



How to have award winning, cashflow creating video content on a shoe string budget

Creating video to build your brand



The Economic Development,
Tourism, Events & Marketing unit
of Rockhampton Regional Council



Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians



Why are you here?



Develop video content



El natural vs Staged



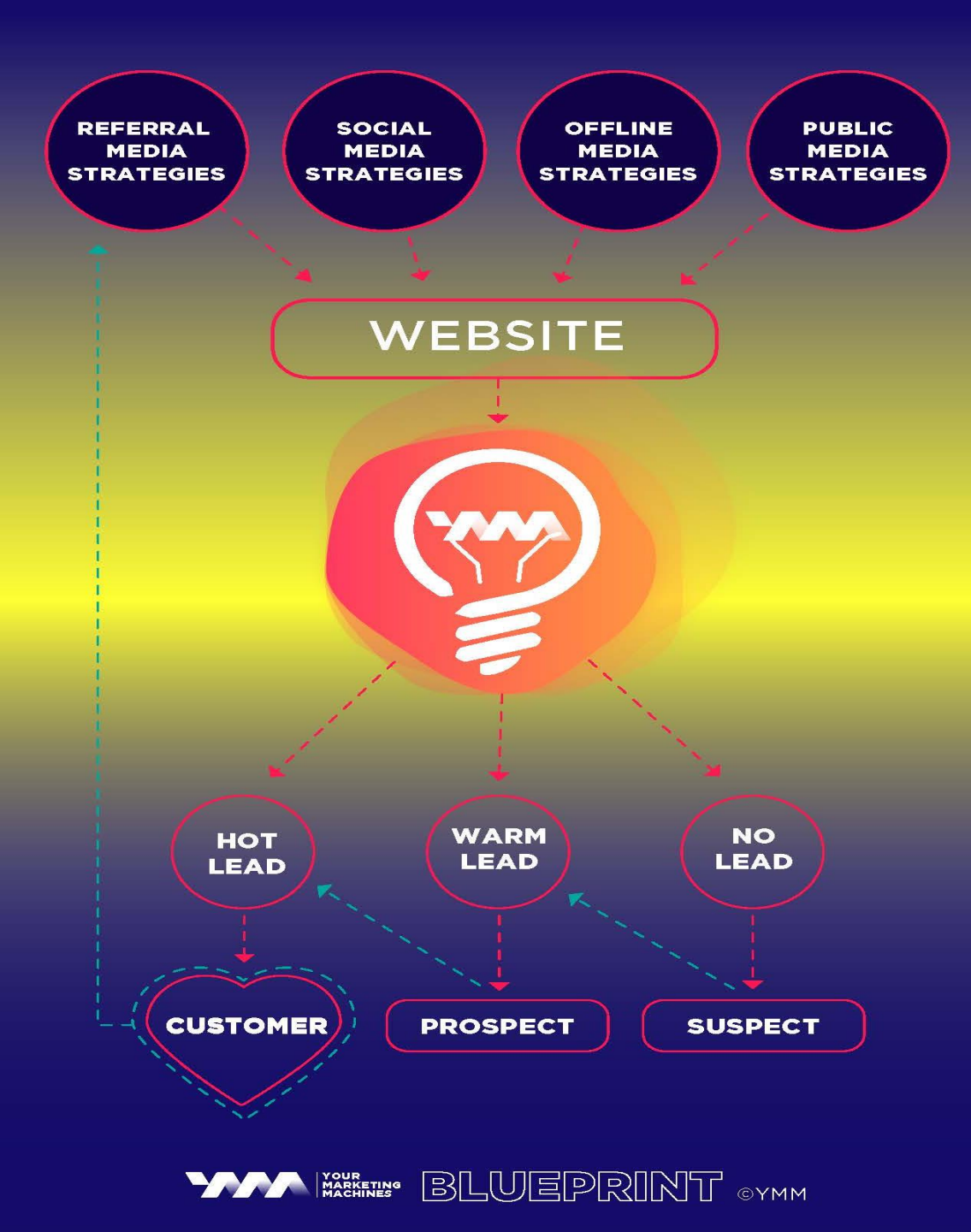
Understand the different social media platforms



