

*Creative Guides - Series*



# Video Marketing for **SME's**



*Empowering creators in film, music,  
digital media*

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CREATIVE GUIDES\_ SERIES

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# CHAPTER 1:

## INTRODUCTION

### A. What Is Video Marketing?

Video marketing, one of the biggest trends in the digital marketing arena today, describes the use of video content to promote or inform audiences about your brand and/ or products.

From promoting your brand, to showcasing your products or services or engaging and building a rapport with your customers, video can be used to communicate with the world about what your business/ brand is offering to the marketplace.

It's expected that by 2024, video will account for more than 80% of all consumer internet traffic. Why? Because in today's fast-paced digital climate, marketing is about more than just words on a page. It's about being seen and being heard by your target consumers.

### B. Why is video marketing so powerful?

Innately, humans are naturally highly visual creatures. We primarily make sense of the world around us through what we see. Scientists say that 90% of the information our brain processes is visual. Studies have also shown that viewers retain 95% of a video's message, as opposed to 10% when reading text. This gives credence to the age-old wise proverb, a picture is worth a thousand words. Video is thus a more engaging, versatile, and shareable medium compared to written content.

### C. How Video Marketing Benefits Businesses

The use of video content in marketing & brand building is fundamental in today's cut-throat business world

considering that videos reign supreme across most online channels. Today's digital landscape is overflowing with video streaming platforms (YouTube, Netflix, Prime Video etc.), not to mention a plethora of social media platforms full of video content (TikTok, Facebook, Instagram etc). Everyone loves a good story, and video is undoubtedly the most popular way to tell your brand's story. Below are other video marketing benefits that will help you build & market your business.

### **i. Video Builds Trust And Credibility.**

Video is the perfect way to create a personality for your company and your brand, enabling you to connect with your viewer and earn their trust. 90% of users say that product videos are helpful in the decision process. The more videos you have to help educate and inform your customers, the more you will build on that foundation of trust. And trust translates to sales.

### **ii. Brand Awareness**

Video content is a powerful way to increase brand awareness and create an emotional connection with your audience. Creating an emotional bond is key because it helps to build trust. Video is an emotional medium which brands can use to communicate non-verbal cues like body language, facial expressions and tone of voice in a way that blog posts or static images alone cannot offer. Video is thus a powerful retention tool enabling consumers put a face to the name. Videos help to humanize and personalize your brand. Videos can turn casual followers into highly-engaged brand advocates.

### **iii. Video Boosts Growth & Engagement**

Research shows that many companies are seeing that investing in video marketing boosts engagement on their social media channels and website, hence it is also great for your bottom line for lead generation & new customer acquisition. The engaging nature of video makes viewers want to share videos with their friends and followers on social media.

The key is to use video as an extension of your brand. When you know what you stand for, how you communicate, and who you want to reach, then you can create highly engaging content that can boost your business' growth trajectory.

### **iv. Increased Conversions:**

Video marketing can dramatically improve conversion rates. According to Wyzowl's 2022 State of Video Marketing survey, 96% of people have watched explainer videos to learn more about a product or service. Showcasing your company's product or service through video content can lead to better customer understanding, which translates into higher conversion rates.

### **v. Improved SEO:**

Search engines love video content. A well-executed video strategy can significantly impact your search engine ranking. Research suggests that websites with video content are 53 times more likely to land on the first page of Google's search results. This visibility can lead to a significant boost in traffic, where potential investors can discover your company and what you offer.

#### **vi. Video Appeals to Mobile Users**

Video and mobile go hand in hand. 90% of consumers watch videos on their mobile phone. According to studies conducted in March 2023 by Kenya's Communications Authority, the number of mobile devices in Kenya stood at 62.96 million as at the end of quarter I, translating to a device penetration rate of 124.5 per cent.

Video really does appeal to mobile users on a deeper level than on a desktop and TV. Mobile users tend to feel more connected to their device and adopt a stronger sense of trust when watching video content; it is somehow a closer personal experience.

#### **vii. Video keeps users on your Social Media pages for longer.**

According to TJ McCue's Forbes article, the average user spends 88% more time on websites with video content than any other type of content. This means that adding videos to your website pages can increase visitors' time spent on it. It could be because most people find videos more enjoyable to consume than reading text.

A second reason could be that video explanations are more effective at helping people understand & retain information. You can increase your reach and retention rates by creating videos of your product/ service/ brand.

### **D. The Future of Video Technology**



As technology continues to evolve and expand, so does our usage of it. It's crucial to think about how videos may be utilized to make the most of this exciting technological opportunity. With Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR), and streaming services currently with us, now is an excellent time to get started with video content and stay updated on the newest methods and best practices for distributing your message to internet users.

### **a) *Limitless Video Applications***

No matter the industry or use case, video is fueling digital innovation. We conduct business meetings over Zoom, rely on backup cameras to navigate parking lots, and sweat to fitness routines on connected gym equipment. Even today's vacuums, watches, and medical devices have online streaming technology built in.

The healthcare sector relies on video-connected wellness devices, remote surgical capabilities, and smart hospitals are equipped with AI-based surveillance.

In the consumer world, shoppable video and digital fitness have replaced traditionally in-person experiences like going to the mall or gym. According to Cisco, video accounts for 80 percent of all internet traffic. That percentage is only expected to grow as tech giants like Meta evolve their strategy to focus on augmented and virtual reality (AR/VR).

Expect limitless video applications in the years ahead, with real-time interactivity and immersive technologies driving innovation & change in the business landscape.

### **b) *Video Anywhere and Anytime***

It used to be that accessing online content required a cumbersome desktop computer tethered to the wall. Capturing and distributing video also involved substantial on-site infrastructure — which could take the form of a full-fledged broadcast studio or expensive satellite truck.

Not anymore. Today viewers and publishers are on the go. We check home surveillance cameras on our smart phones and watch direct-to-consumer movie releases on our tablets with Netflix. Whether at a coffee shop, walking through an airport, or on a road trip, we expect smooth viewing experiences and anywhere access.

Improvements to connectivity have made online video ever-present. For instance, during the 2022 Winter Olympics, both broadcasters and on-site personnel benefited from next-generation networking on China's 5G Express Train. It was the first train to offer 5G coverage at 350 kilometers per hour. Even more impressive, it housed the first high-speed live streaming studio, which was used to broadcast coverage of the Games.

### **c) *Internet of Video Streams:***

According to Cisco, the number of internet-connected devices will be more than three times the global population by 2025. It's safe to assume that a large percentage of these will implement video technology — being as today's smart phones, refrigerators, drones, and cars already do. In this way, the internet of things will give way to an internet of video streams. Just as the virtual world continues to grow, we can expect more video-enabled robots, wearables, and smart ecosystems to become standard in the physical world.

## **Summary**

Video marketing is the future of marketing, as it provides a more personal experience for consumers who are used to social media and short attention spans. Ignoring video marketing is no longer an option for brands who want to grow and become market share leaders and continue to be relevant to future consumer generations.





# CHAPTER 2:

## Developing A Video Marketing Strategy

Your video marketing strategy is critical to your business success. A well-crafted strategy will help you meet your goals and create video content that addresses real business objectives. This strategy is more like a road-map outlining what you will do at any given time.

### A. Start with Your Video Goals/ Objectives

The first step in creating your video strategy is outlining your video's goals & objectives. These challenges can and should form the foundation of your video marketing strategy.

### B. The Aida Formula In Video Marketing

Next, get to know the AIDA marketing, advertising and sales model methodology designed to provide insight into the customer's mind and represent the steps needed to cultivate leads and generate sales.

The AIDA formula is an acronym used in marketing and advertising & stands for Attention, Interest, Decision, Action. The AIDA model was introduced by businessman Elias St. Elmo Lewis in the late 19th century.



# The AIDA Buyer's Journey



**Awareness** - Creating brand awareness and gaining attention from potential customers.

**Interest** - Once attention is gained, sustaining that interest in your product or service by creating arousal (for example, detailing information about the product of interest).

**Desire** - Once the interest is aroused, you want to persuade the customer as to why they should purchase your product or service. This can be done by outlining the benefits of the product to address the needs/emotions of your target customer.

**Action**- As soon as the desire has been invoked, you want the customer to take relevant & appropriate action & convert.

The framework helps us to identify different cognitive stages that an individual goes through during their purchasing process for a product or service.

Most online video marketing objectives falls into three main categories:

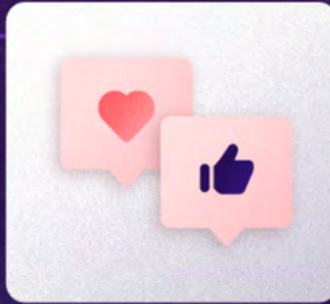
1. Awareness
2. Engagement
3. Education

# Most Marketing Videos Fall into **3 Main Categories**

## 1. Awareness



## 2. Engagement



## 3. Education



### **Awareness**

These are types of videos that will help you get your customers' attention. Generally, these kinds of videos need to be attention-grabbing, shareable and highly original. Any kind of 'viral video' would fall into this category.

### **Engagement**

Engagement videos are meant to spark a reaction, such as a comment, share or like. Videos in this category usually have some kind of emotional element to inspire people to engage, such as an interesting behind-the-scenes video or thought-provoking interview.

### **Education**

This category of videos should teach your audience something. If you're looking to engage potential customers, a customer case study can offer more insight into business' impact..

### **C. Common Small Business Marketing Challenges**

Most SMEs have the same marketing challenges that can be summarized as below.

We have also looked at this list of challenges to explain why it may be important for your business and what sort of videos are required to solve the each challenge as hereunder:

- i. **Increase brand awareness** - Brand awareness communicates the values your company stands for. It gets the word out about your company and your products or services.

Types of video

- Short entertaining videos
- Short emotional videos
- Brand videos
- Demonstration videos

ii. **Improve customer education** - Increases trust in a brand and its products and services. Also helps position your brand as an authority and a source of free, useful knowledge.

Types of video

- Demonstration videos
- Explainer videos
- Human interest videos
- FAQ videos
- Instructional video

iii. **Increase online engagement** - Engagement helps your target market connect with your brand on an emotional level. Engagement promotes likes, shares, comments, followers & builds social capital.

*Types Of Video*

- User-Generated Content (UGC) videos
- Short entertainment videos
- Short emotional videos

iii. **Increase lead generation** - This drives traffic to a landing page or website, It gets your viewers to subscribe to your channel or newsletter or requests viewers to contact you.

*Types of video*

- Live or recorded video series
- Interview videos
- Advice videos
- Inspirational videos

iv. **Increase conversion rates** - Here you want to convert traffic into revenue.

Types of video

- Product videos
- Testimonial videos
- Explainer videos
- Demonstration videos

v. **Increase sales revenue** - This objective persuades customers to buy products. and to buy them more frequently.

Types of video

- Product videos
- Testimonial video

**vi. Improve website traffic** - videos with this objective will drive traffic your landing page or website. They can also be used to get your viewers to subscribe to your channel/ newsletter & asks viewers to contact you.

Types of video

- Live or recorded video series
- Interview videos
- Advice videos

**vii. Improve Lead Generation:** This builds relationships with prospects who aren't quite ready to buy. It also educates, increases awareness, and develops trust, increasing the likelihood that your customer will choose you when it is time to buy

Types of video

- Brand videos
- Explainer videos
- Product demonstration videos
- FAQ videos

## D. Find Your Target Audience for Video

Now that you know what stage of the marketing funnel you'll be targeting, it's time to figure out who your intended audience is.

The key is developing your buyer's persona. Creating a buyer's persona (or a few) is usually done when a company is developing its product or service offerings. Most probably, the people you want to buy your product are also the people you want to reach with your video.

Make sure you have the following figured out:

1. Who your product or service is for — this will be your buyer's persona.
2. What the purpose of your video is — this will be where they fall within the common marketing challenges SMEs face above as well as the marketing funnel.
3. Where your target audience hangs out — this will inform how you distribute your video.

With these three questions answered, you'll know not only who your target audience is, but how to reach them, as well.

## E. Maintain Consistent Branding

Even if a video marketing strategy is out of character for your business, you should still remain on-brand. Your current audience will be more receptive to this familiarity. New viewers will also be more likely to further engage with your content if they see consistency.

With so many working parts in a video marketing strategy, you can show your brand through various technical aspects including:

- Script tone and language
- Video length

- Background music

## F. Choose Between In-House Production or Outsourcing

Once you have a clear understanding of how you want your video marketing strategy to look, it's time to start production. Small business owners often struggle to choose between saving money by producing their own videos or ensuring quality by hiring a professional team.

While there's no clear cut answer that applies to every situation, there are some critical factors to consider:

- How much money you have to spend on marketing
- Your ability to produce in-house
- The level of quality your audience is expecting
- What professionals in your area are charging

Both in-house and outsourced video production come with their own advantages and disadvantages, making it difficult to choose a clear winner. The right answer will depend on your business's current needs and budget.

## G. Optimize Videos For Each Platform

Formatting is an often overlooked consideration for a video marketing strategy.

People instinctively film horizontally because they're used to watching movies and television. But social media platforms and mobile devices have introduced the need for vertical formats.

Optimizing the format of your video marketing strategy for the platforms on which you're advertising can lead to more interaction and increase the chances of conversion.

**Landscape** - the classic horizontal format most commonly used for video marketing on television, desktop, and YouTube.

**Portrait**, -vertical, formats are ideal for videos you want to be shareable on mobile devices. The vast majority of social media sites, such as Facebook, Instagram, and Tik Tok, are geared toward this format.

## H. Track Your Video Success

You need to track the results of your video marketing strategy to determine its performance.

Here are some important metrics you can follow:

- View count
- Engagement rate
- Social sharing
- Interaction (i.e., comments, likes, clicks, subscriptions)





# CHAPTER 3

## **A. 12 Types of Videos for Your Marketing Strategy**

### **i. Social videos**

Social platforms, such as Instagram, Facebook and TikTok, have short-form videos for creative ads. These ads are on average a minute or less and are fun and engaging. These videos appear in the user's feed and can get a lot of engagement with trending songs. They enable marketers to be creative, while showing a company's personality and providing a connection to the audience. These videos should be typically less than a minute. They can cover various topics, such as sharing company information demonstrating a product, telling a story or promoting an event. Ask for shares, comments and likes to engage with the audience. Social videos are a great way to boost brand awareness and direct viewers to a website.

### **ii. Small Business Story**

Telling a story of your business, its origins, motivations, challenges etc is a great way to connect with customers on a personal level. Clients will see the human element behind the company which is crucial for branding and creating positive perceptions about your company. A deeper connection can lead to a more loyal customer base. As visual creatures, humans are naturally attracted and responsive to videos. With a great video marketing strategy, you can capture and hold the attention of a wide pool of potential customers.

Your story video can be as simple as you talking about the motivation behind starting your business, what you're offering people, and what your plans are for the future. Tell a story that's unique to you

### **iii. Video Ads/ Spots**

Video spots, have been around longer than digital marketing and were particularly popular when TV was the number one mass media channel. Catchy jingles used to capture audiences like top hits.

Besides driving sales, video spots also serve as a powerful booster for brand awareness. Today, you can place spots/ ads on digital video/ social media platforms like YouTube, Facebook or LinkedIn. The term video ads usually refers to paid advertising rather than organic content.

### **iv. Explainers**

If your business offers a service or good that isn't immediately understood or is complex, an explainer video on your landing page may be just what you need. These videos typically feature animation with a voiceover that explains what your business offers for the audience.

