

# \* Getting Started with Video Marketing

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Video Marketing Strategist

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[Imagineroad.com](http://Imagineroad.com)



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- \* Day One
- \* 1. Introduction
- \* 2. Understanding Your Audience
- \* 3. Scripting and Messaging
- \* 4. Filming Essentials
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- \* 13. Putting it All Together
- \* 13. Questions



- \* Presenter Michael Raymond
- \* Owner and Video Marketing Strategist for Imagine Road Productions LLC
- \* UW-Oshkosh Multimedia Journalism
- \* Documentary Filmmaker - 'Finding Forrest Fenn'
- \* Outreach tactic: LinkedIn Quick Videos, no editing, quick upload. Educational Series.

## \* Key Points

- \* It's easy to let 'perfection paralysis' keep you from getting started.
- \* It's important to get something published, in order to track performance and make changes.



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# \* Introduction

90% – Customers **watch video** to make purchasing decisions

82% – Consumer **internet traffic** will come from videos by 2022

80% – **Increased conversions** when video is embedded on a landing page.

PATIENTAMPLIFY.COM

*According to Hubspot 2020*

\* **Foundational  
Statistics**

- \* This is an Essential First Step
- \* What are your audience's pain points, obstacles, and challenges?
- \* What keeps them up at night?
- \* Create a 'Buyer's Persona'
- \* Without this, you cannot create a targeted message that will get them to take action.
- \* Use: Surveys, Conversations, Split Testing, Buyer Trends for Industry, to get data.



\* Understand Your Audience

❖ Outlining and Scripting are Highly Important

❖ Outline or Storyboard.

❖ If communicating with a team, it might be important to complete a detailed Storyboard in order to get input and agreement from team.

❖ Example of Storyboard for 'Toothbrush Commercial'.

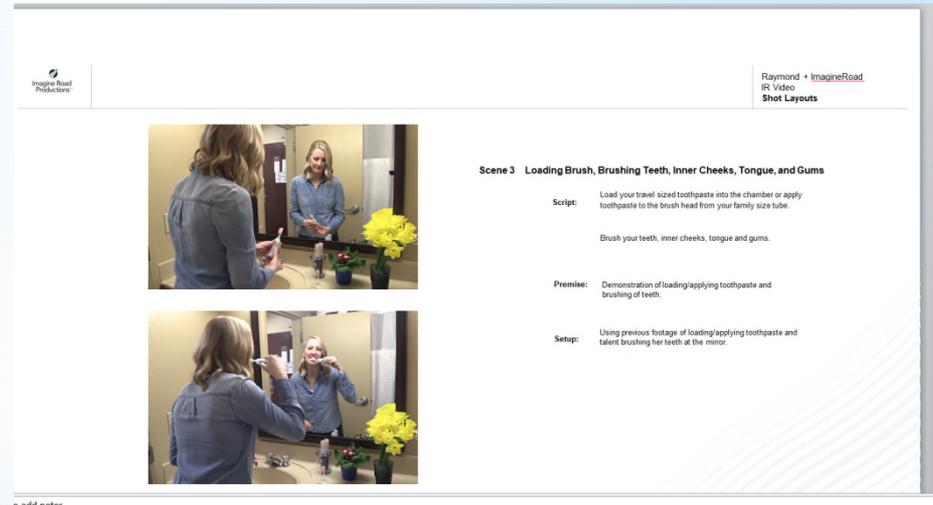
❖ Two Options for Scripting:

❖ Full Script - Teleprompter

❖ Talking Points, Outline

Sections of Script Include:

- 1) The Hook
- 2) The Intro
- 3) The Body
- 4) The Call to Action



\* **Outlining and Scripting**

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hook           | Creating video marketing messages that get results requires persistence and experience. Many businesses trying to engage their audiences face a number of roadblocks; and I'm here to help.                                                                                                                                                                                                                                                 |
| Intro          | I'm Michael Raymond, a Video Marketing Strategist with Imagine Road Productions in Oshkosh, Wisconsin. I have spent many years learning how to engage audiences with video content across many industries.                                                                                                                                                                                                                                  |
| Body           | <p>While it's never been simpler to record video content and publish it on your website or social media channels, getting it wrong can have a negative impact on your business.</p> <p>There are countless tutorials and courses online to help you learn. You have to ask yourself is: how much time do I have to invest in video marketing? If you don't have the time, you need to invest money. It all comes down to time or money.</p> |
| Call to Action | Click the button below to schedule a free 'Strategy Session'. During our complimentary strategy session, I'll help you create a roadmap to get the results you need with video marketing.                                                                                                                                                                                                                                                   |

*Take a Screenshot of this Page.*

 **Sample Full Script**

Hook      Getting results requires persistence and experience.  
Many roadblocks to navigate, always changing.  
I provide education and coaching.

