

# HOW TO SHOOT AND EDIT MARKETING VIDEOS ON A BUDGET



**ACTION PLAN**

Step 1 – Keyword research	Action Owner?	Set a deadline	Tick when completed
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1. Smartphone camera – a good quality smartphone will shoot excellent video in HD.			
<p>2. Microphone - If you just use the inbuilt microphone in your smartphone the sound quality won't be good enough to keep viewer's attention. The inbuilt microphone will pick up a lot of ambient noise and will sound quite distant/tinny compared to using an external microphone which will provide excellent sound quality. There are two we recommend you buy if you are looking for high quality on a budget:</p> <p>a) Rode Smartlav Microphone. This is a lapel microphone with extension lead and costs around €60.</p> <p>b) Rode Video Mic Me. This is a directional microphone that doesn't involve any lead and costs around €50.</p> <p>If you are looking for a wireless lapel microphone it will be more expensive but one we recommend is the Rode Film maker kit for around €250</p>			
3. A tripod - This is essential in order to avoid your camera shaking while you are interviewing someone.			
4. Tripod adjuster mount – this is a gadget that allows you to put your phone on the tripod. It screws onto the tripod and grips your phone. It costs around €15			
5. Lighting – if you are shooting videos outdoors the equipment listed above is all you need. But if you are shooting indoors you will need lighting. We recommend the Neer Ring Light which costs around €85.			

Step 2: Choose which type of video you will create	Action Owner?	Set a deadline	Tick when completed
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There are 5 main types of videos you are likely to want to create using your phone and a video editor.			
1. A company promo video – this showcases what your company does. This video is perfect for the main pages of your website and for your social media profiles. You can create one by interviewing members of staff or you can use a voiceover.			
2. Testimonial video – with customers saying what they like about your products. This video is great for converting website visitors into sales and for social media.			
3. “How to” video – this video explains how to do something. This is ideal for getting your business discovered on YouTube, for social media updates and for the blog section of your website.			
4. Product video – this explains the features and benefits of your product. This is ideal for converting web visitors into sales and for social media and YouTube.			
5. Unboxing video – this explains what the customer will receive when they order. This is ideal for converting web visitors into sales and for YouTube.			

Step 3 - Plan and shoot a company promo video (Interviewing members of staff)	Action Owner?	Set a deadline	Tick when completed
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<p>1. Consider the key messages you want to get across in the video. These will typically be a) What the business does and b) What makes the business different/why do customers choose you? These are the key points you want web visitors and social media viewers to take away.</p>			
<p>2. Choose 1-2 staff members who are comfortable being interviewed on camera and give them the questions they will be asked and some example answers.</p>			
<p>3. Setup the shoot using the tripod/adjuster mount/smartphone camera and microphone. Stand to one side of the camera and tell the staff member to look at you – not the camera. This will ensure the person is more relaxed and will result in a better video.</p>			
<p>4. Ensure you do at least 2 takes for each question/answer. This will make the editing process easier.</p>			
<p>5. Also shoot footage (known as B roll) of your business. This will be used at the video editing stage to illustrate points that the staff member is making and will make your video more interesting.</p>			
<p>6. Edit the video. Aim to keep the video to 60 seconds or 90 seconds max. Ideally 60 seconds because that is the max video length in Instagram and also because viewers' attention wanes quickly.</p>			

Step 4: Plan and shoot a company promo video (with voice over)	Action Owner?	Set a deadline	Tick when completed
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1. Consider the key messages you want to get across in the video. These will typically be a) What the business does and b) What makes the business different/why do customers choose you? These are the key points you want web visitors and social media viewers to take away.			
2. Write a 60 second script based on these points. Keep the language and tone friendly and informal rather than corporate and stiff. Read it back to yourself and time it to ensure it's no longer than 60 seconds.			
3. Shoot lots of video clips of your business/products/staff/office premises to cover the main the points that are being made in the video.			
4. Find a voice over artist. You can get Irish professional voiceovers at <a href="http://voices.com">voices.com</a> or on <a href="http://fiverr.com">fiverr.com</a> .			
5. You could also record your own voiceover using a microphone on your smartphone (Rode smartlav) or a microphone on your pc.			
6. Edit the video. Add video clips to match what is being said in the voiceover. Also add music and text.			