These videos serve as a virtual storefront & can also serve as branding vehicles. In addition to the promotional usage they can be used internally as training material for sales and marketing teams.

### **v. Product Demos**

The purpose a product demo video is to flaunt your product or service to your audience in a captivating way. It differs from an explainer videos in that you're not explaining how the product works, but rather showing off its features, perks and benefits. It is often passionately narrated by a highly charismatic host and sometimes has animation to showcase the features and benefits of the product/ service on display.

This type of video functions as a pillar in a video strategy to enhance awareness, educate, and, of course to promote the product or service.

### **vi. Event videos**

If a company is hosting a conference or event, videos are a great way to promote or post highlights from the event. Share interesting presentations from the gathering to distribute information. Create a recap video showcasing speakers, presentations and other highlights of the event.

Companies can focus on the entire event or choose small portions to highlight with their audience. Events are another great way to tap into the live-stream technology whether on social media or a live stream platform added to the website.

### **vii. Testimonial videos**

Letting happy customers promote your product or brand is a great way to build credibility. This kind of video is usually a short interview or review where the user shares their positive experience. A testimonial video is beneficial in almost any situation. This is because people believe what users say before they believe what you claim.

### **viii. Live Streams**

Live video offers viewers a special, behind-the-scenes look at your company, resulting in more engagement. Live video content can range from interviews to events and presentations. To promote engagement, encourage them to post comments or questions through a live chat.

## **ix. 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 and put these discussions in front of your audience.

## **x. Educational or How-To Videos**

Educational/ Instructional videos can teach your audience something new. These marketing videos can also build the foundational knowledge they'll need to better understand your business and solutions. Your sales and service teams can use videos like this as they work in the field with potential customers.

E-learning and educational content are best suited to educate prospects and establish thought leadership & help in establishing niche expertise.

## **xi. Video Documentaries**

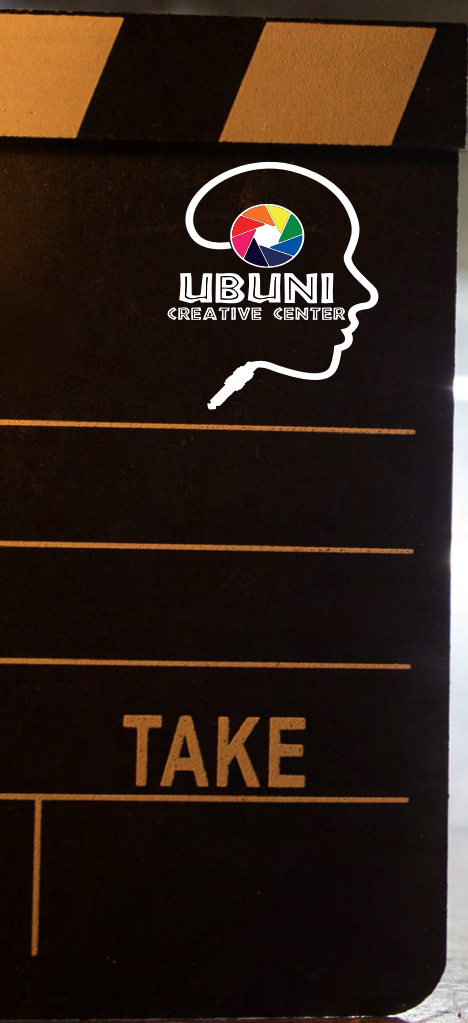
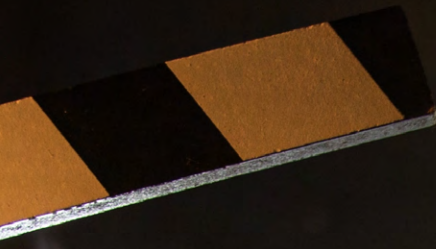
Documentaries revolve around a real-life story and gives an in-depth look at a topic relevant to the industry. Documentaries can take everyday customer stories and position your product as the better solution. Since documentaries revolve around candid characters, people tend to trust them more.

This format runs around a storyline that generally has a moral standing. It intends to unleash some sort of truth and offer insight into the inner workings of a subject.

## **xii. Un-boxing videos**

Un-boxing videos are becoming an increasingly popular style of video marketing, especially among tech enthusiasts and gadget specialists.

In an un-boxing video, you simply open up the box that your product comes in and show viewers what's inside. These types of videos can be used to generate excitement for a new product launch or simply give viewers a peek at what they can expect if they decide to purchase your product.





# CHAPTER 4

## Video Pre-Production

### A. The 3 Stages of Video Production

Production of a high-quality video requires a professional video production team that understands the filmmaking process split up into three broad categories:

- **Pre-production:** the planning and ideation stage that includes scriptwriting, storyboarding, casting, location scouting, and rehearsals. The cost of pre-production services can vary based on the complexity and scale of the project.
- **Production:** this stage involves everything relating to the actual video shoot. i.e. cost of equipment rental, hiring of film crew, talent fees, travel. The cost of production services will depend on the type of equipment and resources needed and the shoot duration (e.g. half-day, full-day, or multi-day shoots will cost different amounts).
- **Post-production:** This is the video editing process that involves splicing/ sequencing video clips, color grading, sound design, music licensing, motion graphics creation, voiceover recording, and translation. The cost of post-production services can vary based on the length and complexity of the video and the level of expertise required.

**Distribution and other:** Distribution, a component of Post-production, includes in-house and external ef-

forts to position and promote the final product. This might involve social media strategy, new landing pages, publishing on video platforms like Vimeo, Youtube or own website. While planning your budget, any other miscellaneous expenses that may arise during production can be added here.

## B. Pre-Production Stage

### I. Script & budget your video.

All videos need a script. You need to turn your visual ideas into a well-written script that will allow you to execute and communicate your ideas to your target audience/ viewers. After you have settled on an idea, start with creating an idea map – in which you will mention all the elements you want and what details you would like to add in the video.

Create a video brief – This acts as your guide for the entire video

Then ask yourself the following questions based on best practices for script writing

- Why are you making this video?
- Who is your target audience?
- What do you want this audience to do after watching your video?
- What is the core message of the video?

Also, research on the topic by watching related videos online as well as reading articles and blogs. Using this idea map, you can build on a script in terms of:

- locations you want to shoot at
- what time of the day
- what will the person in the frame be wearing.
- Which graphics/ audio will be over-layed on the video

Start writing your script with an outline. List out your key points and order them logically.

Two-column scripts are a common practice in television because they help you organize how the audio and visual parts of your script work together.

VISUAL	VOICEOVER

Turn your core message into a story – Find a way to turn your message into a story that is not only engaging but also satisfies your marketing needs as above.

- Make it brief/ short – The script should be short enough to account for the audience's short attention span and be engaging enough to keep them hooked throughout.
- Add creative elements into your script – you have plenty of ways to convey your story by the use of graphics, sound effects, music, etc,

- Tweak your message until your marketing objectives are fulfilled – Ask yourself:
  - ✓ Will the script resonate with the audience?
  - ✓ Will my message get conveyed in the right way?
  - ✓ Will it tell an engaging story with a logical flow?
  - ✓ Is there a short, sweet, and impactful?







## II. Create a storyboard

### What is a Storyboard?

A storyboard is a series of sketches that represent the individual shots planned for a video, film, or commercial. They often include directions for camera angle, lighting, and transitions, along with dialogue and other notes. It's a blueprint for your corporate video production. It helps you visualize your video before you start shooting it, allowing you to have more control.

### Why Are Storyboards Important?

Storyboards help you plan your video, truly from start to finish. How/ what will the lighting be? How will the production flow? Do you want voiceovers or dialogue? How do you want viewers to *feel*? Storyboarding allows you to collaborate with other team members to flesh out your shared vision for the video. In many ways, storyboards are like a dress rehearsal for the real video. Storyboarding lets you figure out any gaps in your video – before you spend money on production.

			
<b>Scene 1</b> Wide to medium zoom in on door	<b>Scene 2</b> Medium of mom, dad, & kids leaving and saying goodbye	<b>Scene 3</b> Mom & kids get on escalator	<b>Scene 4</b> Mixed shots on escalator and calm elevator music
		Are you going to extremes to keep your family safe on winter roads?	Make it easy this winter <a href="http://www.abctires.com">www.abctires.com</a>
<b>Scene 5</b> Medium shot stepping off escalator into truck	<b>Scene 6</b> Long shot of monster truck driving away	V.O. Same ↑	V.O. get the #1 rated all season tires at ABC Tires
		<b>Scene 7</b> Slide	<b>Scene 8</b> Slide

### III. Prepare Your Shooting Schedule

- Having a shooting schedule ensures that you finish recording in time thus on budget. Your shoot schedule will include dates and timings of the shoot. Add contingency days for when things don't go as planned – like the weather, transport & other logistics not panning out as per plan.
- The schedule is based on what makes most logistic sense rather than what scene follows the other. It is arranged in a way that allows you to see the project in groups of shots with a common designation. This makes it easier to indicate which shots to take when its day or night, interior or exterior, location or studio and anything out of the ordinary.

Scene #	Location	Scene	Date	Time	Cast	Equipment/Props Needed
1	Zoey's House: The Ridgeway (Oakwood)	Couple in bed	9 <sup>th</sup> February 2013	<b>11am-3pm</b>	Comfort	Camera
		Relaxing at home (Playing Wii, Cuddling, Laughing)	9 <sup>th</sup> February 2013		Michael	Tripod
		Break-up Scene	9 <sup>th</sup> February 2013			Nintendo Wii Steadicam Mobile Phones
2	The Cookie (Oakwood)	Walking to the Café	2 <sup>nd</sup> February 2013	<b>12pm-12.30pm</b>	Comfort	Camera
		Discussing in the Café	2 <sup>nd</sup> February 2013		Michael	Tripod
		Comfort alone in the Café	26 <sup>th</sup> January 2013			Steadicam
3	Trent Park (Oakwood)	Cuddling in the park	2 <sup>nd</sup> February 2013	<b>10am-1pm</b>	Comfort	Camera
		Walking across field	26 <sup>th</sup> January 2013		Michael	Tripod
		Playing around the trees	2 <sup>nd</sup> February 2013			Steadicam
		Couple at the bus stop	2 <sup>nd</sup> February 2013			Extra lens (70-300mm)
		<b>Photoshoot for CD DigiPak</b>	<b>9<sup>th</sup> February 2013</b>	<b>12pm-1pm</b>		
4	London Bus (Across Enfield)	Couple laughing and talking	2 <sup>nd</sup> February 2013	1.30pm-2pm	Comfort	Camera
		Comfort alone on the bus	9 <sup>th</sup> February 2013	3.30pm-3.45pm	Michael	Steadicam

### IV. Create Your Shot List

- You will need to identify the shots that you need for your video and then break those shots down further by determining the best camera angle or view for each shot. Your director of photography (DP) should know ahead of time what type of shots are needed and how to get them.
- You will need to prepare the locations before shooting starts. Ensure that you have



Script /SB Ref.	Shot #	Interior Exterior	Shot	Camera Angle	Camera Move	Audio	Subject	Description of Shot
1	1	Exterior	WS	Eye Level	Static	VO	Paul and son	Paul and his young son are at the lake, fishing
6	2	Exterior	WS	Eye Level	Static	VO	Paul	Paul at the lake, fishing alone. He pulls out a photo of him and his son; he smiles.
9	3	Exterior	WS	Eye Level	Static	VO	Paul, son, grandson	Paul, his son, and grandson at the lake, fishing
2	4	Exterior	VWS	High Angle	Static	VO	Paul and son	Paul and son playing baseball in a backyard
3	5	Interior	MCU	Eye Level	Static	VO	Paul and son	Paul teaching his son how to drive
4	6	Interior	WS	Eye Level	Pan	VO	Paul, wife, and son	Paul and his wife at their son's high school graduation
5	7	Exterior	WS	Eye Level, Birds-Eye view	Static	VO	Paul, his wife, and son	Paul's son packs up a car, clearly leaving for college. He hugs Paul and his wife, and they both watch him as he drives away.
7	8	Interior	MS	Eye Level	Pan	VO	Paul at his son's wedding	Paul hugs his son before he walks out to the altar; they smile
8	9	Interior	MS	OTS	Static	VO	Paul's son and his wife	Paul's son is at the hospital with his wife; she's in labor, gives birth to a boy

all that you need to start shooting live footage to avoid wasting precious time.

## V. **Create a Video Production Budget**

The cost of video production services can vary depending on several factors. Here are some determining factors that influence the cost of video production:

- **Video length:** are you creating a 3-minute video or a 30-second video? Longer videos require more production and post-production effort, causing them to cost more.
- **Type of video:** are you working with stock footage or original footage? Do you have sources for testimonials, or will you hire actors for your product? Original footage and hired actors will drive up the cost of a project.
- **Required resources:** Do you need special cameras, software, or equipment to execute? Do you need a larger team of specialists? This will result in higher costs.
- **Production timeline:** video production companies will either charge a day or hourly rate. The longer spent filming and editing, the more the team will charge for their labour.

Additionally, unexpected costs and unforeseen disruptions are typical in video production projects because of all the moving parts involved. It's smart for companies to set aside a small portion of their budgets for contingencies which may arise. This will keep you from falling victim to the harmful effects Murphy's Law.

## VI. **Types of Video Production Experts You May Need/ Hire?**

- Video producer
- Scriptwriters
- Videographer

- Voiceover artists
- Animators and motion graphics artists



### **VIII. What do You need to Rent/ Purchase**

Make a list of the things you'll need to produce the video you want and take stock of the things you already have. You will have to rent or purchase the equipment if you don't have the necessary equipment.

This may include the costs of the following tools:

- Camera rentals
- Camera Grip/ Gear - tripods, jibs, cranes
- Audio capturing/ recording equipment (mics, field recorders)
- Lighting equipment
- Props
- Editing/ color grading/ audio mastering software

Renting equipment can be a cost-effective option, especially if you only need the equipment for a short period.

However, if you plan on using the equipment frequently, it may be more cost-effective to purchase it outright — especially for in-depth marketing campaigns. As video becomes more prevalent in marketing strategies, more companies are opting to buy their core equipment like cameras, lights and sound equipment.

## IX. Basic Film Equipment

### a) Camera

There are (literally) thousands of cameras to choose from. But we recommend using a DSLR camera for 3 reasons:



First, they're pretty cheap. Compared to most video cameras, DSLRs are very budget friendly with a basic kit on the market retailing for about Kshs 60,000.

Second, they're easy to use. DSLRs have a learning curve. But they're basically point-and-shoot.

Third, the videos look great. As long as you have solid lighting, you can shoot professional-looking videos with a DSLR as many now support 4k. In fact, this video was shot with a cheap DSLR.

### b) Tripod

Tripods are camera support equipment that help you maintain a steady shot. The type of tripod you choose should depend on the camera and lens you're using. For a DSLR, Manfrotto/ Libec makes a variety of good quality tripods, robust tripods

### c) Storage Devices

You'll also want to stock up on camera batteries and SD cards as raw video files take a lot of space.

## X. Audio Equipment

George Lucas is famously quoted as saying, "Sound is half the experience." Thus, you'll want to invest in some quality sound equipment for your final product as most internal microphones aren't powerful enough to adequately record quality audio.