Free video maker software

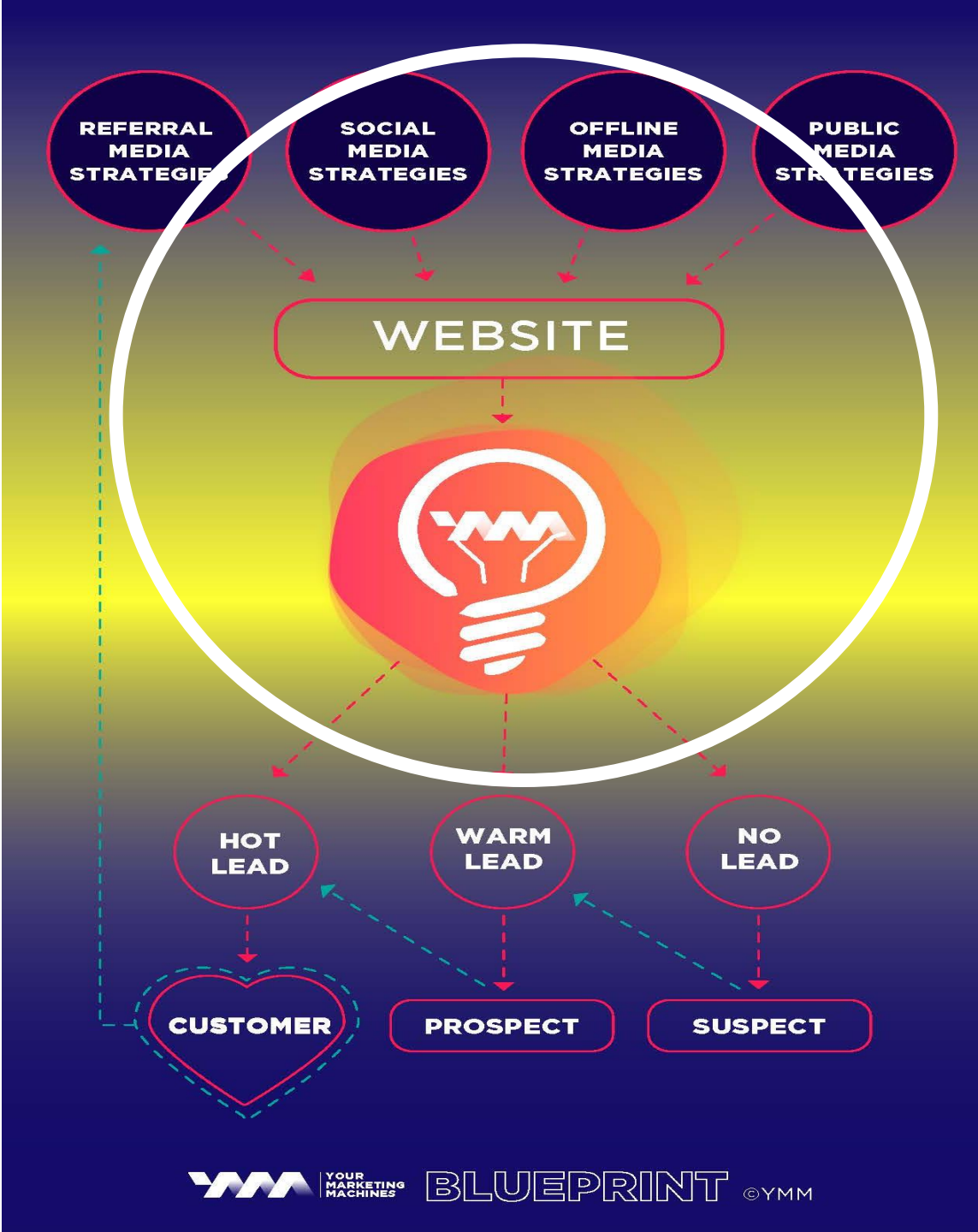
Your Marketing Blueprint

4 elements to successful marketing



Your Marketing Blueprint

4 elements to successful marketing



Why you should be considering Video... Lead Generation



82% of users watch video content on Twitter



YouTube reaches the 18-34 adult age bracket more so than cable network TV. In fact, more video content is uploaded in 30 days today than major US television networks have created in 30 years