Intro      I'm Michael Raymond, a Video Marketing Strategist with Imagine Road  
Productions.

Body      I engage audiences with strategic video content.

Body      While easy, getting it wrong can have negative effects on your business.

Body      Vast assortment of tutorials and online course to learn everything needed to  
succeed.

Body      All about your 'time investment'. Time or Money.

Call to  
Action      Click the button below to schedule a free 'Strategy Session'.  
Let's create a plan.

# \* Sample Keyword Script



- \* Stabilizing Shot
  - \* Table Tripod for Smartphone
  - \* Full length tripod
- \* Lighting Concerns - LED Lighting, 3-Point Lighting, Glare, avoiding being backlit by bright window.
- \* Eye Level or Higher. Find a flattering angle
- \* Wear solid color shirt, no stripes or white colored shirt.
- \* Device for Filming
  - \* Smartphone
  - \* Video camera
- \* Video Resolution
  - \* 16X9 vs 1X1 - Horizontal vs Vertical
  - \* Depends on Social Media Platform - Each platform has a list of best practices for video content.

## \* Filming Essentials

45 degree  
downward angle

#3 Back Light

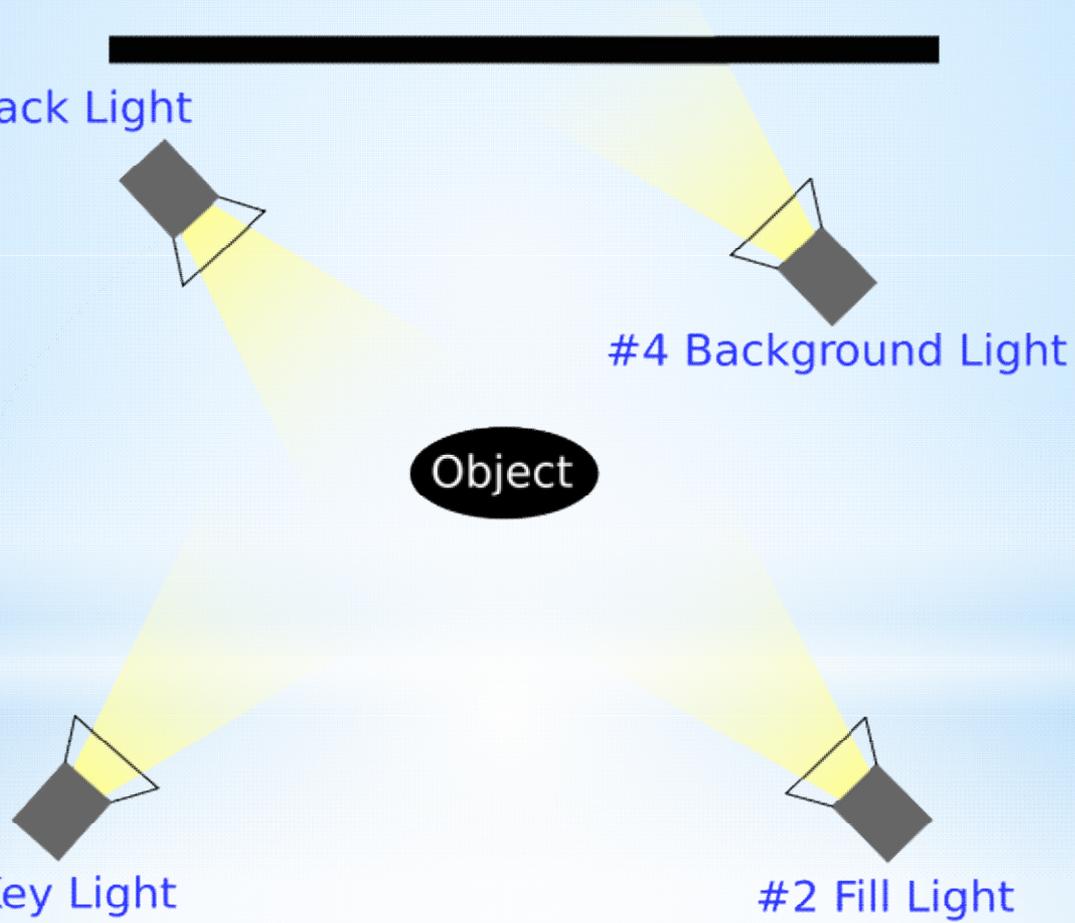
#4 Background Light

Object

#1 Key Light

#2 Fill Light

[https://en.wikipedia.org/wiki/File:4\\_point\\_lighting.svg](https://en.wikipedia.org/wiki/File:4_point_lighting.svg)



- \* Lavalier Microphone
- \* External Audio Recording (ex.- Tascam, H1 Zoom)
- \* Using a foam-based cubicle for voice-over.
- \* Be sure air conditioning, heating, fridge are off. Listen for any hums, road noise.
- \* Record room noise in case you need to filter it out. Turn cellphone on silent mode. Quiet on the set.
- \* Syncing Audio in Video Editing Program



## Audio Options

- \* Background music can add atmosphere to your videos but may not be necessary. Sound effects can also be used. Music can be helpful if too much 'noise' in environment.
- \* Make sure you have copyright permission or you can face serious consequences.
- \* YouTube Creator Audio - nice variety
- \* Bensound.com - has a large selection for free (or paid)