Having the right microphone positioned in the right spot makes all the difference of your recorded audio. The microphones that are commonly used in video production come in a variety of shapes and sizes. We advise you strongly consider investing in at least one auxiliary microphone for your camera setup!

- a) **Shotgun-** These mics are great for pinpointing the exact audio you want without the problem of audio interference from surrounding ambient noise. The mic can be manually held using a boom pole or attached to a **boom stand**. This will most likely be the most adaptable all around mic to add to your setup.



*Rode Kit NTG3 + Boom Pole + Blimp Windshield + Dead Wombat Windshield ... :Amazon.com.*

- b) **Handheld-** These are typically what you see local TV reporters using. They are useful for "run and gun" type of situations. They are the standard for on-the-go interviews.



MD46

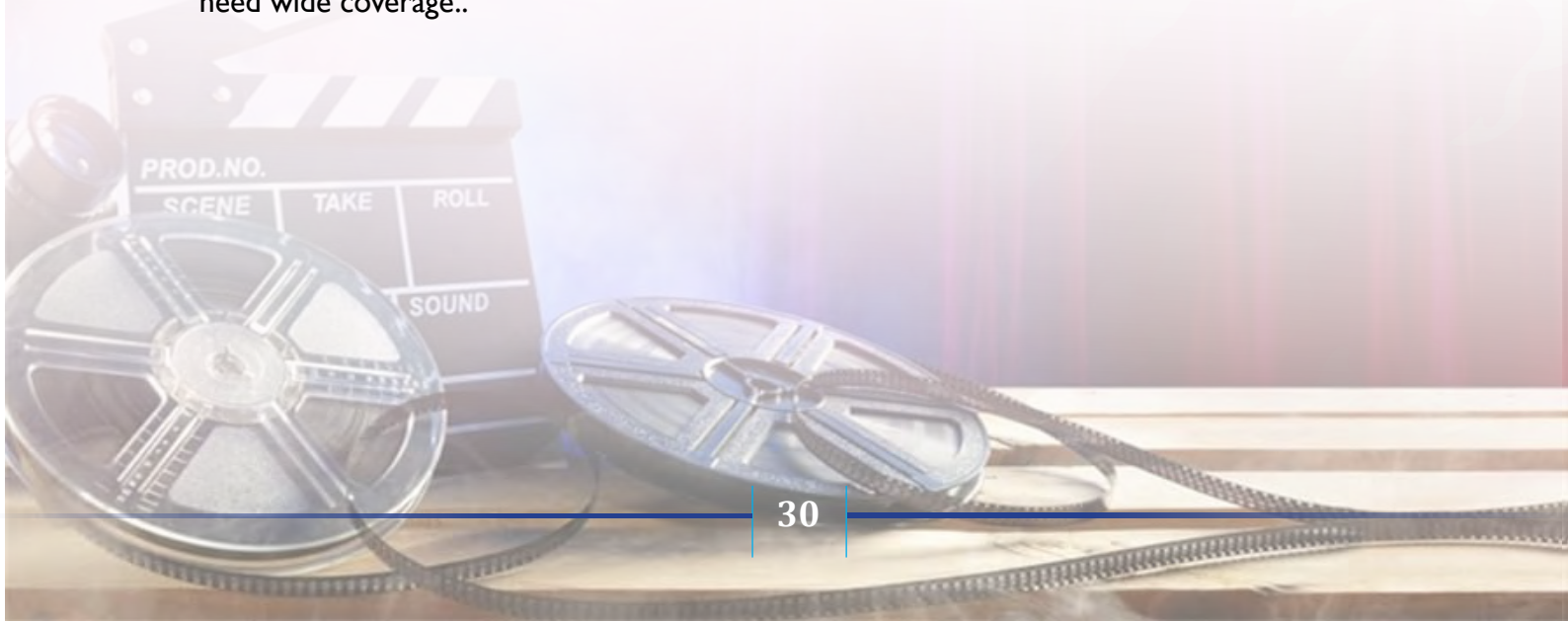
*Sennheiser MD 46 - Dynamic ENG Microphone*

- c) **Wireless Lavalier/ Lapel Mic-** These are tiny mics, also referred to as lavalier microphones, that clip to someone's shirt or tie and are usually used for sit-down interviews. as it has the most direct pickup of an individual person and greatly cuts out external background audio. They are also great for capturing consistent audio levels as the microphone does not move around like a handheld mic.



*Sennheiser EW 112P G4 Camera-Mount Wireless Omni Lavalier Microphone System*

- d) **Boundary/PZM-** These inconspicuous mics can be placed on a wall, table, podium- anywhere you need wide coverage..





*Audio-Technica U851Rb Cardioid Condenser Boundary Microphone*

- e) **Stereo Microphones-** With the proper gain adjustment, these mics can capture natural sounding musical performances and ambiances both loud and quiet.



*Audio-Technica BP4025 X/Y Stereo Field Recording Microphone*

#### f) **Tips on Capturing better Audio for Film**

Tip 1) Choose your shooting locations carefully to avoid problematic audio environments: Try to bring the camera and microphone that you'll be shooting with and a good pair of headphones to identify problem noise sources.

Tip 2) When microphones are used outdoors they require wind protection: If you are going to be out in the elements, make sure that you have adequate wind and weather protection for you microphones. Lower frequency wind noise and dripping rain can easily render your work unusable. Learn all about wind protection for shotgun microphones [here](#).



*Auray Professional Windshield for Shotgun Microphones (7")*

Tip 3) Consider capturing audio using a field recorder: A field recorder is a device that records audio independently of a camera. Field recorders can also mix multiple audio tracks from multiple microphones,

Audio is recorded onto an SD card when record is in progress. Making use of a separate audio recorder will give you more control over levels thus gain superior results from a dedicated high quality audio recorder.



*Zoom H6 6-Input / 6-Track Portable Handy Recorder*

Tip 4) Use hardware compressors and limiters when taping in the studio:

A studio interview or voiceover situation is a great time to make use of a hardware dynamics processor. Compressors and limiters are often overlooked units that can help smooth out your signal and allow you to get more level to your recorder. Many portable field mixers have built in limiters so don't be afraid to try them out in your studio as well- a little limiting can work wonders.

Tip 5) Consider using a dedicated audio software in addition to your video editing software in post-production

Most video editing software is focused mainly on video. If you require more audio editing power, you might

consider working with a dedicated audio application. Specialized software programs like Adobe Audition Pro Tools, Digital Performer, or Vegas Pro. will empower you with more editing options.

Tip 6) Apply restoration: If background noise from say an air conditioner has ruined an otherwise well recorded interview, restoration software can help you reduce problematic audio like background/ wind noise, clicks, pops, crackles, There are many software options out there. The following are considered the top 6

#### Top 7 Audio Restoration Software

1. iZotope RX 8 - Features cutting-edge technologies for post production
2. Accusonus ERA - For sound professionals
3. Sonnox Restore Bundle
4. Acon Digital Restoration Suite
5. Cedar Studio - Grandfather of noise-reduction
6. Accentize Speech Restoration Bundle
7. Magix Sound Forge Audio Cleaning Lab 4

#### Tip 7) Become more proficient at making smooth edits in your audio software

Smooth audio edits should be seamless when done properly. You should be able to remove audio like unwanted coughs / sounds when they do not support your video footage. Spend time learning to properly trim your audio segments by making use of all your available software options.

#### Tip 8) Become more familiar with EQ and mixing concepts

Effectively mixing several audio tracks is a little more complex than merely adjusting volume levels and transitions between them. Each element in your project will sit in a different frequency range and should be equalized accordingly to preserve its own sonic space when combined with other elements. If you're in this for the long-run, spend a little time researching and becoming more familiar with the concepts of the audio frequency spectrum and equalization

In summary, for those just beginning to focus on better audio in their video work, we hope that these 8 tips introduce you to some new ideas & concepts that will greatly improve your final product and tell your story more succinctly.

## **XI. Lighting For Video**

Lighting is one of the most critical aspects of creating a video because it allows you to set the mood for the video. Without good lighting, the best camera in the world will not capture the perfect frame.

Lighting is fundamental to video because it creates a visual mood, atmosphere, and sense of meaning for the audience. Lighting can also be used to add color and texture to otherwise plain environments and scenes. The proper use of lighting can even change the way people and objects appear in the scene.

Lighting can make or break the quality of a film or video. You'll need to find the right lighting equipment to achieve compelling shots. You'll also need to ensure your lights are perfectly angled to achieve the desired effect.

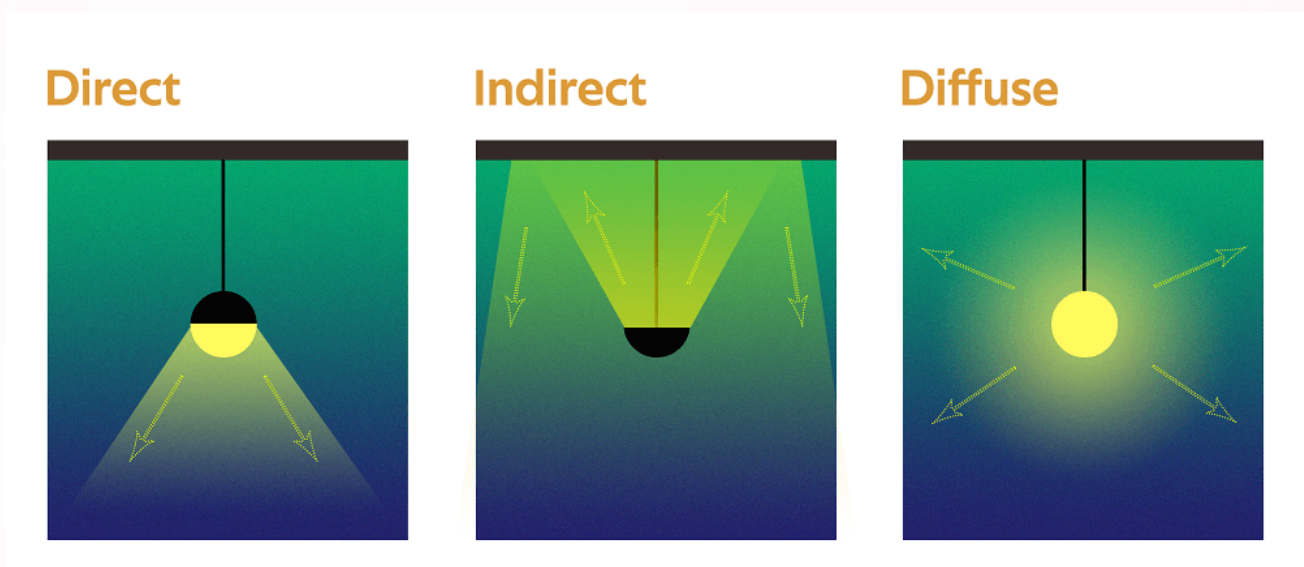
### **a) Two Types Of Light: Direct And Diffused**

Light can be broken down into two broad categories:

- **Direct light** - On a sunny day, you have 100% direct light. The light is glaring down at you and coming from one direction only. Light travels in a straight line and can bounce, but not bend. Thus direct light creates harsh, deep & dark shadows with distinct edges.
- **Diffused light** - Light becomes diffused when it gets bounced/ re-directed around. Clouds act to diffuse the sunlight. On a completely cloudy day, you have 100% diffused light. There are no shadows. There is so much light bouncing around, that it is essentially coming from everywhere all at the same time. All shadows get filled in.

Hence, the more blurry the line of the shadow the more diffused the light. Room light is usually fairly diffused. In fact, we as domesticated humans usually go to some effort to diffuse our room light since diffused light is easier on the eyes. Lamp shades, the inside of light bulbs painted white, all those are efforts to diffuse the light.

All the accessories, gizmos and gadgets that exist in all professional light kits is to either direct or diffuse light.



## b) Why video lighting so important

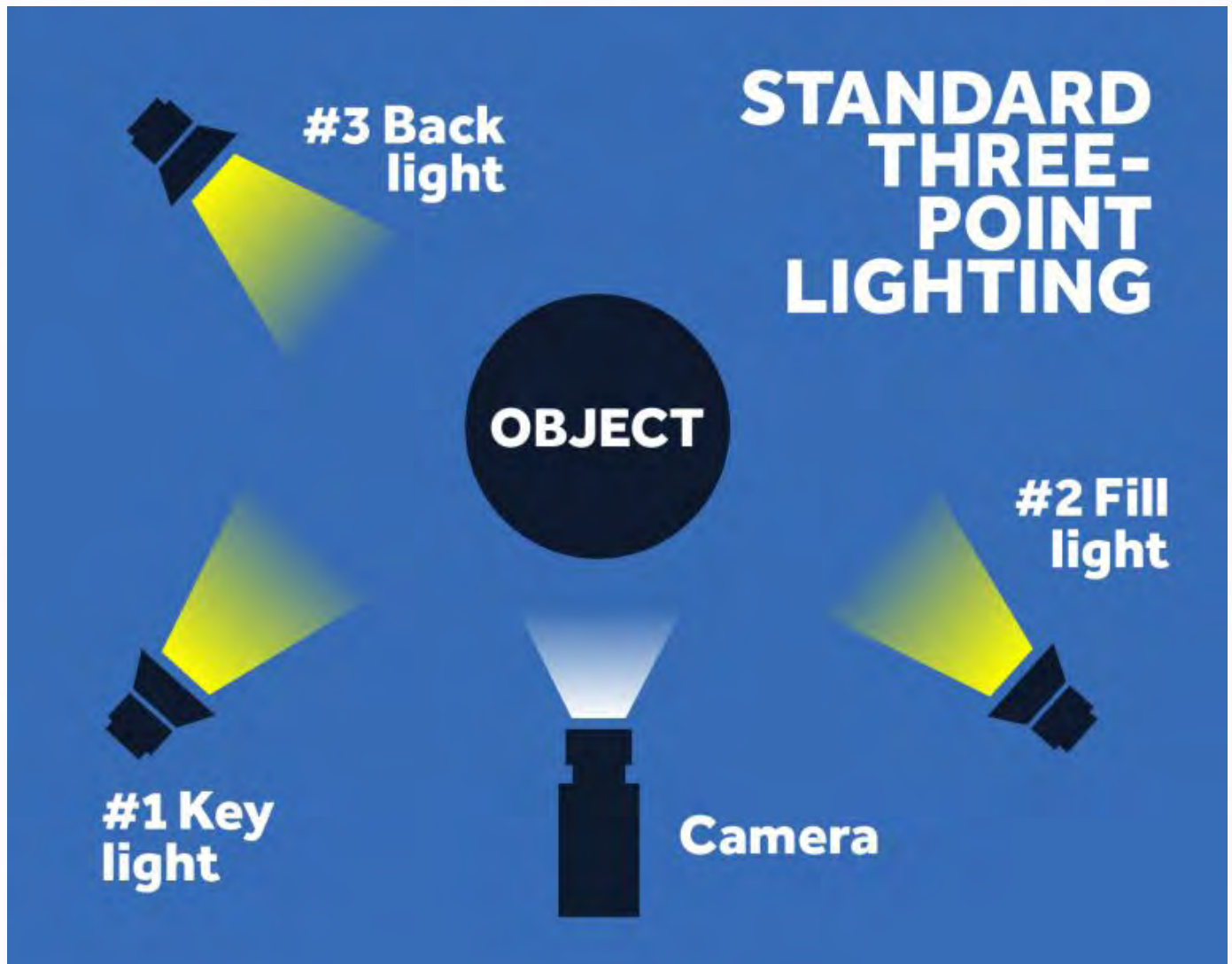
Lighting can help to form your film in the following ways:

- It helps to create a professional & neutral atmosphere for your marketing video..
- Lighting helps to guide the audience's gaze. If you want to attract attention to a specific prop, person, or object/ product, you can use lighting to your advantage.
- Lighting can affect how your characters, location or products look. Some forms of lighting will make your subject look as smart and groomed as possible, while others will make them look stressed or tired. The type of lighting you use will, of course, depend on the purpose of your marketing video!
- Lighting can affect how professional your film looks. Without good lighting, the finished product will probably look dull and unprofessional reflecting directly on your brand.