75 Million people in the US watch online videos everyday



Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text

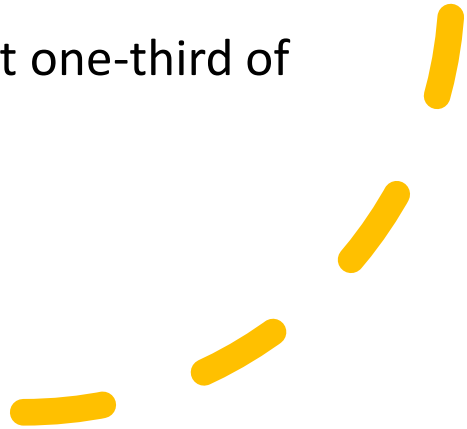


Social video generates 1200% more shares than text and images combined



Videos on Facebook Pages increases end user engagement by 33%

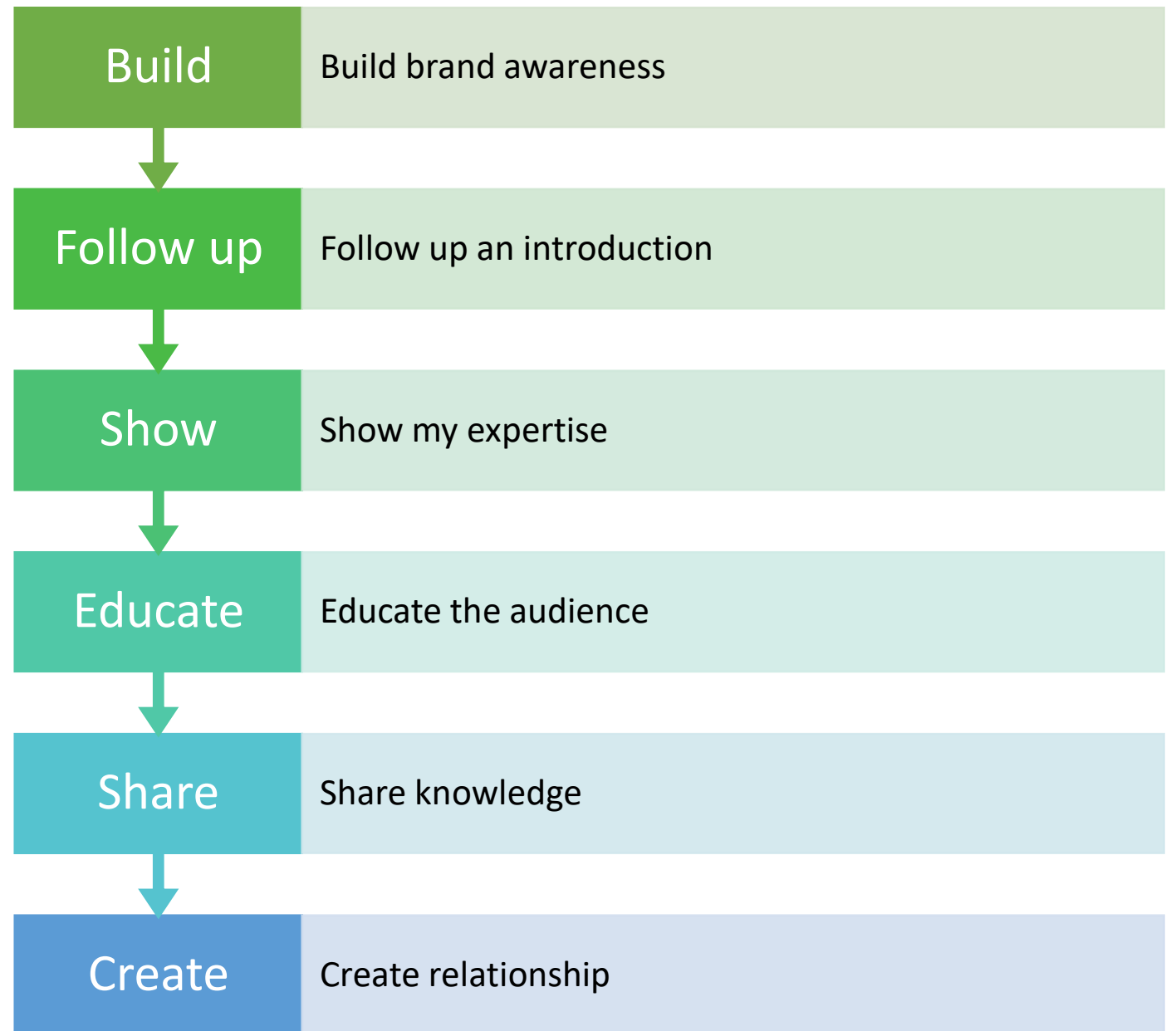
Nurture Journey Video Strategy

- Merely mentioning the word 'video' in the email subject line, the click-through rate increased by 13%
 - Video drives a 157% increase in organic traffic from SEPs
 - Embedded videos in websites can increase traffic by up to 55%
 - Marketers who use video grow revenue 49% faster than non-video users
 - Video can increase landing page conversions by 80% or more.
 - More than 500 million hours of videos are watched on YouTube each day
 - Youtube has over a 1,000,000,000 user, almost one-third of total internet users
- 

A woman with long, wavy brown hair is shown in profile, looking through the viewfinder of a professional video camera. She is wearing a dark purple long-sleeved shirt. The camera is equipped with a large, black, textured microphone on top, which has the 'JVC' logo visible. The background is a soft-focus outdoor scene with green foliage and a bright light source, creating a bokeh effect. The text 'DEVELOP YOUR CONTENT' is overlaid in white, sans-serif capital letters across the center of the image.