- \* Pond5 - Purchase music
- \* Local Talent - Universities, Colleges
- \* Background music should support your messaging, and be balanced properly to not distract viewers.

# \* Background Music

## \* Homework Assignment - Due June 23rd

- \* Create a 30-60 second 'Welcome Video'. Use the template I'll send by email and the principles we've discussed.
- \* Upload to the Google Drive Folder (will be sent in an email) for my critique and suggestions.
- \* [https://drive.google.com/drive/folders/1OC26BPDIGVkJXhHJ2\\_IPwt54vrX1-wH9Q?usp=sharing](https://drive.google.com/drive/folders/1OC26BPDIGVkJXhHJ2_IPwt54vrX1-wH9Q?usp=sharing)
- \* If you're interested, let me know if we can use your video to demonstrate 'Video Editing' in next week's session.

\* **Questions?** Email me at [imageroadmedia@gmail.com](mailto:imageroadmedia@gmail.com)

- \* \*\*Take Screenshot of this page. Link provided in Chat.

\* **Homework**

# \* Questions?

- \* Next week, we'll get into editing including making cuts, adding banners, call-to-action, publishing to social media channels, and analyzing results. We'll also take a look at resources to use and when to call in a professional.
- \* Then, we'll put it all together and look at specific strategies.

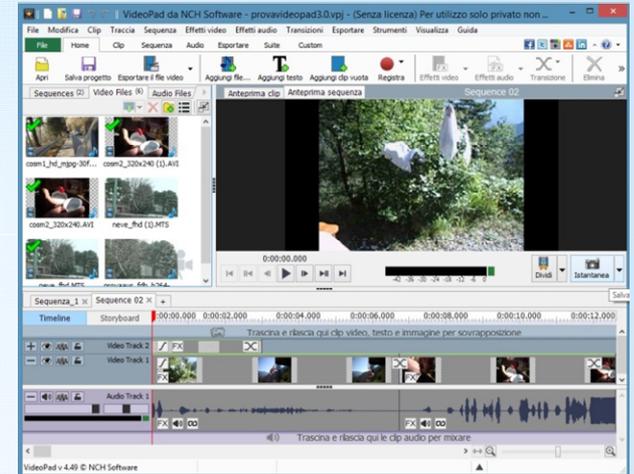
\* End Day One

\* For demonstration purposes, we will use Sony Vegas Pro 17 for editing.

\* Other software:

- \* Davinci Resolve 16
- \* Windows Movie Maker
- \* iMovie
- \* Adobe Premier Pro (\$30/month)
- \* Pinnacle
- \* Hollywood Studio
- \* Many others including online video editors

(Open up Sony Vegas Pro and import the video file)



<https://images.app.goo.gl/NJxEZrJzC73kNVVd9>

\* Video Editing

imageroad.com

- \* After syncing audio, cut out unneeded footage including excessive 'dead space', hmms, ahs, etc. These keep the video's tempo down.
- \* Jump cuts vs. cross fade vs. fancy transitions
- \* Use different focal lengths, angles, graphics and B-Roll (alternative footage) to bridge cuts.
- \* Follow the 10-second rule. Viewers need to be kept entertained, be creative with this.