## c) How to Set up Lighting for Video

Three-point lighting is a traditional setup for video lights. It involves three lights placed strategically around the subject as follows:





- **Key light:** This light focuses on the main person or object in the scene. This typically illuminates the person or object, reducing shadows and making the subject stand out among other people, objects, or environment.
- **Fill Light:** Sometimes the key lighting does create shadows, and these must be eliminated in order to make the subject clearly stand out. Fill lighting is used to “fill in” all dark areas. The fill lights are installed once the key lights have been placed.  
When placing fill lights, you should ensure that they are not too strong or too light. If the fill lighting is too strong, it can actually create its own shadows. To reduce the intensity of the fill light, it can be moved away from the subject. Alternatively, filters and neutral density gels can also be used to effectively reduce the lighting.
- **Back light:** This light provides a direct contrast between a specified person or object and the background environment. It is used to illuminate the silhouette of the subject in order to make it stand out by practically taking the subject away from the environment and background. As with key and fill lights, filters and neutral density gels can be used to reduce the back light if necessary

#### Who Determines the Lighting Setup for a Scene?

- **Film Director** - shares visual inspirations and ideas for cinematic lighting.
- **Director of Photography (DOP)** - creates the lighting plan with input from the director.
- **Gaffer** - designs and executes the cinematographer’s lighting plan and oversees the crew that brings the lighting plan to life.

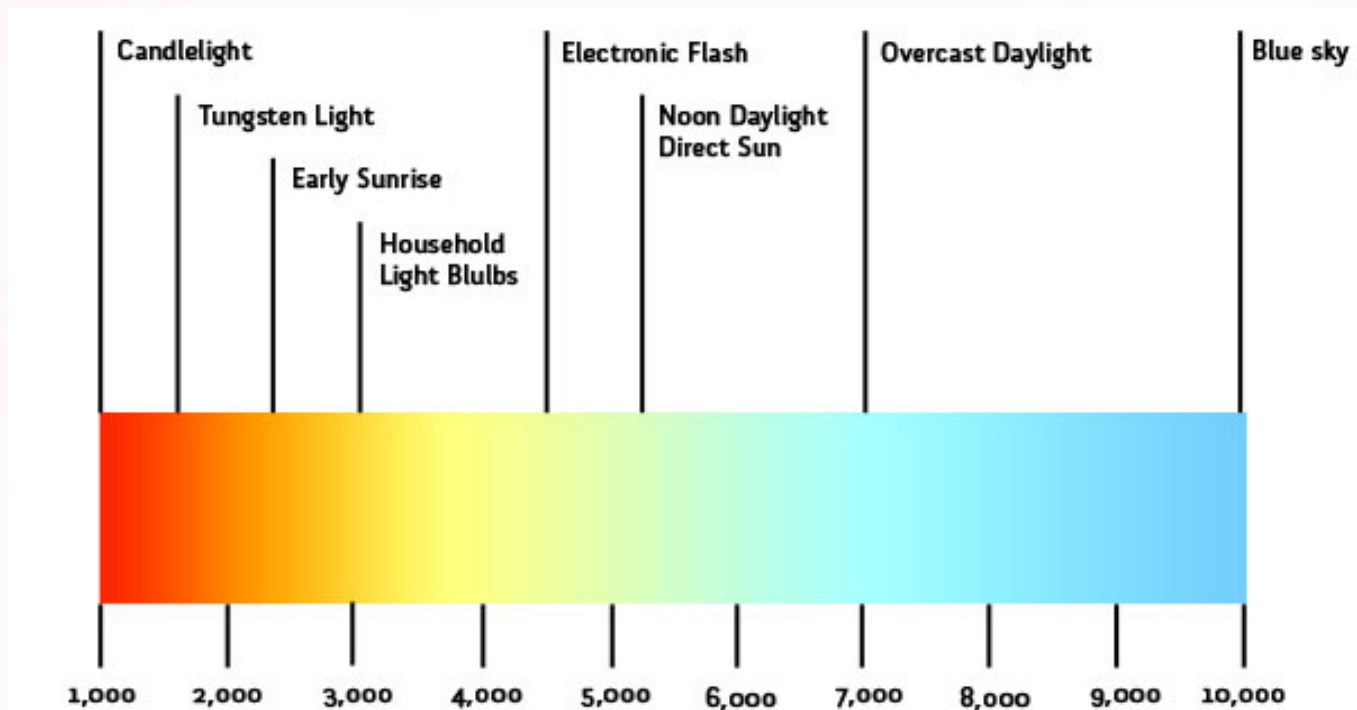
## d) Lighting Concepts You Need to Know

e) The following are basic lighting concepts that are key to getting the best video lighting. You should learn more about them before even considering a lighting kit:

### i. Color Temperature

Color temperature describes the warmth or coolness of light, and it's measured in degrees of Kelvin (K). Every light source — i.e., a candle, a tungsten lamp, natural daylight, etc. — has its own color temperature and falls somewhere on the Kelvin Color Temperature Scale.

Color temperature measures the color of light, existing on a scale between a lit match (1700 K) and skylight (10,000 K).



The most common light sources are daylight (5600 K) and indoor tungsten (3200 K)

The lower your light is on the kelvin scale, the redder it looks; alternatively, the higher your light is on the kelvin scale, the bluer it looks

### ii. Hard/ Soft Light Quality

Hard or direct light comes from shining the light source directly onto the subject. Defined shadows with clear lines create a harshness or intensity in the scene. Fluorescent overhead lights or light from a lamp with no covering can create the desired harshness for a scene.

Unless it's your artistic choice, ideally the light on your subject should be soft. Soft lighting creates gradient shadows that wrap around the characters. Soft light is created by diffusing light with filters, diffusions, gels, or textiles like sheets or curtains, bouncing light off of walls, or by using the book lighting technique (bouncing light, then diffusing it).

### iii. Understand Your Source of Light

The source of light you use determines a lot about the logistics of your video shoot. If you decide to shoot with natural lighting from the sun, you'll have to plan accordingly and understand how the sun's movement will affect your video shoot. Artificial lighting works great for YouTube video lighting as it gives you a lot of control over your video shoot. You'll also have more flexibility when it comes to where and when you can record.

### f) Practical Tips To Setting Up Your Lights

#### Tip 1: Come up with a plan (and a backup plan!)

Before you head to your location, you'll need to plan for every possible occurrence.

Start by doing a some location scouting, to check out the natural light conditions and even test/ experiment with some of your lighting equipment. Check out the lighting situation before-hand as this will reduce setting-up time on the shoot day & quality footage you need.

#### Tip 2 Choose your lighting carefully

You may need to invest or hire in the right type of lighting equipment in advance of your shoot. If you're planning to film using natural light, you may not need much equipment besides a reflector to bounce of the suns light onto your desired subject.

Keep in mind, natural light can be inconsistent and inadequate for other filming purposes like product videos thus make sure you have some backup equipment to hand. Here are some options to consider, depending on your budget:

- **Low-budget lighting:** There are an increasing number of affordable LED and ring lights on the market, many of which are light and portable to suit any budget. It's worth noting, however, that cheaper lights may lack adequate dimming control and can create rather harsh forms of light. It may also be difficult to control the colour of the lighting. If this is the case, you may opt to tape diffusion / translucent paper over the lighting to get the desired effect.
- **Mid-budget lighting:** If you want to invest in some mid-range lighting, there are plenty of options on the market. Mid-range lights will be a little larger than budget options. Try to find a lighting kit with an adjustable stand to ensure your setup is as smooth as possible. You should also look for features such as dimming & adjustable colour temperature switches that will give you some control over the quality of light.
- **High-budget lighting:** There are plenty of high-end video lighting products on the market for those willing to pay a higher price. Key features to look out for in big-budget lighting include wireless controls, full-spectrum colour options, excellent diffusion capabilities, strong output, and comprehensive dimming options. Before you purchase premium lighting, consider whether it is worth the investment. With a little experimentation & creativity, you can achieve stunning results using natural light or budget options.

**Tip 3: Diffuse harsh light-** Lights with no dimming capabilities or filters (like clamp lights) are known as "hard lights." You can diffuse them with barndoors or a soft box. If you're on a tight budget, try bouncing the light off a wall, white sheet, or a reflector to reduce its intensity.

**Tip 4: Mind your temperatures.** White balance helps present colors truthfully on your video camera by determining the temperature of your white light. Adjustable color temperatures are a useful feature to have—without it, you may end up with unwanted color hues that look unnatural on camera. Although many digital cameras or video recorders come with an auto white balance (AWB) feature, you need to manually adjust it yourself to ensure that your videos convey accurate colors depending on the lighting conditions

**Tip 5: Watch for glare.** Subjects who wear glasses may create glare or reflections. Increase the size of your light output by using indirect lighting or polarizing filters, or raise the height of your key light to reduce the amount of reflection.

**Tip 6: Be careful with natural light.** Daylight can create shadows and inconsistent lighting as the sun moves across the sky. If you're shooting outdoors (especially if you have a long shoot day), avoid relying on the sun as your light source. You'll still need an equipment setup that can keep your lighting consistent.

### ***g) Recommended video lighting equipment***

Now that you know how to light a scene, consider using the below lighting options to make the best videos possible

#### **i. Ring lighting -**



As their name suggests, these lights are shaped like rings, and the blank area in the center eliminates shadows. Without these shadows, flattening effects won't happen, so you'll face fewer obstacles to fully immersing your viewers in your video experience. These are popular with Youtube makeup tutorial videos. Ring lights also offer a highly affordable, convenient way to combat the flattening effects common with other studio lights.

You can use certain ring lights directly on your computer's webcam. These ring lights are especially easy for great video lighting, as they clip onto your laptop so you can sit in front of your screen and record. Bigger ring lights are also available for larger filming setups. In any size, they're among the best lights for most video recording setups.

## ii. Softbox lights



Typically, softbox lights are rectangular, but you can find them in other shapes. These other shapes, which include hexagons, light strips, and curves, these lights are among the most accessible types of professional lighting. Just set them up to point downward on your shooting space for strong, but not harsh, lighting that makes shadows a thing of the past.

### iii. LED lighting



Light-emitting diodes, also known as LEDs, are semiconductor devices that emit light when an electrical current passes through them. Where incandescent light bulbs use electricity to heat their tungsten filaments until they emit light, LED lighting uses that energy to produce light directly, generating almost no heat. LED lights are fast becoming the videographer's go-to solution. They provide easy portability with battery power supply and charger, rather than an AC adapter that needs a wall outlet.

LED panels, bulbs, and strips provide ideal lighting for all kinds of videos & are very popular for low budget shoots. Their portability lend themselves well to -budget filmmaking. LED panels are very lightweight, and can be easily filtered for matching other light sources. Also, the light from LED panels is good quality -- and its color remains consistent while dimming.

LED panels don't have many cons. But one is that they are more expensive in terms of "price per lumen" than many of the alternative and more traditional options. There is also a general lack of standardization among LEDs and some consider this to be an ongoing issue.

#### iv. Fluorescent video lights



This is a lighting fixture with a row of fluorescent light tubes. These lights emit ultraviolet light from mercury vapor and can be balanced for both indoor and outdoor use. Fluorescent lights offer a naturally soft light that are common in everyday interiors. And they are also affordable, easily transported, and adaptable to different shooting environments. Like LEDs, the fluorescent film lighting kits have modest power requirements and don't get too hot while running.

The cons are that dimming is also not as easy with fluorescent bulbs as other kinds. You can always take bulbs out to reduce lighting intensity, but you don't have the same amount of control.



## v. Tungsten Lighting



Tungsten light is a type of light that is produced by heating a metal filament until it glows. Tungsten lights produce a very warm-colored light with a color temperature around 3200K which makes it ideal for video production and studio photography. Tungsten light color refers to light in the range of 2700-3200K.

***Pros:*** Compared to other lighting sources, tungsten lights are long-lasting and cost-effective. Tungsten film lights, like other incandescent bulbs, can be dimmed, allowing for attractive warm hues to be produced at lower temperatures, resulting in life-like colour reproduction and colour balance.

***Cons:*** Tungsten Lights have drawbacks compared to other types of lighting equipment and their use in video/film production has waned over the years. Tungsten lighting is both heavy and inefficient, requiring a high wattage and converting more energy into heat than actual light. Tungsten light bulbs require a lot of power and burn hot. When exposed to oils from human skin, tungsten light fixtures are prone to failure.

## vi. HMI Lights



HMI is a kind of light that uses an arc lamp to produce light. They are high-powered lights and are often used to illuminate outdoor sets. HMI lights' color temperature runs between 5600K to 6000K. HMI lights use a lot of power and need a dedicated circuit to be operated. They require an electrical ballast to operate. The ballast ignites the light's metal-halide gas and mercury vapor inside the bulb. All of this allows the light to cast a blue-hued, ultraviolet light. HMI lights are used to light outdoor settings. Usually, HMI lights are used on high-end film and television productions because of their very high price.

## h) Chroma Key & Green Screen Lighting



### i. What is Chroma Key and how does it work?

It involves shooting a subject against a solid-color background, and then removing that background in post-production, and replacing it with transparency. Then, the subject can be placed in front of any new background such as graphs, maps and animations or combine it with material from another shot.



The most common solid/ key colors used are green and blue. Why these two colors? They are in opposite contrast to the color of the human skin.

Green screens allow you to insert a chosen background behind any subject. Green screen lighting is a great way to create an interesting and captivating background.

### ii. Tips on How to Light a Green Screen

- Smoothen The Screen: Uneven-ness in the screen can make it harder to key the shot. Store your green screen properly folded, so that creases are minimized. You can iron or use clamps to pull it and reduce creases.
- Use Soft Light: When lighting your green screen, ensure there is even, soft light on the entirety of the green screen. This is crucial for a proper key. If the green background is not a solid color, then the chroma key software will have difficulty distinguishing the darker greens from the lighter ones. Be sure to use whatever lights you have to expose the green screen background evenly.
- Use a backlight: A back light will enable you to separate the foreground from the background as much as possible as well as providing some extra contrast between foreground and background.
- Separate the subject and background: Ensure to put distance between your subject and the green screen to eliminate the possibility of casting strong shadows onto the screen & to keep the it evenly lit behind your subject.

- **Subject to wear contrasting colors:** The subject should not wear green/ blue which matches the solid colour of the background as they will blend into the background, and the chroma key will make whatever green article of clothing the subject is wearing to disappear.

### iii. Camera Settings for Shooting Green Screen

Keep your green screen scenes stationary when starting out. Use a tripod to ensure your camera is as stationary as possible. Any camera movement in the shot will need to be replicated in the editing software when replacing the green screen.