DEVELOP YOUR CONTENT

What do you
need video
for?



What content do you want to produce?


- Product/service explanation
- Welcome to our business
- Let me introduce myself
- Motivation/Inspiration
- Event explanation
- Promotional tool
- Info bytes



Questions YOU need to ask?

- What do I actually want to achieve from video
- Where will it fit in my marketing



A woman with long, wavy brown hair is shown in profile, looking through the viewfinder of a professional video camera. She is wearing a dark purple long-sleeved shirt. The camera is equipped with a large microphone on top, a lens hood, and a JVC logo is visible on the side. The background is a soft-focus outdoor scene with green foliage and a bright light source, possibly the sun, creating a bokeh effect. The text "DO IT YOURSELF VS PROFESSIONAL" is overlaid in white, sans-serif font across the center of the image.

DO IT YOURSELF VS PROFESSIONAL

El naturale vs professionally staged

Natural

- Low cost
- Can be done instantly
- Easy to do on your cell phone
- Great for 'natural' & personalised shots
- No control of environment
- Perfect for Facebook Live

Professional

- Requires financial investment
- Needs to be organised
- Can adjust irrespective of the environment
- Need professional equipment
- Usually include 'Cameraman' & Director
- Suitable for business promotions

What do I need to make kick-ass videos?

- Video platform – most common You tube
- Video camera/high resolution cell phone
- Microphone
- Sun/spot lights
- Tripod
- Spare batteries and SD cards
- Script
- Good lighting
- Background noise
- External environment
- YouTube Channel



Questions YOU need to ask?

- What can I actually afford
- Where do I plan to share this video



A woman with long, wavy brown hair is shown in profile, operating a professional video camera. She is wearing a dark purple long-sleeved shirt. The camera is equipped with a large black microphone on top, which has the 'JVC' logo visible. The background is a soft-focus outdoor scene with green foliage and a bright light source, possibly the sun, creating a bokeh effect. The overall tone is professional and creative.

BUSINESS & MARKETING PLATFORMS



FACEBOOK



WSL

What platforms can be used



Video Specs for Facebook

- The most common type of video on Facebook comes from share posts
- Can choose between Landscape and Portrait
- Recommended video dimensions is 1280 x 720 for Landscape and Portrait
- Minimum width is 600 pixels (length depends on aspect ratio usually 16:9)
- Max file size is 4GB
- Recommended video formats are .MP4 and .MOV
- Video length max is 120 minutes



