

The background of the slide features a faint, light gray graphic of several overlapping film strips. The strips are arranged in a way that suggests movement and depth, with some strips appearing to be in the foreground and others receding into the background. The film strips have a classic perforated edge and rectangular frames.

Video Marketing

“How to”

The background of the slide features a light gray, stylized graphic of several overlapping film strips. The strips are arranged in a way that suggests motion and depth, with some strips appearing to be in the foreground and others receding into the background. The sprocket holes of the film strips are clearly visible.

Its **Noisy!**

- Every 60 seconds, 700,000 Google searches are done.
- 5.3 trillion ads are shown online each year
- The average consumer processes 100,500 digital words daily

The background of the slide features a faint, light gray illustration of several film strips. These strips are arranged in a dynamic, overlapping fashion, with some sections curving and others straight, creating a sense of movement and depth. The strips are composed of rectangular frames separated by small sprocket holes, typical of traditional film. The overall effect is a subtle, artistic backdrop that relates to the theme of being 'heard' or 'seen' through media.

How will you be heard?



Try Video!

- Youtube is the number two search engine in the world
- **Videos** increase peoples understanding of your product or service by 74%
- 80% of users remember the **video** ads they watch online
- Website visitors are 64% more likely to buy a product on an online retail site after watching a **video**

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2 Elements 4 Good Video

1. Good **storytelling**
2. Compelling visuals



6 STEPS TO MAKING A GREAT VIDEO



1. Begin With The **End** In Mind

Who are you talking to?

What do you want to say?

Tip: In **ONE SENTENCE**, what do you want **YOUR AUDIENCE TO KNOW** at the end of the video?



2. Decide on the budget?

Money?

Time?

Resources?



3. Create a plan to capture the story

1. Decide on the “Voice”

2. How and who will tell your story?

- Your team?
- Hired talent?
- Graphics/ Animation?



3. Create a plan to capture the **story**

- Consider

1. How will I capture the **narrative**?
2. How will I capture the **visuals**?

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4. Capture the story

The background of the slide features a light gray, stylized graphic of film strips. The strips are arranged in a way that they appear to be overlapping and winding across the frame, creating a sense of motion and cinematic theme. The strips have rectangular frames and perforated edges, typical of film reels.

Finish the Story

- Consider
 1. Time limit?
 2. Music?
 3. Editing software?

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6. Tell the **story**

- Put it on youtube
- Hire someone to optimize video
- Post it on social media
- Get friends to share it



Questions? Contact me **anytime...**

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