# \* Making Cuts

- \* Motion Graphic Intro/Extro
  - \* Name Plate - Lower Third Design
  - \* Call to Action
- 
- \* Use consistent branding including font style, color schemes, and logos.
- 
- \* Some online programs will allow you to integrate banners into your videos easily.
  - \* Examples include: [Magisto.com](http://Magisto.com), [WeVideo.com](http://WeVideo.com)



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- \* Clear direct direction using a specific link that corresponds to your message.
- \* Message Congruency - Your Online reach is directly affected by how all messaging relates. If your messaging leads viewers to a page that is not relevant, they have a poorer experience. This can result in lower rankings.



Schedule Your Strategy Session  
**Click Below**  
imageroad.com 920.203.6538

\* **Call to Action**

- \* Once complete, it's important to get a critique on your video.
- \* Consider testing different versions of Video
- \* Often, I'll share video on Facebook and within a FB Group of collaborating video marketers and filmmakers to get feedback prior to publishing on YouTube, LinkedIn, or my Website.

\* Critique needs to be:

- \* Objective
- \* Constructive
- \* Helpful



\* **Getting a Critique**

- \* YouTube - Excellent to grow a community and fan base.
- \* Facebook - Native upload, Precision targeting possible.
- \* Instagram - Perfect for specific industries.
- \* LinkedIn - Excellent for B2B. Native upload.
- \* TickTock - New Platform. Younger audiences.
- \* Wistia for Website Embedding, excellent analytics.
- \* Vimeo - Great for Portfolio-type content

Each platform has information available to give you specific insights on the optimal resolution, video length, and other elements to help you be successful.



\* Publishing

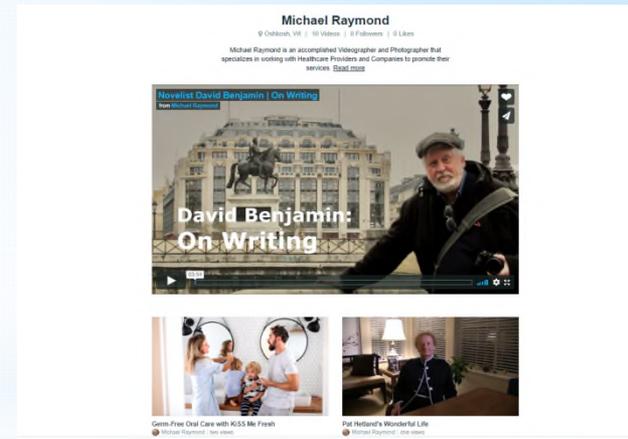
- \* Textual Components of your video are Indexed and Searchable
- \* Titles, Description, Transcripts (SRT Files)
- \* Using Keywords Effectively - Determine which keywords are being searched in your geographic area. Then, integrate these keywords into your copy.
- \* Google Keyword Planner Tool - A free resource that you can use to see how short-tail, long-tail, and individual keywords are performing at any given time.
- \* Examples from toothbrush commercial
  - \* - germ-free toothbrush
  - \* - hygienic oral care solution



\* Video SEO

- \* **Primary Title:** The KiSS ME™ Fresh Germ-Free Premium Toothbrush
- \* **Secondary Title:** Self-Contained Premium Toothbrush Always Hygienic
- \* **Body:** The KiSS ME™ Fresh 3.1 Premium Toothbrush is a first generation self-contained oral care solution. Home Dental Care that's always hygienic.
- \* When used as directed, this toothbrush offers uncompromised airborne protection from toothbrush germs.
- \* Safeguard your oral health and breathe freshness.
- \* SMACKDOWN that nasty breath and KiSS Me Fresh.
- \* Visit [kissmeconsumers.com](http://kissmeconsumers.com) to buy yours today!

- \* Video - Germ-Free Self-Contained Toothbrush
- \* <https://vimeo.com/imagineroad>



Keep in mind that fewer people are likely to reach the 100% mark than reach the 25% mark. That's completely normal, especially if your videos tend to be longer.