Video Specs - Instagram



3 DIFFERENT STYLES –
LANDSCAPE, SQUARE
AND VERTICAL



MINIMUM
RESOLUTION FOR
LANDSCAPE VIDEO IS
600 X 315



MINIMUM
RESOLUTION FOR
SQUARE VIDEO IS 600
X 600



MINIMUM
RESOLUTION FOR
VERTICAL VIDEO IS
600 X 750



MAX FILE SIZE FOR
ALL FORMATS IS 4GB



RECOMMENDED
VIDEO FORMATS ARE
.MP4 AND .MOV

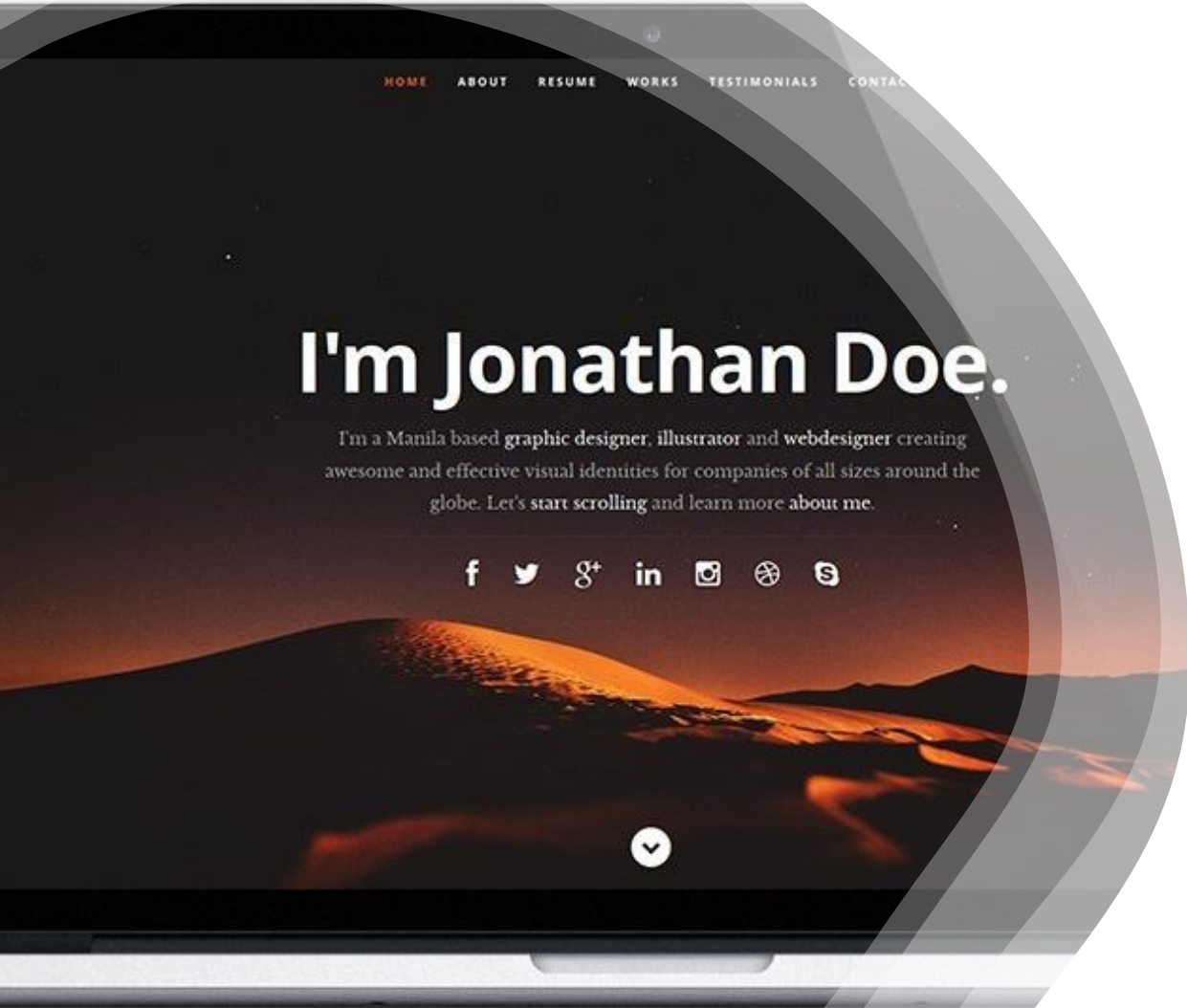


VIDEO LENGTH MAX
IS 60 SECONDS



Video Specs - LinkedIn

- Is in the early stages of video adoption the network is a go-to source for sharing
- The only video format you can upload is through shared video – YouTube links
- Aspect ration is 1:2.4 to 2.4:1
- Max file size is 5GB
- Accepted video formats are .ASF, .AVI, .FLV, .MOV, .MPEG-1, MPEG-4, .MKV AND .WebM
- Video length up to 10 minutes
- Consider Transcript



- Recommended video resolutions is 720p
- Minimum dimensions 600 x 315 for landscape or 600 x 600 for square
- Max video file size is 4GB
- Video length max is 120 minutes

Video Specs - Website



Video Specs – Email & Newsletter

- Through YouTube as a length or picture holder with link
- Number of recommended dimensions range from 426 x 240 to 3840 x 2160
- Aspect ratio is 16:9
- Max file size is 128GB or 12 hours, which ever is less
- Accepted video formats: .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, AND WebM
- Video length max is 12 hours