- **Shutter Speed** -Raise your shutter speed to 1/80 or 1/100 to help reduce motion blur. If someone is waving their hand or there's a lot of hair blowing in the wind, a higher shutter speed will give you a cleaner key. You can add blur, shadow, lighting, and other effects back into the scene in post-production.
- **Use Low Aperture** - Opening up the aperture of the camera lens translates to a lower F-stop number. The lower the F-stop of your camera, the shallower the depth of field. This will keep your screen out of focus, thus will even the lighting on the screen even more against wrinkles in the cloth, and other inconsistencies
- An aperture of f4 or f5.6 will give a good amount of depth of field while blurring the green screen. Also ensure to set your camera to the best recording format in order to get as much detail as possible. Try to avoid high ISOs.

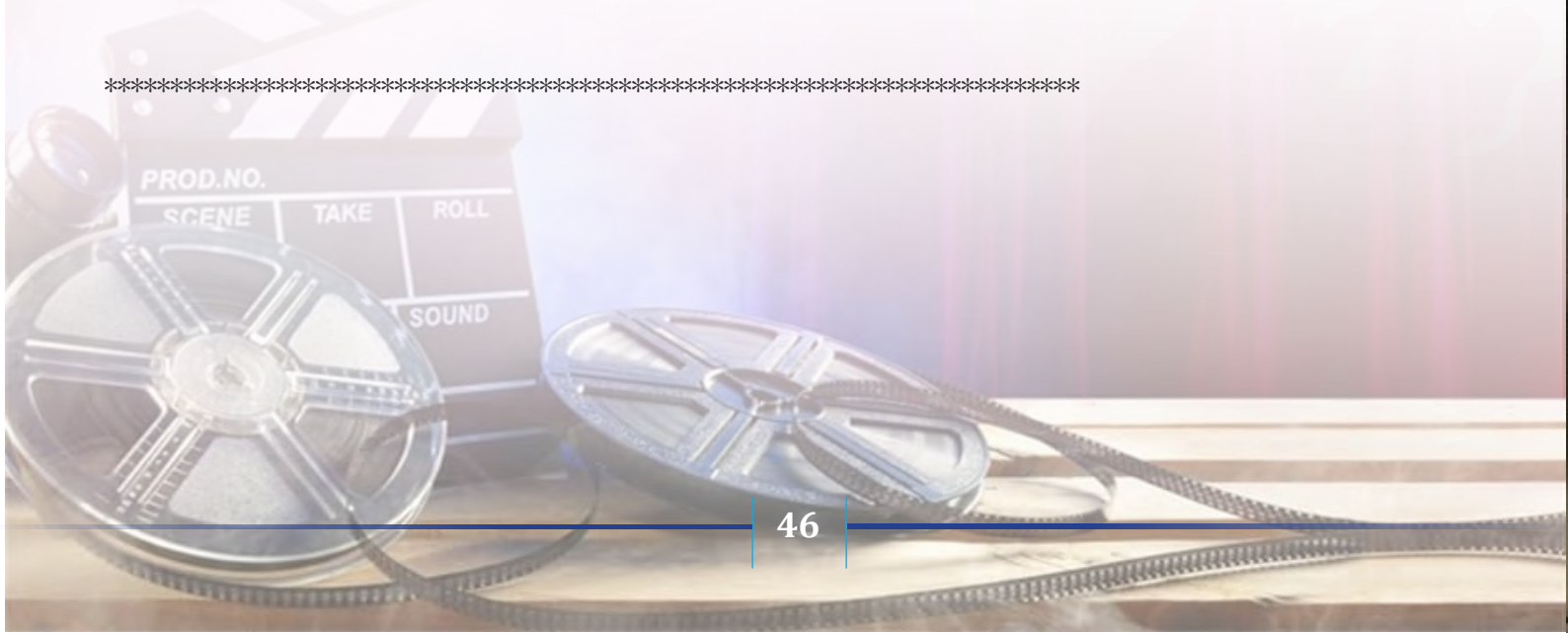
### Conclusion

The importance of video lighting cannot be understated. It can make or destroy an otherwise amazing video project which will impact on your brand. You can have a great script, talented actors/ guests, professional camera equipment and still make a mediocre video if the lighting is incorrect.

Video quality depends intensely on the quality of your lighting. For this reason, lighting equipment makes up the largest pieces of equipment video marketers need.—and there's a reason why all video marketers invest in professional lighting techniques.

If you want to make a video that is vivid, crisp, and immersive, then you need quality lighting that brings your subjects to life and immerses the audience more into your content. Your objective is to create lighting that properly illuminates your subjects, and creates the mood you want to inspire at each point in your video.

\*\*\*\*\*







# CHAPTER 5

## Video Production - How to Shoot Your Video

### A. Prepare your talent.

You most probably will be using in-house talent thus it is important to know that people react differently under the scrutinizing eye of a camera lens. Even individuals who are comfortable speaking in front of large audiences can freeze like a deer in headlights as soon as 'action' is called.

With a little coaching, you can prepare your on-camera talent to help them feel relaxed and confident before the cameras start rolling.

#### i. Prepare a script for your talent

Figure out the most important key points your talent needs to drive home in your video. Doing just a little research in advance can go a long way as this saves time & energy when creating a script for your talent. Be well-informed on the project topic at hand

Your talent can practice responses on their own. Running through lines a few times can help them feel more comfortable. However, you should have a teleprompter ready for them to read off as opposed to memorizing.

#### ii. Talent coaching/ management tips

- Having a script can help your talent know what to say. Help them relax and appear natural on-screen

for your corporate video.

- Your talent should try filming themselves with their mobile phones at home or in a place where they feel comfortable.
- Share your creative vision with your camera talent. Communication is key to producing a quality video that resonates with your target market.
- Remember to plan your talent's makeup and wardrobe. Extra clothing on hand can avert a major wardrobe crisis can happen during production.
- Coordinate with your video production crew. Make sure everyone on set is on the same page. If your talent receives different directions from different people, it will only cause more anxiety and confusion. Ultimately, no matter how prepared your crew is, the quality of your corporate video is highly dependent on the talent who delivers the message. It's crucial that the person in front of the camera is well-prepared and relaxed.
- Minimize the likelihood of distractions for your talent by coordinating with your crew before your talent arrives. Your CEO, actor or real-life customer who stars in your corporate video should focus on their performance only, instead of concerns about what's happening around them.

## **B. Basics Of Video Composition**

Composition is the arranging of elements in an image or scene in a way that is pleasing and easy to read. Basically, understanding good composition will help you to create more eye-catching content.

*Here are some basic composition techniques for you to consider for your next video:*

### **i. Rule of thirds**

The rule of thirds divides the screen into three sections both vertically and horizontally with guide lines. This rule states that placing a subject or point of interest along one of these lines or one of their intersections makes the overall image more pleasing to look at. A general rule of thumb is to place a subject's eyes at the top intersection one third of the way down the frame.



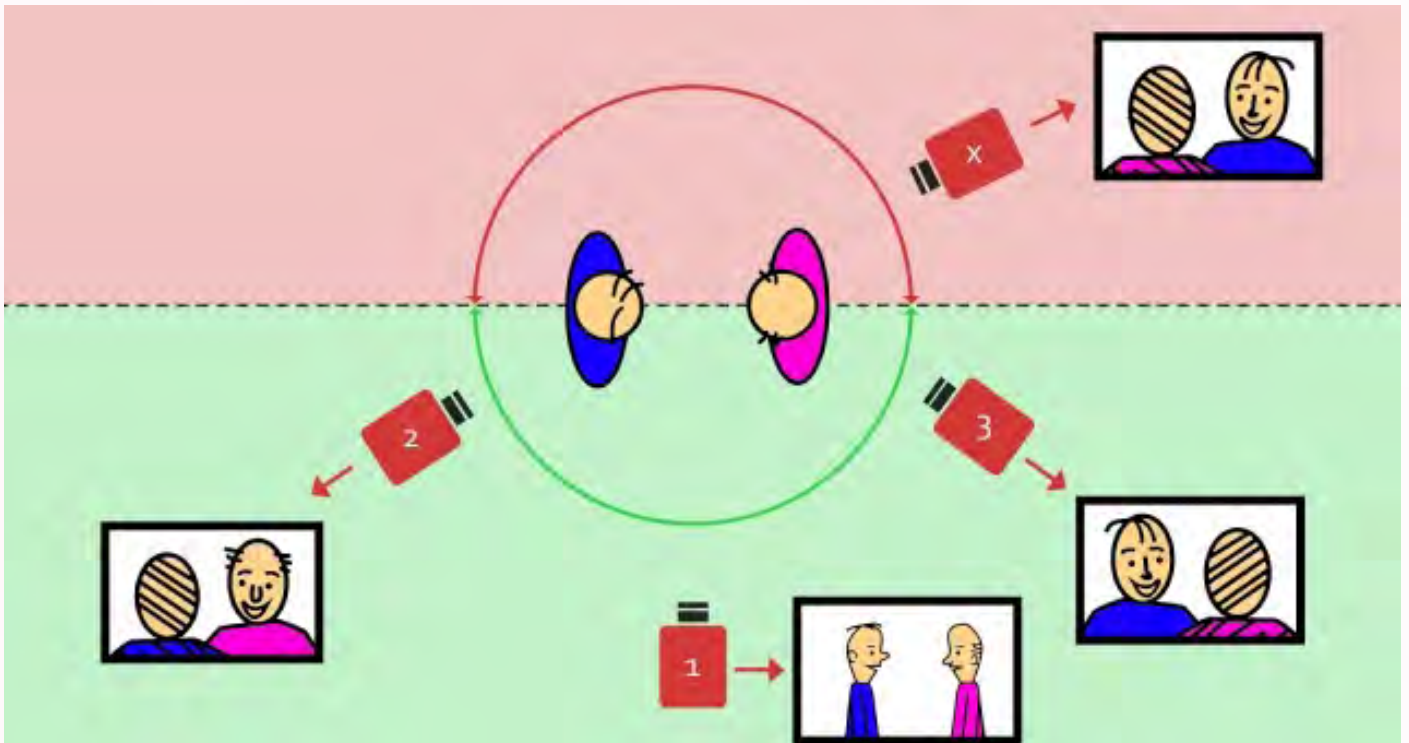
In this example, the subject lines up with the top horizontal line on the right. This is a good screen composition for interviews.

## ii. 180 Degree Rule for Video Composition

The 180-degree rule is an invisible straight line that creates spatial awareness of the characters on-screen. It tells viewers where characters are situated so that when the camera angle changes, our brains know who is where. It states that the camera(s) should stay on one side of an interaction.

The 180 degree rule helps establish continuity between shots, making this one of the most important rules of composition for video. When filming opposite angles, the camera should only shoot from one side of the line and never cross the 180 degree line in order to film the other angle. Otherwise, the characters will be looking the wrong way and you'll break the continuity of the shot.





**iii. Include enough Headroom**

You should include a little headroom in your shot. This is the space between the top of the subject’s head and the top of the frame. Most of the time you should leave a small gap. There is a fine line to this, too much space above will look weird and require cropping while editing. We would recommend three fingers sideways from the top of the subject’s head to the top of the frame.



**Note the adequate amount of space above the subject’s head, to allow for a centered and balanced portrait mid-shot.**

**iv. What is B-roll Footage**

The term “B-roll” was first coined by cinematographer John Alton in 1930 when he shot around ten thousand feet of b-roll footage for the 1933 film King Kong.

In video production, B-roll footage is the secondary video footage shot outside of the primary (or A-roll) footage. It is often edited together with the main footage to add depth and context to what we're seeing on screen as well as provide variety for viewers who might have seen too many similar shots in succession.

B-roll footage is a key component in editing and creating videos. It helps to keep viewers engaged by showing them the locations, backgrounds, and people that are the focus of the video.

Types of B-roll footage can include:

- A customer service rep talking on phone
- Visuals of your office
- Screenshots of your product
- Establishing shots
- Stock footage/ Photos
- Dramatic reenactments

### **C. What Are the Basic Types of Camera Shots?**

Basic camera shots are those that refer to the indication of subject size within the frame. There are three different types of basic camera shots which include: the close-up, medium shot, and the long shot.

#### ***i. Close-up***

A close-up shot is a shot taken of a person or object at a close range, in order to capture the minute details of the subject. This shot is tightly framed and takes up most of the screen, as it is usually used to frame a character's face in order for the audience to see what type of emotion is being conveyed. In addition to serving as a tool used to evoke a character's emotional state of mind, the close up shot is also used to reveal details or information about objects or the setting the film is set in. For example, close-up shots are often used to indicate to the audience that they should pay attention to a certain motif or symbol that is being carried throughout the film.

#### ***ii. Medium Shot***

A medium shot, or waist shot, indicates that it was captured at a medium distance from the subject. It is often used for back and forth dialogue within a scene as it allows the viewer to have a solid view of each character within a film. This shot is known as the 'sweet spot' shot, as it allows for both the details of your subject to be seen in addition to the surrounding setting the scene is taking place in. As a result, using a medium shot can help the viewer depict the body language of the characters in the film and how they are interacting with the environment around them.

### iii. **Long Shot**

The long shot, also known as the wide shot, is often times used as an establishing shot in film, as it normally sets the scene and the character's place within it. This type of camera shot, shows the full length of the subject while also including a large amount of the surrounding area of the film setting. Some of the most recognizable and iconic scenes in movies, are those that were shot as a long shot. Furthermore, when filming a movie solely from a distance that includes only long shots, it can give a sense of separation between the film itself and the audience. For example the 2019 Oscar winning film, Roma, was solely filmed in a series of long shots. This film technique causes the audience to feel isolated and like they are only allowed to be on-lookers into the story being presented to them, rather than being immersed in the narrative being told.

### iv. **Extreme Close-Up**

An extreme close-up shot, is when the surface area of the frame is filled by a subject's face. In other words, the subject is tightly framed, or shown in a relatively large scale, causing their face to be cropped within the frame. Extreme close-ups are a powerful way to convey the emotion that your subject is feeling, without the need of the character saying much. Much like the use of a regular close-up shot, an extreme close-up can be used to guide the viewer's eye line and show them an object that is pivotal to the narrative of the film.

### v. **Extreme Long Shot**

Taking the long shot one step further, the extreme long shot, or extreme wide shot, is when the view is so far from the subject that he/ she isn't necessarily the focus anymore, but rather the surrounding area is. Also used as an establishing shot within a film, the extreme long shot, is designed to show the audience where the action is taking place. Furthermore, an extreme long shot can also be used to demonstrate the scale of what is going on in a scene. This type of shot is often used in war-type films, as they allow for a lot of the setting to be seen at once.

Although close-up, medium, and long shots are the three pillars of basic camera shots, there are multiple variations of each shot that you can use in order to blend the effects of the different shots. For example, a medium close-up combines the effects and distance of framing of both a close-up and medium shot-- the same would go with a medium long shot, and so on.

### vi. **Aerial shot:**

*This is a great technique to use if you want to emphasize the scale of the environment where the film is taking place. This is especially effective when filming huge vistas **and** landscape shots. For example, through mountain tops, on black sand beaches, across rivers and in forests.*

### **vii. Eye Level:**

*This is where a shot is taken with the camera approximately at human eye level, resulting in a neutral effect on the audience. Often beginner filmmakers will film the majority of their documentary this way as it's the easiest perspective to film from. However, this won't evoke emotion in the same way as a low or high angle will.*

### **viii. High-Angle**

A high-angle shot is where the camera points down on the subject from above. This type of shot is used to make the subject or object below seem vulnerable, powerless, or weak. This camera angle is most commonly used in horror movies to indicate a sense of entitlement the camera has over the subject. When using a high angle shot this causes the audience to have a subjective camera view by asserting themselves to have the viewpoint of the person in 'power'. Additionally, a high camera angle shot can also provide an overview of the scene itself, which allows the viewer to get a better understanding of where the setting of the film is taking place-- possibly giving them a new perspective of how they view it.