“VIDEOS THAT ARE JUST A MINUTE LONG HAVE THE HIGHEST VIEWER RETENTION UP TO THE 30-SECOND MARK, WITH 80% RETENTION;

WHILE RELATIVELY LONG VIDEOS THAT DRAG ON FOR 5-10 MINUTES HAVE JUST OVER 50% RETENTION, ACCORDING TO DATA FROM CINCOPA.”

\* <https://www.cincopa.com/blog/what-is-video-engagement-and-how-to-measure-it/>

Important Note: **Video Views** are not as important as having the ‘right people’ watch your video. Even with a longer video (i.e. Training Video), you might get less views but the people watching are more qualified.

The general rule is to use shorter videos for unqualified viewers (Facebook, Instagram, Emails, LinkedIn) and longer videos for qualified viewers (Website Videos, Training Videos)

# \* Analyzing Results

To help further develop your video marketing strategy, you want to look at metrics like:

Total views

Clickthrough rate (on email or social)

Conversions (on landing pages or website)

Social media engagement

Likes

Shares

Comments

Retweets

Once you collect the data, you want to analyze it to make informed decisions on your future videos.

If videos have a high number of views but no engagement, then you touched on the right topic, but maybe your tone or messaging was off.

If videos have a high level of social media engagement, then your audience is telling you they want more of the same. If you see high levels of engagement, but your conversion rate is low, then maybe you need to bolster your call to action.

If videos don't have many views nor engagement, then you want to find new ways to promote the video like social media posts or dedicated email campaigns. If, after a second round of promotion, your video metrics remain stagnant, then revisit your buyer persona and reconsider your video topics.

Again, pay attention to those numbers before you spend the time and resources to record your next set of videos. Measuring and analyzing will help you make a greater impact on your audience.

Consider 'Split Testing' to try different messaging or angles. Compare Metrics.

**Remember: Analysis is an ongoing endeavor.**

- \* David Benjamin is a Novelist from Madison, WI
- \* For the past five years, we've put together a YouTube Channel and strategic video content for his website that has included interviews, book overviews and feature stories.
- \* Last year, he launched his book imprint.
- \* We just placed a new video on his front page that highlights an effective use for a two-angle filming. [lastkidbooks.com](http://lastkidbooks.com)



## Tina at Red Door Mercantile

## \* Putting it all Together

Tina Writes:

- \* My strategy is always to be me. Never anyone else. I just go with my gut and knew instantly I needed to determine a way to still connect with our customers. We are about people. We do not sell online because to me that's just about sales.
- \* Red Door Mercantile has always been about experiences, joy and connecting to our customers. Prior to March 17th I had done a total of 5 videos and 4 Live Videos. Since March 17th until April 13 I was doing 2 videos a day. I am now doing one video a day with in depth posts as follow up pics of each item with prices. Our followers requested that.
- \* I started out and continue doing the videos with honesty, joy and letting people know what we have in different areas of the shop. Key ingredients-joy, positive, fun , informative and indirect selling.
- \* I've learned to be more concise, share prices and give my expertise and knowledge about why I have these products in the shop in a way that I have never done before.
- \* To create smaller vignettes so that items are seen more and to not be afraid to repeat and repeat and repeat. My goal at the beginning of this-to be here for our customers in any way I can, to help them in any way I can and to be a source of joy and light.

Red Door Mercantile  
*Goods.Finds.Gifts.*

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- \* Voice-Over - Michael Raymond | [imageroad.com](http://imageroad.com)
- \* Audio Editing - Audacity (Free Tool)
- \* Actors/Models - The Belle Agency in Green Bay
- \* Music - YouTube Creator, Bensound.com, Pond5
- \* Graphic Design - Fiverr, Upwork
- \* Transcripts - [temi.com](http://temi.com) (1 Cent per minute)
- \* Images - Pixabay, Pexels (free), Adobe Stock (\$32/mn)
- \* Stock Video - Video Blocks (Free Trial then \$35/mn), Pexels.
- \* Google Keyword Planner Tool - (Free)

## \* Free Strategy Session with Michael

- \* Sign up at: <https://calendly.com/imageroad>

- \* Open up YouTube Channel and dive into the dashboard. View Analytics.
- \* Give a tour of Wistia

\* Let's Explore  
YouTube and Wistia

- \* In what way could you use video to market your business?
- \* What challenges do you foresee?
- \* Use these questions to prepare for our ‘Strategy Session’.
- \* Schedule today at:  
<https://calendly.com/imagineroad>



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\* Questions