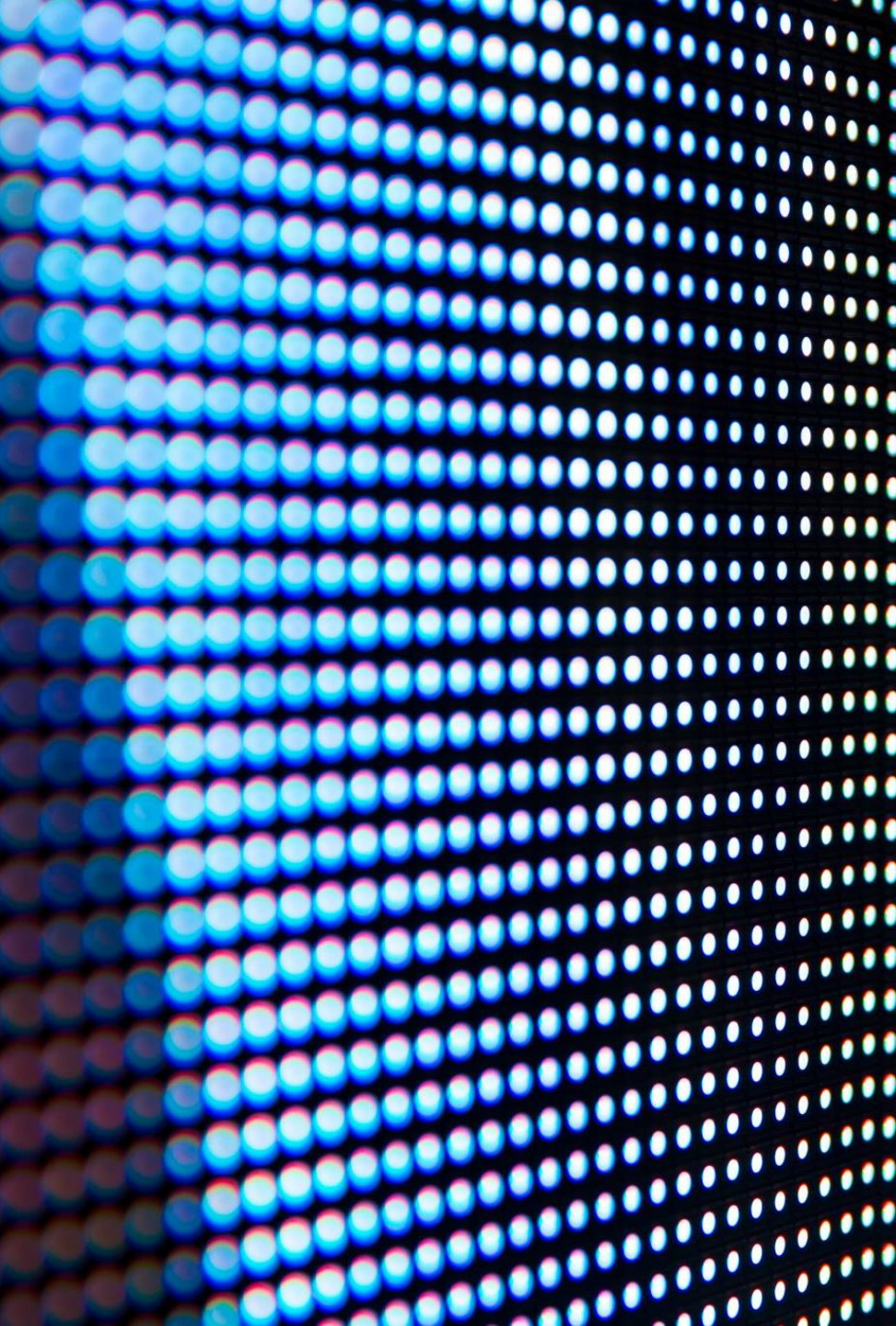
Questions YOU need to ask?

- What platforms do I want to use
- What information is relevant for what platform



A woman with long, wavy brown hair is shown in profile, looking through the viewfinder of a professional video camera. She is wearing a dark purple long-sleeved shirt. The camera is equipped with a large microphone on top, a lens hood, and a JVC logo is visible on the side. The background is a soft-focus outdoor scene with green foliage and a bright light source, creating a bokeh effect. The text "VIDEO MAKER SOFTWARE" is overlaid in white, sans-serif font across the center of the image.