### **ix. Low-Angle**

This is where the subject is filmed from below eye level. It will make the subject look large powerful, heroic, or even dangerous. A low-angle shot is when the camera is positioned below the level of the eye line, and looks up at an object or subject above. This camera angle evokes a psychological effect by making the subject look strong and powerful. It is also used to increase the perceived height of an object/ subject.

### **x. Point of View shot**

*Also known as a POV shot, which shows what a character is looking at, as though we're the eyes of the character. This helps the audience understand the character's state of mind and how they see the world on a more personal level.*

### **xi. Over-The-Shoulder**

*This is also known as an OTS shot, where the camera is positioned behind one character and facing another. It is most commonly used in film when two or more characters are talking to each other in conversation. This type of shot is used to establish eye line of where each character in the scene is looking, and is most commonly framed through a medium or close-up shot.*

### **xii. Dutch Angle/Tilt**

The Dutch angle/tilt is more of a stylistic approach to cinematography. This is where the camera is set at an angle on its roll axis so that the horizon line is not level. This is used to visually emphasize an uncomfortable or uneasy moment in a scene. This type of camera angle is used mostly to create a dramatic effect within a film and can evoke a series of different emotions. The Dutch angle can heighten psychological distress and tension, which in turn, creates a cinematic environment that creates suspense and a sense of thrill. Additionally, filming a scene in this angle can make your audience feel disoriented, uneasy, and sometimes even a sense of drunkenness.

## D. Basic Camera Moves

A camera movement refers to the way a camera shifts to visually narrate and shape a viewer's perspective of a scene. Camera movement can add a lot of meaning to your footage, so it's important to understand how different types of movement are interpreted by your viewers. There are several basic and advanced [camera movements](#) **that can help enhance your story.**

Certain movements of your camera can serve several purposes for your video production like directing audiences' attention: influencing audiences' emotional reactions & creating dynamic scenes.

### i. Tilt

When you tilt a camera, you're shifting the camera's view up or down without changing its horizontal direction. Though the camera remains stationary, you have control over the angle it's at. This vertical movement can help you fit more into a single continuous shot. Tilting the camera can also help you reveal an object or person that wasn't on screen before and add an element of surprise to the scene you're setting.

### ii. Pan

When you pan, you're moving your camera from left to right or vice versa, all while keeping the camera's base fixated on a certain point. Though you're not moving the camera, you're changing the direction it's facing and capturing a panoramic view. Panning helps you establish the location of a scene or let you follow a moving character. Panning can also help you reveal things that were previously off-screen. For example, if there's an uninvited guest in a party scene, you can build up the tension while you pan to reveal their presence as opposed to using a fast cut.

### iii. Zoom

'Zooming' lets you quickly move closer to the subject without physically moving. There are several ways to use this camera movement creatively, such as zooming in on a fast-moving scene to add more drama and energy or zooming in on a character's face to emphasize a certain facial expression. However, be careful with this zooming as it lessens your image quality.

### iv. Tracking shot

This type of movement is when the camera moves alongside what it's recording. Tracking shots will generally follow along the horizontal axis as the subject moves. You're probably familiar with walking and talking scenes where a tracking shot stays on the subjects as they move.

### v. Dolly shot

A 'dolly shot' is when the camera moves toward or away from the subject you're shooting. Instead of using the zoom to get closer. Here the camera is physically moving relative to the subject. Using a dolly to push in slowly helps build drama or tension in a scene or simply some significance to the subject it's moving in on.

### vi. Following shot

The 'following' shot is a tracking shot in which the camera continuously follows the subject's action. If you want to achieve a smooth, seamless following shot, consider using camera support equipment like Steadicams and gimbals. Otherwise, shaky, [handheld shots](#) give a sense of realism or unease.

Long following shots, if executed well, are genuinely impressive and attention-grabbing.

## **vii. Pedestal**

Also known as a boom shot, this is when the entire camera moves up/down relative to a subject rather than just the camera's angle like the tilt shot. This movement is best used to shoot a tall character or subject. To use it effectively, move the entire camera up or down on a tripod with respect to the subject.

## **viii. Crane/ Jib Shot**

A crane shot is any shot from a camera mounted on a crane. Cranes are capable of lifting the camera high in the air and moving it in any direction, meaning a crane shot may also incorporate all other types of camera movements (like a dolly, truck, pan, tilt, etc.). The crane shot is used to sweep up and over the action in a scene. Crane shots are sometimes called "jib shots," although a jib is smaller than a crane and more limited in its movement.

## **ix. Aerial shot**

An aerial shot is a shot from extremely high in the air, giving the viewer a bird's eye view of the action in the scene. Filmmakers originally had to use helicopters to capture an aerial shot, but today, filmmaking drones are a more affordable and popular option.

If you want to take your camera to new heights, use a drone for this camera movement to give you an aerial perspective. This type of camera movement is often used when you want to show a massive crowd or to move up and away from the actors.

## **x. Dolly zoom**

A dolly zoom is a cinematography technique that was first introduced by director Alfred Hitchcock in the 1958 movie *Vertigo*. A dolly zoom is achieved by dollying the camera away from or toward a subject while simultaneously zooming in the other direction. This causes the subject in the frame to stay the same size while the foreground and background are distorted. Dolly zooms transmit unease, intrigue, tension, and claustrophobia, which explains their popularity across suspense and horror films.

## **xi. Truck Camera Movement**

The truck camera movement is similar to the dolly one but follows the opposite direction. Trucking involves moving the entire camera from left to right or right to left.

The truck shot lets you keep the same distance from the subject as the camera moves. It's often used to follow a character.

## **xii. Handheld Shooting**

With this camera movement, the operator takes control of the camera and holds it while performing several basic camera movements. As opposed to the stability that comes with being held by a tripod, a camera used with handheld shooting makes for a bouncy shot.

Handheld shooting can help you tell a story in a different way and make your production feel more authentic. To do it effectively, relax your body for greater stability, plan on how you want to end the shot, and get creative about how you hold the camera.



### xiii. Rack focus

This is more of a camera technique than a camera movement. It is used when you want to shift the focus of your audience from one subject to another by blurring one subject and making the other subject crispier. It's essential you make sure that the transition of focus is smooth so that the audience perceives it as unintentional.

## ***E. Understanding Cameras***

### Prosumer and Professional Cameras

While mobile/ iPhones are great for filming, you may want a more advanced tool. Fortunately, there are a ton of digital cameras to choose from in today's tech market

Prosumer cameras are easy to use. They're perfect for someone who wants the option to just press record. Most have a fixed lens because these make it easier to see what you are recording.

Professional cameras, like DSLRs, give you elaborate control over the manual settings when you're recording video. They allow you to create the shallow depth of field (background out of focus) that people are all excited about.

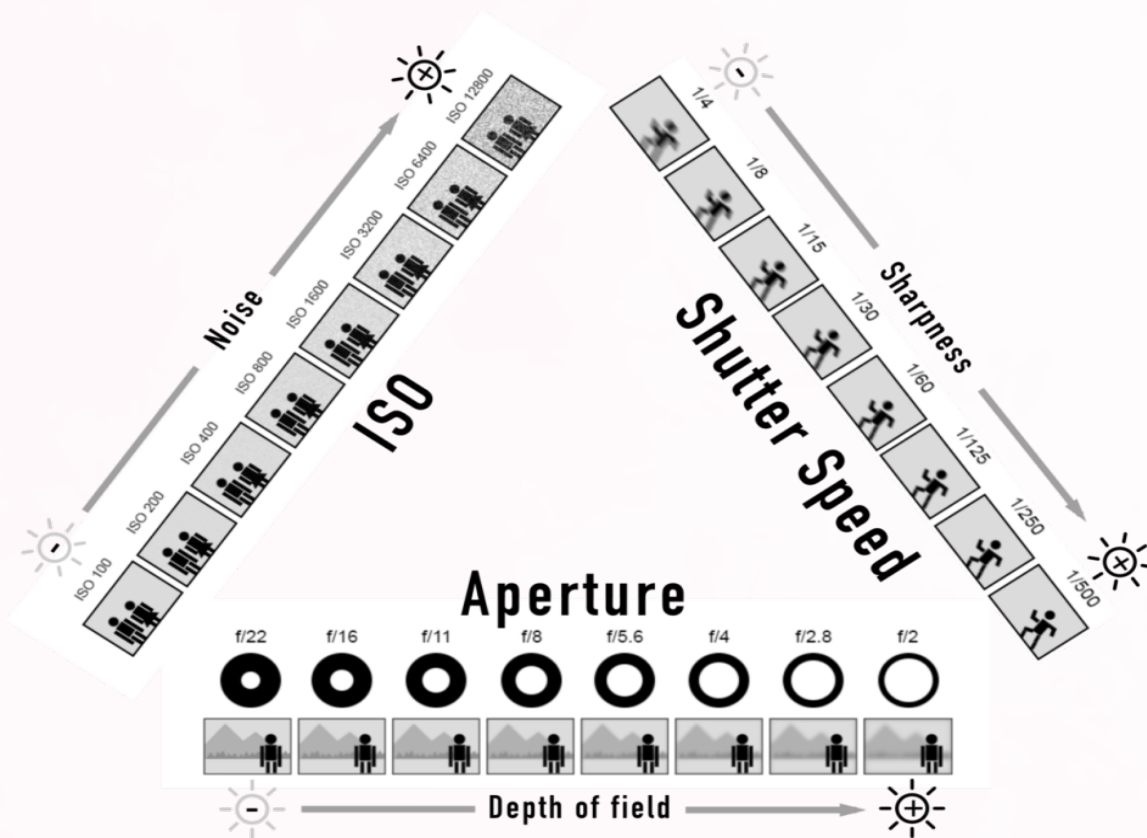
DSLRs are small, work great in low light situations, and pair with a wide range of lenses — making them perfect for video. But, DSLRs do require some training and you may need to buy more camera accessories like lenses and professional audio inputs (balanced XLR).

If you choose a DSLR camera, then there are a few basic camera settings you need to understand before your first shoot.



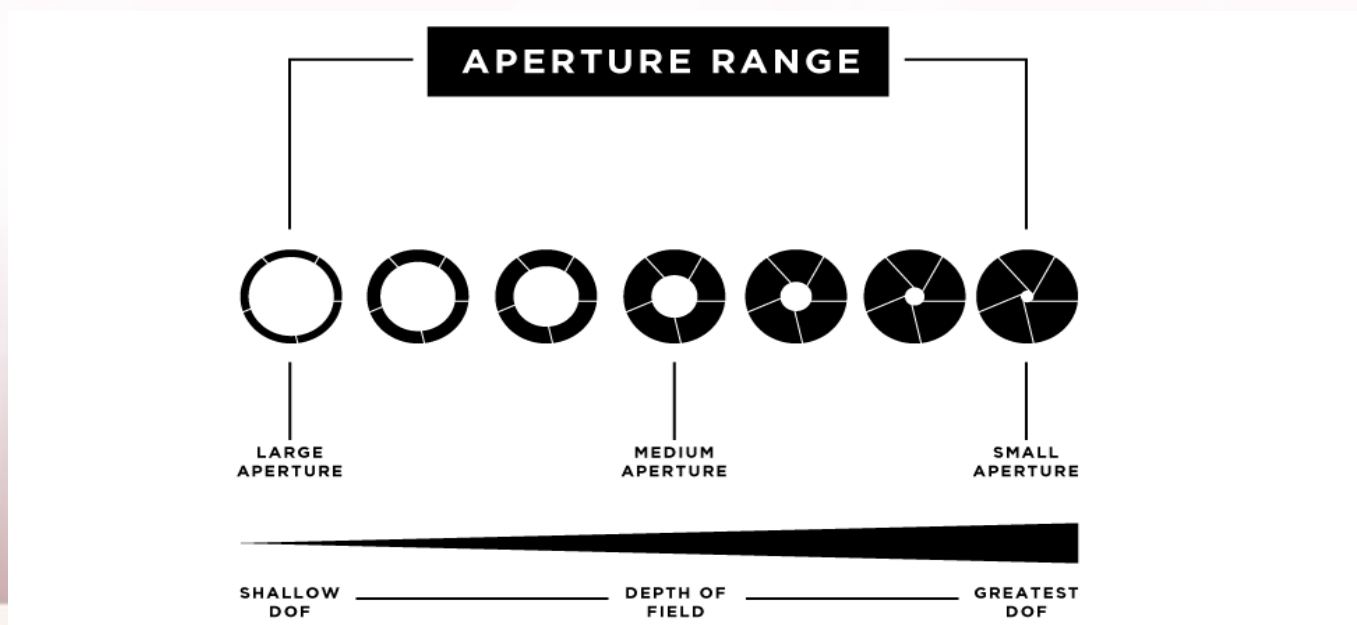
# F. Understanding Exposure:

## The Exposure Triangle



### i. Aperture

Aperture refers to the size of the opening in the lens. Like a human eye, a lens opens and closes to control the amount of light reaching the sensor. Aperture is measured by f-stop. The smaller the f-stop number, the more open the lens is. A larger f-stop number means the lens is more closed.



What does aperture mean for your video? When a lot of light comes into the camera, you get a brighter image and a shallow depth of field. This is great for when you want your subject to stand out against a background to create contrast.

When less light comes into the camera you get a deep depth of field and can focus across a larger portion of your frame



## ii. Shutter Speed

Shutter speed is the length of time the camera's sensor gets exposed to light making it a setting that directly affects exposure. The longer the shutter speed, the more light the camera sensor will capture and the longer the final exposure will be. On the other hand, the shorter the shutter speed, the less light that will hit the sensor, so the final image will be less exposed. Shutter speed is measured in fractions of seconds. So,  $1/1000$  would be faster than  $1/30$ .

### iii. What's the 180-degree shutter rule?

You can calculate the shutter speed needed by doubling the frame rate and turning it into the denominator in a fraction of a second. For example, take the frame rate 30 fps, double it you get 60, and then round to the nearest shutter stop ( $1/60$ ).

Remember, this is just a guideline for choosing shutter speed. There's always room to tweak shutter speed to achieve the desired effect. At the frame rate of 24fps, use a  $1/50$  shutter speed for the most natural-looking motion in your footage.

Here's a list of recommended shutter speeds to use with your set frame rates to achieve the most natural look.

Frame Rate	Shutter Speed
24fps	1/50.
30fps	1/60.
60fps	1/125
120fps	1/250

#### iv. ISO

ISO, stands for International Standards Organization - an organization that sets international standards for all different kinds of measurements.

In digital photography and videography, ISO measures the camera sensor's sensitivity to light.

On the camera, you'll see the settings with numbers e.g. 200, 400, 800, 1600, etc.

It's important to note that **ISO** increases by the power of 2. The sequence goes: 100, 200, 400, 800, 1600, 3200, 6400 etc. Thus each time you adjust your ISO upwards, you double the sensitivity of your sensor. ISO 200 makes your camera twice as sensitive to light as ISO 100, while ISO 400 makes it four times more sensitive to light as ISO 100.