Step 5: Plan and shoot a testimonial video	Action Owner?	Set a deadline	Tick when completed
<p>1. Ask some customers who you feel have had a good experience with your products/services if they would be agreeable to saying a few words on camera. Reassure them that they will not be speaking directly to camera but will simply be having a friendly chat with you.</p>			
<p>2. Consider the key messages you want to get across in the video. These should be the main things that differentiate your business/product from your main competitors. E.g. Your location, your expertise/knowledge, your customer service. Don't ask "What did you like most about our product" as this could elicit random unimportant points. Ask "Did you find our location handy?" if that is one of your points of differentiation.</p>			
<p>3. Setup the shoot using the tripod/adjuster mount/smartphone camera and microphone. Stand to one side of the camera and tell the customer to look at you – not the camera. This will ensure the person is more relaxed and will result in a better video.</p>			
<p>4. Ensure you do at least 2 takes for each question/answer. This will make the editing process easier.</p>			
<p>5. Ask the customer to sign an agreement that the video can be used on your website, YouTube and on social media platforms.</p>			
<p>6. Edit the video. Aim to keep the video to 60 seconds or 90 seconds max. Ideally 60 seconds because that is the max video length in Instagram and also because viewers attention wanes quickly.</p>			

Step 6: Plan and shoot a product video	Action Owner?	Set a deadline	Tick when completed
1. Consider what the main features and benefits of the product are. What are the main things that the customer wants to know? Make a list of bullet points.			
2. Ask a member of staff to volunteer to talk about the product on camera. Give him/her the list of bullet points.			
3. Setup the shoot using the tripod/adjuster mount/smartphone camera and microphone. In this type of video the member of staff SHOULD be looking at the camera explaining the features and benefits.			
4. Realise that the staff member doesn't have to say everything in one take without mistakes. Split it into 3-4 small sections and these can then be put together at the editing stage.			
5. Ensure you do at least 2 takes for each bullet point. This will make the editing process easier.			
6. Shoot lots of footage of the product which will be used at the editing stage and will make the video more interesting.			
7. Edit the video and aim for 60 seconds. Use lots of the footage of the product rather than just show the staff member talking for 60 seconds. Add music and text.			

Step 7: Plan and shoot an “How to” video	Action Owner?	Set a deadline	Tick when completed
1. Decide on the topic of the video based on a) Questions your customers tend to ask a lot b) Topics that people are searching for on Google or YouTube. Use Google’s keyword planner tool or Ubersuggest to research this.			
2. Don’t write a script and learn it off. It can come across as recited and wooden. Write bullet points and practice what you are going to say.			
3. Setup the shoot using the tripod/adjuster mount/smartphone camera and microphone. In this type of video you SHOULD be looking at the camera unless you are demonstrating something e.g. cooking, making a craft, painting.			
4. Realise that you don’t have to say everything in one take without mistakes. Split it into 3-4 small sections and these can then be put together at the editing stage.			
5. Ensure you do at least 2 takes for each bullet point. This will make the editing process easier.			
6. Edit the video. A “how to” video can be longer than 90 seconds but still try to make it as short and concise as you can. If some of what you are demonstrating is slow/takes too long you can speed up parts of the video at the editing stage.			



Step 8: Plan and shoot an unboxing video	Action Owner?	Set a deadline	Tick when completed
<p>1. Think about the concerns a customer might have about what they will get when the product arrives. Make a list. The video is designed to reassure them that the product will be easily assembled or won't be in see through packaging etc.</p>			
<p>2. Setup the shoot using the tripod/adjuster mount/smartphone camera and microphone. In this type of video you SHOULD be looking at the camera.</p>			
<p>3. Explain and show to camera</p> <ul style="list-style-type: none"> <li>a) What the packaging will look like when it is delivered to your home</li> <li>b) What the various parts are when it is opened</li> <li>c) How easy it is to put the parts together.</li> </ul>			
<p>4. Edit the video. A video can be longer than 90 seconds but still try to make is as short and concise as you can.</p>			

Step 9: Getting your video from phone to PC or PC to phone	Action Owner?	Set a deadline	Tick when completed
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<p>1. If you would like to transfer your videos from your phone to your PC in order to edit them on your pc, simply plugin your charger cable to the phone and plug the usb end into your PC. Your phone will now appear as a drive on your PC. Open the folder, find your videos and drag them over to your PC.</p>			
<p>2. If you would like to transfer your final edited video from PC back onto your phone, create a free Dropbox account and install the app on your phone. Upload the video from PC to Dropbox and then open the app on your phone and download the video.</p>			

Step 10: Edit the video	Action Owner?	Set a deadline	Tick when completed
<p>1. Editing a video on a computer or Mac is easier simply because of the large screen and the precision of a mouse. Also, the software typically offers more features/options than an app for phone or tablet. The software we recommend is Filmora 9. It has over 5 million customers, has won awards for simplicity and in the video marketing workshops we run participants are always amazed at how easy it is to use. You can download a free version but when using the free version your video has a watermark. However, you should download it and try it. If you like it, it costs \$40/year or \$60 for life.</p>			
<p>2. Watch this tutorial video which shows you how to</p> <ul style="list-style-type: none"> <li>• Edit out parts of a clip</li> <li>• Add music, text, transitions</li> <li>• Add footage/b roll</li> <li>• Add your logo</li> </ul>			
<p>3. If you would like to edit a video on your phone or tablet, Cute Cut is an app that has a similar editing process to Filmora 9. It costs €5.99.</p>			
<p>4. Other excellent apps you might want to consider are Filmora Go and Vlogit. Both of these are free and allow you to edit out parts of a clip, add music, logo, transitions and text.</p>			