VIDEO MAKER SOFTWARE



Video maker software

- Make Your Own Video tool
- Cost effective – usually a monthly fee
- Pre-set video and photography images you can use
- Comes with music
- Wide range of themes
- Great for ‘Explainer’ video for website

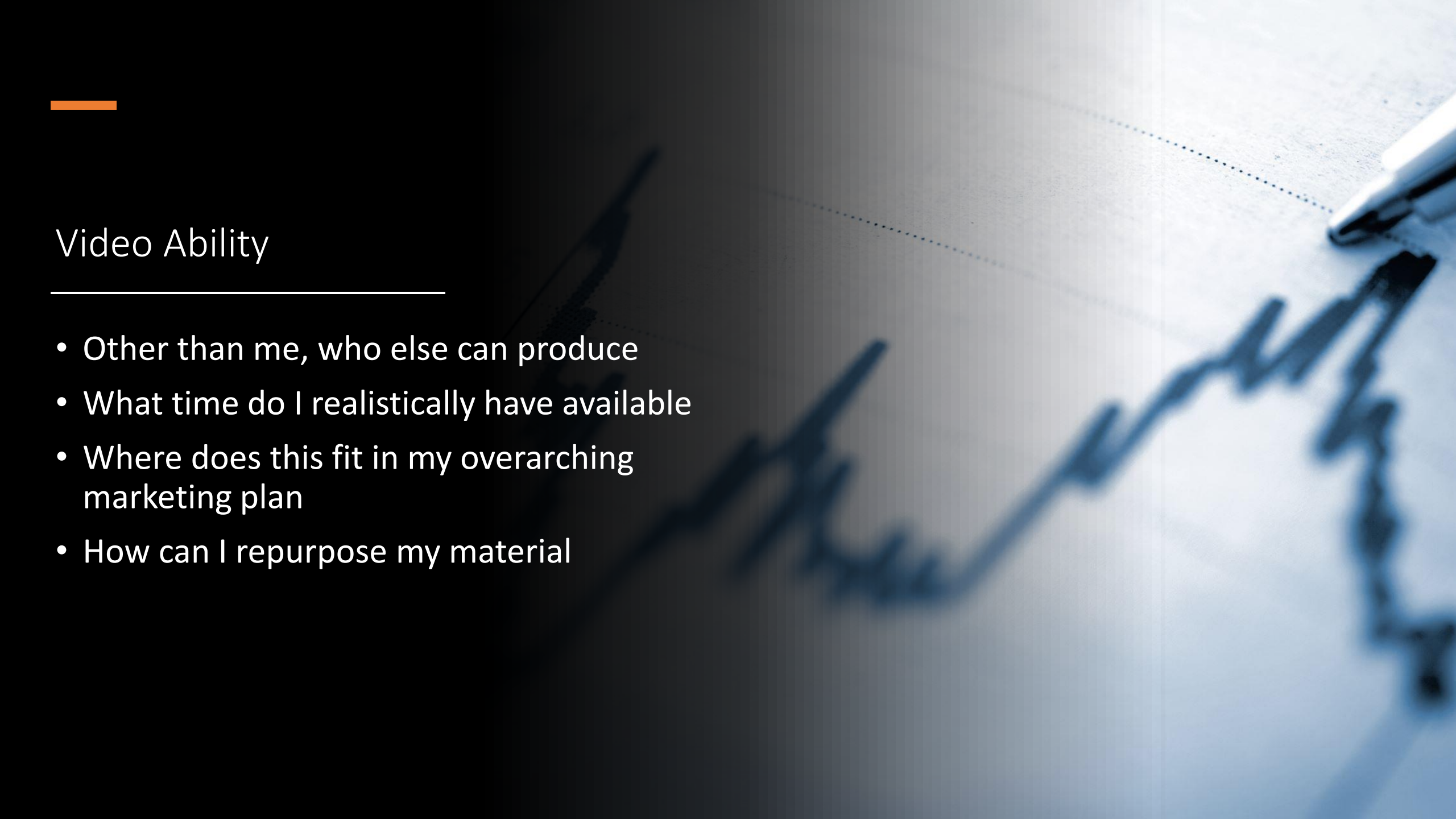
Video maker software

- [Biteable.com](https://www.biteable.com) –
- [Wevideo.com](https://www.wevideo.com) –
- [Camtasia.com](https://www.camtasia.com) –
- [Animoto.com](https://www.animoto.com) –
- [Powtoon.com](https://www.powtoon.com)
- [Screencast-o-matic](https://www.screencast-o-matic.com)





Video Ability

- Other than me, who else can produce
 - What time do I realistically have available
 - Where does this fit in my overarching marketing plan
 - How can I repurpose my material
- 

-
- Formerly known as musical.ly is a social media platform for creating, sharing and discovering short music videos
 - Think karaoke for the digital age
 - Great for combining your message to music for promotion
 - Video file size is up to 287.MB for (iOS) and 72 MB (Android)
 - Video length max is 15 seconds
 - Asset Dimensions: 10809 x 1920



Questions YOU need to ask?