The higher the ISO, the more grain and noise you introduce to your image. High ISOs typically have a lot of noise and grain associated with them because it makes the camera sensor absorb light faster. That means, the higher the ISO, the harder the image sensor is working to produce a good image, which sometimes produces more digital noise or grain.

ISO and shutter speed are both products of image exposure or brightness. Think of ISO's main purpose is to brighten or darken your image. Shutter speed is more related to motion blur in video and capturing fast-moving objects in photography.

#### v. White Balance

The basic concept of white balance is that the camera sees things differently than the human eye. The camera may have settings that are automatic that attempt to resolve lighting. White balance adjusts the colors in your scene. You want your scene to be as accurate as what you see live. If you use fluorescent lighting, the entire scene without white balance will look bluish. Incandescent or tungsten lighting will make your scene look yellowish. White balancing your camera to the 'color' of the light you are shooting means adjusting the colors so that they look more natural to the human eye.

As we mentioned in the earlier in the Lighting section, all light sources have a specific measurement on the Kelvin scale, and all colors of light are measured in Kelvins.

To understand the importance of setting your white balance, take a look at these two photos..



## Frame Rate

Frame rate is the number of individual video frames that your camera captures, per second. In video production, a video's frame rate is expressed as frames per second (fps).

If you have a frame rate of 24fps, that means the camera is capturing 24 individual frames every second, and when played back, it displays as one continuous video. Something over 10-12 frames per second (fps) to the human eye will appear as motion.

Film content and most movies are captured using 24 fps. Television content has historically been broadcast at 30 fps for NTSC televisions in North America and Japan and 25 fps for PAL televisions in Europe.

## G. Shoot The video.

The key to a successful marketing video is emotion. Emotion builds a connection between you and your viewer, and it makes your brand feel human.

Here are some tips on how to shoot a successful marketing video as cost effectively as possible, maximizing your available marketing resources.

### i. Structure your video this way

- Present a problem,
- Present the solution,
- Then the results that the solution created. This format tells a story that can be told across the board for products or services.

## ii. **Create Emotion for Action**

Remember that emotion = action. If you can make your audience feel something & leaves that emotional impression, they're much more likely to take that next step.

Here are a few more tips for video storytelling:

## iii. **Tell a Complete Story**

Make sure your video's story has a beginning, a middle, and an end. Your viewers should feel fulfilled by the story's resolution. Don't leave them hanging on the payoff unless you have a really good reason.

## iv. **Tell One Story at a Time**

Don't try to tell multiple stories into one video. A key principle in marketing is to sell only one idea at a time. Make sure you focus on the USP (Unique Selling Proposition) of the product/ service you are selling. Else, you will confuse your audience and communication will not have been achieved. Keep it short and straightforward.

## v. **Show, Don't Tell**

Avoid relying on a narrator to describe how your product/ service is. Show it! This is a video, after all. If you were just using words to tell your story, you'd write an article.

## vi. **Shoot for the edit.**

Always have the end in mind when shooting your marketing video. Shoot what you know you will need during editing for the final product Remember that you'll need to edit all the footage you record. This can help you make decisions that will save you numerous hours in the editing room.

## vii. **Use the Rule of Thirds**

Whenever you're filming anything (or taking photos), remember the "Rule of Thirds." that we described earlier. The Rule of Thirds can be applied to any type of shot, including landscapes.

## viii. **Shoot Multiple Takes**

On the day of the shoot, make sure to run through multiple takes. This provides you with a safety net in case you notice something wrong with one of the takes, and allows you to edit together your final sequence from several clips of the same sequence rather than relying on just one.

## H. Edit your video.

Before you commence editing, you will need to choose and familiarize yourself with your editing software.

There are numerous ones in the market. Most video marketers & small businesses use Adobe Premiere Pro which is a robust comprehensive editing product with all that you will need and has been around for a long time.

Adobe Premiere Pro is also surprisingly user-friendly and the learning resources and user community at the Adobe website are remarkable.

Additionally, you can flawlessly move between Premiere Pro and other Adobe programs such as After Effects and Photoshop creating an even stronger advantage over rival software.

### i. Trimming, Cutting, and Rearranging Clips

One of the essential aspects of video editing is trimming, cutting, and rearranging the video clips used. Use the razor or scissor tool to make precise cuts at specific frames to do this. Once you have made the necessary cuts, rearrange the clips on your timeline accordingly.

Having clean cuts and properly ordered clips can drastically improve the flow and pacing of your video. Remember to continually preview your work to ensure seamless and coherent edits.

### ii. Remove unusable footage

Unusable footage includes all footage that has mistakes like erroneous words bad shots where the background noise is too loud etc. Most video editing software will allow one to delete the highlighted sections that are unwanted.

### iii. Always Cut 'On the Action'

This is a process of cutting from one shot to another and matching the action of the shots. For example, if you're editing together a shot sequence of someone opening a door before walking through it, cut to the shot of the subject opening the door at the precise moment the person turns the door handle. Cutting away before or after the action can distract the viewer from the performance..

### iv. Use Cutaways

As filmmakers, we try to create stories that are dynamic and interesting to consume. Cutaways are a great way to change the look of a shot that is lingering for too long.

Cutaways are when one shot changes to another to show a different person or location. They are commonly used by editors to alter the pace of a scene and keep a viewer's attention. The most common example of a cutaway is when there are spoken dialogue scenes with two or more people. If one person is talking, cutting away to catch the other person's non-verbal response can add an extra layer of depth to the scene. Another common example of this is using B-Roll to add visuals to what is being said like when someone is speaking to the camera.

*Use 321 Editing Rule* - This rule suggests that for every minute of a finished video, you should aim to have at least three **different camera angles, two different shots, and one cutaway shot**. Incorporating multiple camera angles and shots makes your video more visually interesting and dynamic. This can help to keep your viewers engaged and interested in your content. Using the Follow the 321 rule can help you to tell a more complete and engaging story through your video. Using different camera angles and shots, you can capture different perspectives and moments that help build a narrative and keep your viewers interested.

## v. Discover Visual Effects

Visual effects are arguably the most important part of video editing. From simple transitions, such as fade to black, to brush effects and explosions, editors can spend hours and hours trying to find the most suitable effects.

It takes a lot of practice to enrich your videos with effects rather than make them worse. Do not be afraid to test different variations until you find a personal editing style that compliments your video project.

## vi. Color Correction

Color correction makes your footage resemble the natural colorings of the world thus making your video more pleasing to the eye. Colour correcting is an important process to go through with every sequence you make. The essential goal here of color correction is to gain a basic consistency with each clip on the timeline. Footage from two different cameras will use two different sensors that capture color and light differently, so in this scenario, it is especially important that they match each other both when shooting and when in post. Make sure to take the time to balance and match each clip on the timeline.

## vii. Colour Grading

Colour grading is an artistic process where you shape the current colours of the scene to match a certain “look” or “feel” that matches the tone of the story being told. Colour grading in itself is an in-depth process that serves its own blog post but most editing software come with pre-configured or user shared LUTs (Look Up Tables) that will apply either a good foundation to get you started or even grade the footage entirely with just the click of a button. At the end of the day, grading is a tool editors use for storytelling so use the right grade in the right scenario.

## viii. Balance Your Audio

Be knowing audio is an extremely important component of the production quality of any video. That said, it is often the most neglected part from beginner filmmakers. Before we can balance our audio in post, it is important that we capture good audio in the first place. That means using a professional external microphone when recording is of utmost importance.

When balancing our audio, a good rule of thumb is to balance speech first. Spoken audio is typically the most important part of a video’s sound and thus takes top priority. If your music is too loud and it makes the dialogue hard to hear, you are doing more damage than good. Adjust the audio of the spoken dialogue so that the levels match closely to one another. Once done, adjust other audio elements that surround your speech like music or sound effects.

## ix. Choose your music.

Music is a powerful tool that can alter your video’s mood and tone. The right music can elevate an at-home project to a professional piece of content. The right music and sound effects can help keep your viewer’s captivated, evoke emotions, which in turn will help them absorb the information you’re providing. Ensure you have the necessary rights to use the chosen music to avoid being sued for copyright infringement from rightful owners. There are numerous sound libraries online where you can purchase music or use royalty free music. Ensure to check these out.

## x. Take time off from your edit.

After spending some time with the same edit, it’s easy to become desensitized to the material. So it’s important to step away and take a break in order to return to the video project with a clear mind. Sleep and review it with a fresh brain. Having a clear perspective of your work will help you better understand how a stranger will see it.

## xi. Export your video

Exporting your video basically means turning all the tracks and layers of your project (the audio, the footage, the effects etc.) into a single and watchable file that can be easily shared. There are many file formats for videos, and you want to be sure that your favorite platform supports your format of choice. We recommend exporting your videos as an MP4 file and saving it to your computer's hard drive.

Please note to consider how long it will take to render your video project as rendering can take a considerable amount of time especially if you have a deadline to meet. This length of this process will depend on various factors like the speed of your computer, how long the video is, how many layers/ effects are present in your project.

## I. How to Host and Distribute Your Marketing Videos

### Video Hosting Platforms

#### *What Is Video Hosting?*

Video hosting is a service that allows you to upload a video to a third-party so it can be played online. You can then embed video on your own website, social media or within your marketing content. The idea is to offer video content on the internet without overloading your WordPress website. This ensures your website isn't slowed down by video.

Most brands host their videos on YouTube because it is free, and easy to do. However, it can lack some of the more robust features you'd get in a video platform that's designed for businesses. However, in this section we will review the more popular choices

#### i. YouTube

YouTube is the largest video hosting platform, second largest search engine after Google who own it. YouTube processes more than 3 billion searches a month. 100 hours of video are uploaded every minute. YouTube has approximately 122 million daily active users, based all over the world. Visitors spend an average of 19 minutes per day on YouTube from over 100 countries

It's also free to upload your videos to YouTube and optimize them for search. In addition to its massive audience, YouTube offers several other features that make the platform a good choice for hosting your video.

#### ii. Vimeo

Vimeo is one of the most popular alternatives to YouTube, and it has impressive hosting credentials for all categories of users.

The site's free package is a great place to start. With that product you can upload 500MB of video every week to your 5GB account, and you can view entry-level analytics, use basic embedding and make use of video creation tools.

If you need corporate hosting, then Vimeo's dedicated packages include better SEO, Google Analytics integration, custom video branding and live streaming, events, and webinars.

Vimeo may not be as big as YouTube, but it's powerful, versatile, and customizable, so it's an excellent choice for individuals or organizations who want to retain plenty of control.

### iii. **Vidyard**

Vidyard is an online video platform for business. They offer tools to create, host, and share videos to enable sales and service teams to connect with customers. It's a video marketing platform that offers a range of tools for businesses to create and share video messages, market videos, share them online, track who watches them and when and a whole lot more. You can embed videos on your website, in email, enable video sharing on social networks. Amongst many other features to mention here, Vidyard also helps businesses personalize videos with the viewer's name or company. This is a creative addition as you work video into your marketing and sales strategies.

### iv. **Facebook**

**Facebook** is a social media and messaging site that also works as a free video hosting platform. Around half of social media users globally watch videos on this website every day. Facebook is the only platform that can compare with YouTube in audience size. In fact, at 2.45 billion monthly active users, it has a bigger audience. But Facebook is a social media and messaging platform first, not a video sharing platform

- Notable features: ads, sound-off options, video series, and playlists
- Best suited for: creating a social media and video marketing strategy
- Price: free

Facebook Watch consists of two main sections – the Watch Feed and the Watchlist. The former is a personalized feed containing videos that match the viewer's interests. The Watchlist includes videos from Pages the user follows.

Facebook Watch comes with an ad manager, which provides the demographic data and personal information needed to increase your content's ability to attract potential viewers.

This social video sharing site has many accepted video formats, but it recommends MP4. Although Facebook offers unlimited storage, it limits the maximum video length to 240 minutes or up to 10 GB of file size.

Due to its advanced targeting marketing capabilities, this free service is an excellent option for business owners who want to reach their target audience by sharing videos on the largest social media platform.

### v. **Instagram**

Instagram offers free video hosting as part of its social media offering. If you're looking to share video via social media to build a brand or a following, it is definitely worth checking out.

Instagram is another competitor to YouTube or Facebook in terms of user base. It has its own distinct audience as well as sharing a wider audience with other networks. Many individuals and businesses use IG for marketing so your videos aren't alone on the network.

The app has basic video tools, hashtags and Reels and allows you to insert videos into feeds for your fans. For those reasons, it's worth checking out if you're looking for somewhere with free video hosting for short videos.

## **vi. TikTok**

TikTok is the highest profile social network around right now and it's centered on video. So, while it isn't a video hosting solution, it does have potential for promotion or video sharing to an audience of millions.

TikTok is exceptionally popular with those under 25, so if this is your target market, you know where to go. All videos are short and all can be created and then uploaded by phone.

Some businesses shoot professional videos with studio-standard equipment and upload them, but the majority are mobile. That makes TikTok a very accessible social network for marketing and sharing although it may have limited options for monetization.

## **vii. Brightcove**

Brightcove is a Video Cloud product that has a video content hosting offering and delivers exceptional performance across the board.

This is an enterprise-level solution with the tools, support and pricing to match. It is used by some of the world's biggest brands for video hosting, marketing and monetization.

You get a suite of editing and publishing tools, you can live stream, use the video CMS, protect your work with DRM, utilize APIs, SDKs, and different transcoding options too. Whatever you want your video to do online, Brightcove can do it. For publishers, it offers advanced server-side ad insertion that integrates with major DSP solutions.

Brightcove is truly an enterprise solution and will help your organization integrate video in your marketing and communications at scale

## **viii. Dailymotion**

Dailymotion is a video sharing platform like YouTube with a very definite social element. Dailymotion is often used by creatives and startups wanting to build an audience. Thus, it's a discovery platform that brings to you the latest and greatest video content. It's branding itself as the go-to source of news, sports, entertainment, and music videos.

The platform currently has 350 million monthly active users with 2 billion monthly views. It currently has over 2,000 publishers on the platform.

What makes Dailymotion special? It has a customizable player that delivers high-quality videos no matter what devices viewers are using. You can match the player's elements to match your branding. You can change the logo, colors, and more.

Dailymotion also has monetization features to help its publishers earn from their work. There is also a live streaming component to Dailymotion. You can connect with your core audience in real-time. The live streaming feature is flexible as you can scale from one event to 24/7 channels in high definition.

Dailymotion lets you monetize livestreams as well. And there's real-time analytics to show you how well you are performing while the stream is ongoing.

Dailymotion is free to use. However, there is a paid option. The main difference between the two is that the paid version gives you access to Dailymotion experts who will guide you on how to optimize and monetize your channels through its scalable video solutions.

## **J. How to Optimize Your Marketing Videos for SEO**

### What is Video SEO?

Video SEO is simply optimizing your video to be indexed and rank on the search engine results pages for relevant keyword searches. There are many optimization strategies to give your videos a higher chance of ranking, which this article will outline.

### **5 Ways to Optimize Your Video for Search**

#### **i. Create high-quality videos that really serve your audience**

Your videos should always serve a purpose to your viewers, whether it's inspirational storytelling, educational, learning how to do something new, or creative entertainment.

You want to create content that attracts viewers to click and watch, but is also of such high quality that it encourages people to share your video with others.

