adjust the settings in YouTube, so that other people's videos don't get displayed at the end (I show you how in the video).

Then once you've embedded your video go to **Google Developer** and get the code for uploading a button above your video, so that your audience can easily subscribe to your channel.

Then just like a regular post, you'll want to add a breakdown of the information and make it really valuable and then share it with your audience via email and social media.

Don't just post it out once - keep sharing it.

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## UPLOADING TO FACEBOOK

Facebook is really focusing on video posts. They're getting lots of reach, so if you have a Facebook following it would be worth uploading your videos to Facebook too so that your message will reach more people.

You want to compress the file so it doesn't take as long, by using **Handbrake**. Here's **checklist** of things you need to do when uploading and sharing your video:

1. Create an amazing title, including your keywords
2. Create a great description, again using your keywords
3. Add your keywords to the tags
4. Upload a great thumbnail image
5. Add in any links and annotations to your videos
6. Set your videos to public
7. When embedding your videos, make sure that you check the correct settings
8. Add a subscribe button above your video on your website
9. Share it generously!

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## TAKE ACTION

These are key elements to creating and sharing videos for your business. It can be very powerful for you and your business.

If you're thinking, "I really need to create videos or up the anti with my videos" then listen to that voice, because it knows that it'll be a good move. You've got a message to share and video will help you to do just that.

Take action. If you've not created a video yet, then give it a try now create your first video.

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## About Mikesell Digital Consulting – A WSI Agency

We are a premier digital marketing agency serving Chicago area businesses. WSI Digital Marketing (WSI), our parent company, has been a global leader since 1999. As an online agency within a global Internet marketing company, we bring global power to local small and medium size business marketing.

This guide was inspired by a guide written by the [Female Entrepreneur Association](#) (The FEA).

Do Need help getting started with you video marketing? We're here for you, [Contact us](#) to discuss your situation