- Which software would best work for my level of technical ability





Lets produce!!!

Whether in success or in failure, I'm proud of every single movie I've ever directed – Steven Spielberg

Why are you here?



Develop video content



El natural vs Staged



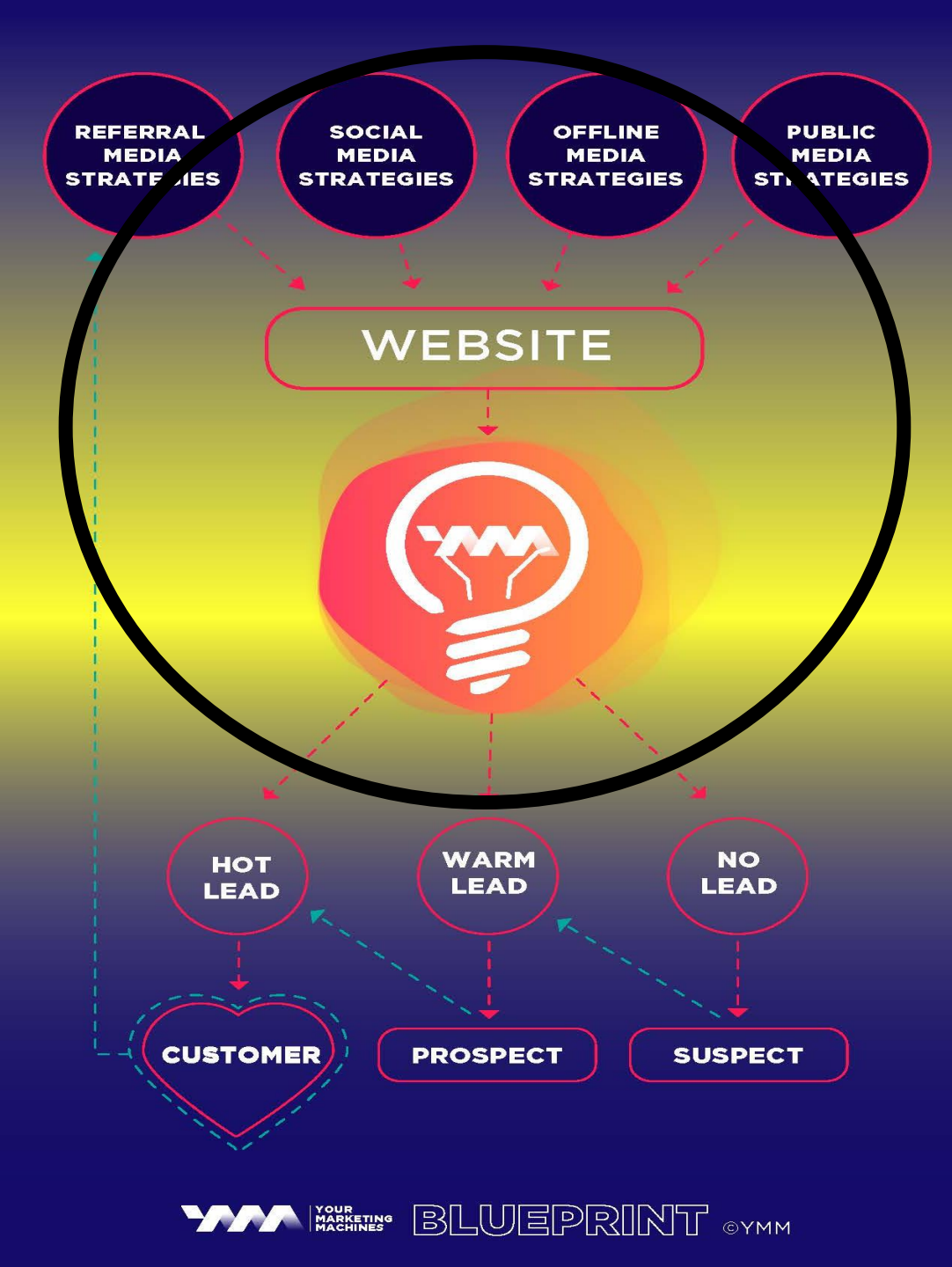
Understand the different
social media platforms



Free video maker
software

Your Marketing Blueprint

4 elements to successful marketing





andrea@yourmarketingmachines.com.au

www.yourmarketingmachines.com.au



How to have award winning, cashflow creating video content on a shoe string budget

Creating video to build your brand



The Economic Development,
Tourism, Events & Marketing unit
of Rockhampton Regional Council