#### **ii. Choose the Right Video Hosting Platform**

When choosing your video hosting platform, you'll need to consider the reasons why you want your videos optimized. Are you optimizing your video to gain site traffic and new leads? Or is your goal more general thought leadership and brand awareness?

#### **iii. Insert a Video Transcript**

As you're scrolling through your Facebook feed, you likely see several videos with captions alongside the video so you're able view it. The text that pairs with your video is known as a video transcript.

Video transcripts make your videos more accessible to a larger audience, as well as they make your videos more searchable by search bots since there's additional text on the page.

#### **iv. Make Sure Your Thumbnail Image Is Engaging**

The video thumbnail is what the searcher will see when your video is indexed, therefore it plays a significant role in whether people click. You want to think of your thumbnail image similar to how you think of cover of a book or the homepage to your website. It needs to be compelling, relevant, and eye-catching!

#### **v. Find the relevant keywords you want your video to rank for**

Keyword research is usually the first step in the SEO writing process and is extremely important when you're aiming for high placements in search engine rankings. You want to understand what terms your target searchers are using when they're looking for your type of video, so you can optimize your CTR (click through rate) in both organic search and paid results.

Whether you're a beginner or experienced SEO marketer, the following tools are handy and easy-to-use for keyword discovery:

- Google Keyword Planner
- YouTube's auto-complete feature
- Plug-ins like TubeBuddy

After you've done your keyword research and have a solid SEO strategy laid out, you can optimize your video's meta details with this information while uploading to the hosting platform like YouTube.

To increase your video's visibility, add your top keywords while copywriting your video's **title, description, and tags**. Keep this metadata consistent with the theme of your video and integrate your keywords naturally.

#### vi. Create a dedicated webpage for your video

To help your video get the most SEO exposure possible, we recommend creating a page for each of your videos and embedding the video at the top of the page.

Adding video to your website pages adds a video thumbnail next to your Google listing result, which is categorized as a "rich snippet". Rich snippet content is preferred by Google as higher quality pages in search ranking results, meaning more visibility and higher click through rates for your business.

Source - <https://calendly.com/>

If applicable, add a transcript of your video to the page as well, so readers who aren't able to watch with sound, or cannot finish watching, can easily read the content at their own time.

Creating dedicated video pages with transcripts increases exposure for your video by enabling your content to be listed on the Google Video results tab. This means your video pages create another inbound traffic channel with which new users can discover your business and content — a win-win scenario!





# CHAPTER 6

## A. Promoting your Video Content

You've created amazing video content & now it needs to be placed in front of your audiences so that you get the response you planned for. We have outlined some uncomplicated ways you can employ to get more eyeballs. Most SME's should be able to use at least some if not all of these video promotion ideas.

### i. Post it on YouTube and Optimize It:

YouTube is the main platform for posting video and the 2nd largest search engine on the internet, so it is imperative your video is posted here.

To stand out, you will need to optimize your video. Start by optimizing your video for the same kinds of keywords you'd use to get found on the web itself.

Also, add the video to a YouTube playlist of your other videos, and link it with annotations that also use that keyword phrase. Target a keyword phrase in your title, and then be sure to repeat it in the first 100 words of the description. Also, adding closed captions and uploading a transcript that contains your target keywords will also help in YouTube search.

### ii. Use your Website/ Blog

This is one of the first places prospects check when they are trying to gather information about your brand, product, or service. Depending on your video marketing needs, and the pieces you've developed, you can place them in many different spots. For example, if you created a series of product videos to increase sales, you can embed them on your products' pages to provide more information about them, especially if your website has a checkout process.

### iii. **Blog:**

Adding video content to your blog posts can help you enhance the information you are trying to convey, and make the articles more interesting. Plus, it can enrich your ideas and provide extra-context. Helping visitors to understand better what you do and how you can help them.

### iv. **Post your video natively on other social networks**

If you have social media presence (Facebook, Twitter, IG, Youtube etc), ensure you post your video on your business pages. Your followers & customers will want to see your informational content. Whether it's an event video of your big fundraiser, or a new product video, posting your video on your social networks will enhance the chances of it being shared by your followers. Remember, posting natively often gets more engagement because social platforms prefer native posts to keep people engaged on their site.

### v. **Email marketing:**

This is one of the most effective ways to promote your videos. Go through your marketing email lists and send the video to anyone who would find it interesting, useful, or relevant. Also, including videos in your emails can triple your click-through rate. If you have a newsletter consider this as well and automate the whole process to make you customer interactions more engaging and sustainable.

### vi. **Run A Video Campaign to a Targeted Audience**

Facebook, Twitter, LinkedIn, and Instagram all offer options for promotion, and most allow you to get very specific in terms of the demographic nature of your target market (age, location, gender, interests etc). Decide the audience you want and get your campaign rolling.

### vii. **Outreach to Social Media Influencers**

You can also reach out to influencers/ bloggers within your industry that are an opinion leaders with thousands of followers to promote your product or service. They can help you get your video in front of their huge audience.

Reach out by sending an email briefly saying how your video can be of interest to their audience and if they would share it to their followers. Please note, some influencers might need to be paid in cash or kind, so ensure to include this in your marketing budget.

### viii. **Create Video Trailers for Instagram Stories!**

Create a video trailer and upload it as an Instagram story linking to the full Youtube video from there.

Instagram stories get a lot of exposure because your followers will see your videos on top of their Instagram home pages. It's also the only place on Instagram where you can currently put clickable links.

Note: You can add clickable links inside Instagram stories only if you have at least 10K followers or have your Instagram profile verified.

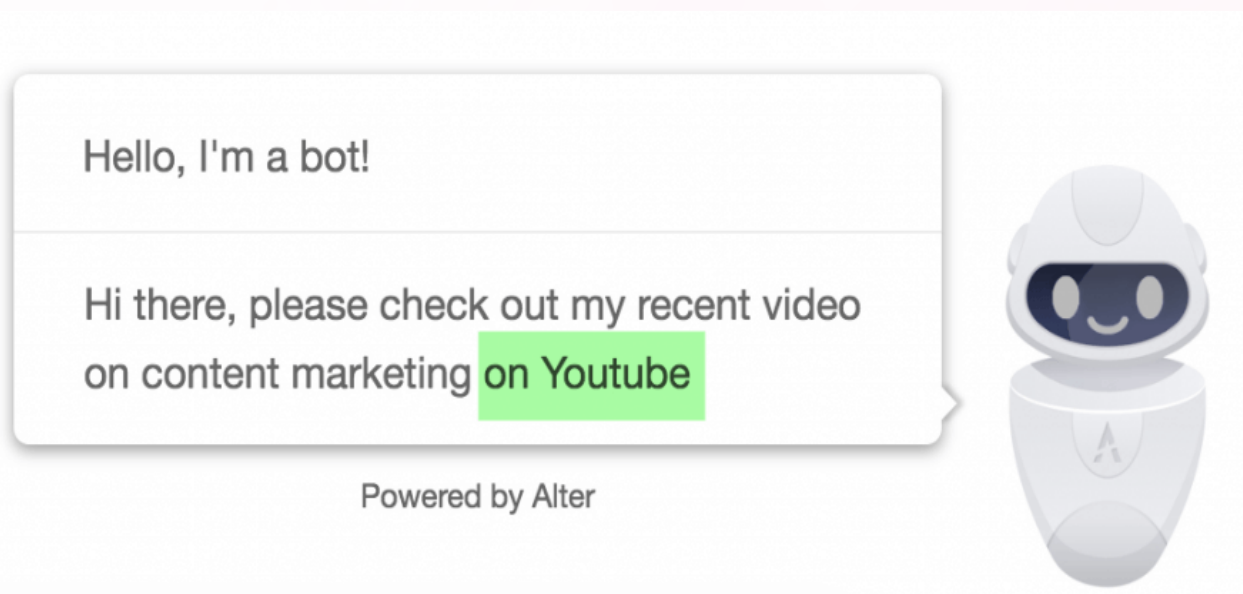
Apart from getting clicks to individual Youtube videos, this is also good Instagram material that will hopefully grow your following and engagement there.

### ix. Take Advantage of Artificial Intelligence

Artificial Intelligence (AI) is quickly making its way into digital marketing helping companies to better serve their customers in real time.

[Alter](#) is by far the easiest way to create a AI-powered self-improving marketing bot for your site that will always be there to point your customers to site sections and video content they need at every moment of their browsing journey throughout your site.

Alter is 100% automated: All you need is to install their code on your site and let the bot learn your customer behavior to be able to help them when they seem to need help:



You can customize Alter to show your video URL to returning users only. This way you are not going to distract your new visitors and drive them away and only target people who already know your brand and are likely to engage with your video.

Alter integrates with major email marketing platforms (currently: Mailchimp, Constant Contact, AWeber, Hubspot, Campaign Monitor, and GetResponse) giving you full flexibility to engage your customers further.

## B. How to Measure Video Marketing:

### The Metrics that Matter

Marketing teams need to produce tangible results, and video marketing is no exception. By identifying marketing ROI metrics, marketers are able to define the minimum numbers that they need to call their campaign a success. Calculating marketing ROI also helps create campaigns that align with your marketing goals. You can measure how many people have watched the video, how many rewatched it, at what point did the majority of viewers stop watching, which parts were most-watched and much more

If you're not tracking the performance of your video content—and learning from it to improve your future campaigns—you're not building your brand. It's important to keep an eye on your key performance indicators (KPIs) when you launch your video marketing campaign,

When discussing how to measure video marketing, we broke down video metrics into two main categories: **engagement and ROI.**

### **i. Measuring Video Engagement**

If a video is engaging, we'll want to continue watching past the 30-second mark. For this reason, engagement video metrics are critical for revealing how people are interacting and responding to your [video content](#). In terms of the [Facebook algorithm](#), engagement is also a determining factor in boosting your video's organic reach.

Here are the metrics you need to track to measure the engagement around your videos:

### **ii. View Count**

View count is the number of times users have viewed your video. It's also referred to as reach. This metric is great to track if your goal is to increase brand awareness. But it's important to keep in mind that these are measured differently across different platforms as shown below:

- **YouTube:** video views count at 30 seconds
- **Facebook:** Someone views your video for 3 seconds
- **Instagram:** Video views count after 3 seconds
- **Twitter:** Someone watches your video for 2 seconds with at least 50% of the video player on their screen
- **LinkedIn:** They have the same policy as Twitter: 2 seconds with at least half the video in view
- **TikTok:** A video view counts as soon as your video starts playing in someone's feed

View count can be considered more of a vanity metric, as the number of views don't really affect your bottom line if no other action is taken. However, this still shows us that we need to make those first 3-30 seconds hyper-engaging in order to reel a viewer in.

### **iii. Play Rate**

Play rate is the number of times your video was played divided by the number of views it generated. That is, out of all the users who saw the first few seconds on auto-play, how many decided to continue watching.

A low play rate could indicate that your video is irrelevant to the interests of your follower-base. It could also illuminate other discrepancies with your video such as the copy around it, the absence of subtitles, its visual appeal, or simply the network it was shared on.

If you're just getting started and unsure how to measure video, focus on increasing your play-rates. You only have the first 3-5 seconds to grab people's attention, so going for bright colors, close-ups of faces, and any dynamic on-screen movement can make a huge impact.

### **iv. Shares, Likes, Comments, and Reactions**

These video metrics come together as they typically indicate the overall popularity of your video. Comments, for example, can reveal the emotional effect that your video had on viewers. According to Facebook, when people like a video, they're far more likely to share it later on, which helps get that video in front of more eyeballs.

Shares are equivalent to word-of-mouth marketing – the more a video gets shared, the more your brand is

seen as credible, trustworthy, and loveable. Since people share content that reinforces their values and beliefs, seeing those shares on your video means it deserves to be seen by others. In fact, 48% of video watch time on Facebook comes from shares.

#### v. **Click-through Rate**

- vi. Click-through rate (CTR) is the number of times users click your call-to-action (CTA) divided by the number of times it's viewed.

CTR is a great indicator of how effective your video is at encouraging people to take your desired action. If your CTR is low, consider revising the design or copy of your CTA.

Keeping your video short, clear, and concise is crucial for getting viewers to reach the call-to-action. Also, try to include merged media – that is, incorporating elements of animation and overlays with live-action video in order to keep viewers tuned for longer.

#### vii. **Watch Time**

Diving into viewers' watch-time trends can help you pinpoint where people are dropping off so you can identify opportunities for improvement.

Watch time refers to the total amount of time viewers have spent watching your video. It provides a strong indication of what information viewers saw and missed based on when they dropped off. Tracking watch time also accounts for the length of future videos.

For example, if you're producing 10-minute videos with a wonderful final scene yet the average watch time is 2 minutes... the final scene is pointless. In such case, opting for shorter and snappier videos could do wonders to your CTR. As always, try to engage your viewers for a longer period with a compelling story and eye-catching visuals.

#### viii. **Conversion rate**

Conversion rates are one of the most important metrics for gauging the success of an online video. Conversions are any desired actions taken. These actions can include things like sales, email sign-ups, or account registrations. Depending on **your KPIs**, you probably want more than views or a high CTR. For example, if you sell a product or service, you'll want your video to help generate more sales. Anyone who watches your video and goes on to purchase from you would be a conversion in this case. A number of factors can influence conversion rates, such as the video's length, the content's quality, and the call to action. The important thing is to track and test your conversions. By doing so, you'll be able to A/B test different approaches and see what affects your conversion rate. Optimizing your videos for conversion rates can help you ensure that more viewers take the desired action, leading to more sales and conversions.

### **C. Measuring Video ROI**

At the end of the day, you want to see revenue. If your video drove tons of engagement but didn't succeed at acquiring new leads or sales opportunities, was it worth the investment? The answer to this question boils down to a simple formula:

ROI = Sales from Video Conversions /  
Amount Spent to Create Video

To make more sense of this: did you make more than what you spent on creating and sharing the video?

Priority 1: calculate how much you spent on producing and distributing the video. This should take into account any tools or external resources you used for video production as well as the cost of advertising/promoting the video.

Next, you can calculate the sales produced from your video by tracking how many leads it garnered. Depending on the conversion types on your website, someone may have clicked your video and then made a direct purchase, requested a demo, signed up to a product trial, and so on.

Out of all the leads you have collected, only some will be considered “qualified” by your sales or marketing team. For example, your video may have brought 50 demo requests but only 10 of those are individuals who fit your ideal buyer profile.

Given this information, you can do one of two things: 1) Assign an estimated value to each lead or 2) Follow up with your sales team to understand how many of those video leads converted into opportunities and closed-deals.

Once you’ve established how much you spent and gained from your video, you can finally calculate the total ROI.

If you’re looking to optimize the conversion rates of your video:

- Refine your call-to-action. make your CTAs extremely clear for your viewers telling them whats the next step you’d like them to take. So keep it simple and exciting.
- Ensure continuity in the visual language. Wherever you’re leading people to after watching the video should feel in line with their expectations.
- Keep in mind your customer experience. Don’t frustrate your customer, make sure your website or landing page makes it intuitive to complete the conversion path.
- Send people on a scavenger hunt. The immediate CTA on your video doesn’t necessarily have to lead viewers to a web form. Alternatively, the video could lead to a relevant blog post, another video, and eventually to a landing page which explains more about your product or service. After all, just because someone watched your video, doesn’t mean they feel ready to make a purchase.



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