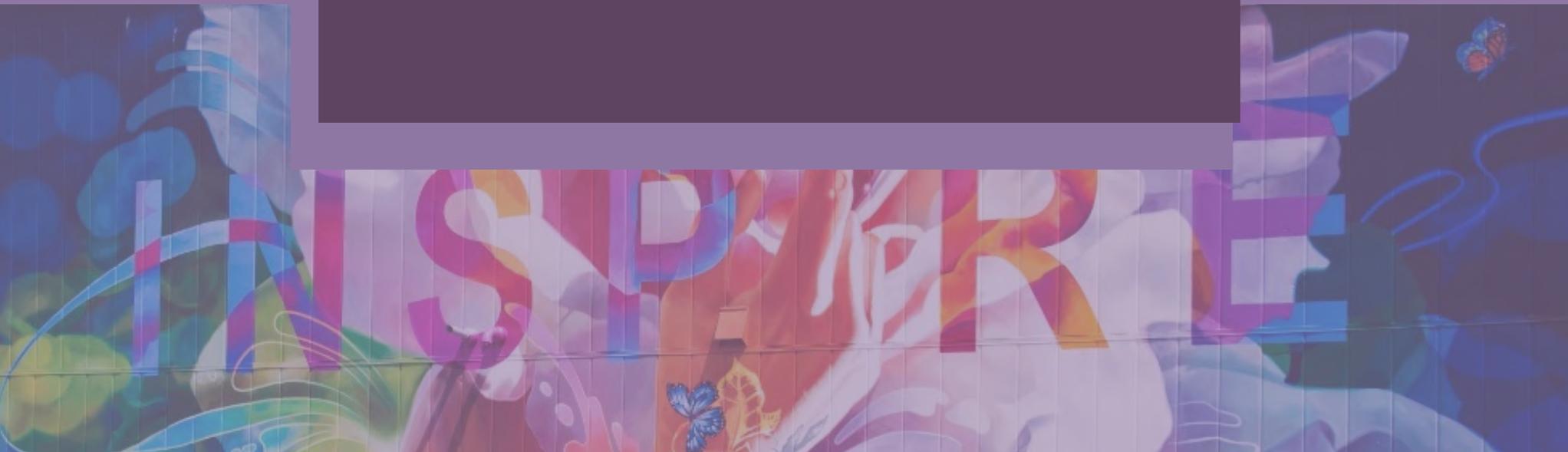




Mastering the **Art of Video**

Inspired Insights from **LRobInspires**



MAKING THE MOST OF YOUR BRAND'S VIDEO CONTENT

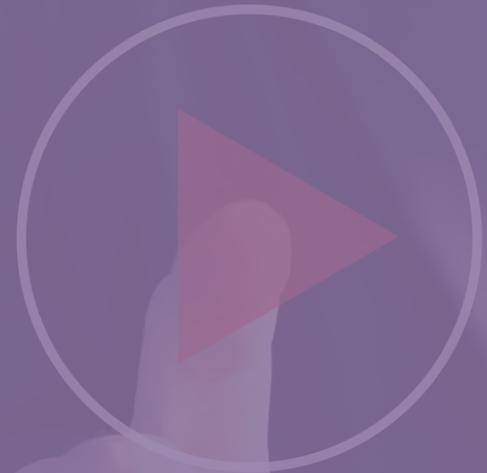
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INTRODUCTION



The demand for video content has never been higher, and as a result, marketers worldwide are not only creating more video content but also refining their strategies to capture the attention of viewers. For businesses that fail to embrace this trend, the risk of falling behind is real. But what exactly constitutes a winning video strategy?

Our Senior Video Producer, Alex Schapira, has created this essential Video Strategy resource. In this guide, we will explore the essential components for mastering brand videos. These components come into play from the initial stages of planning and production right through to the pivotal step of scaling your impact. Alex will guide you through the critical elements of a successful brand video strategy, enabling you to craft impactful videos that resonate deeply with your audience while achieving your business objectives.

VIDEO STRATEGY:

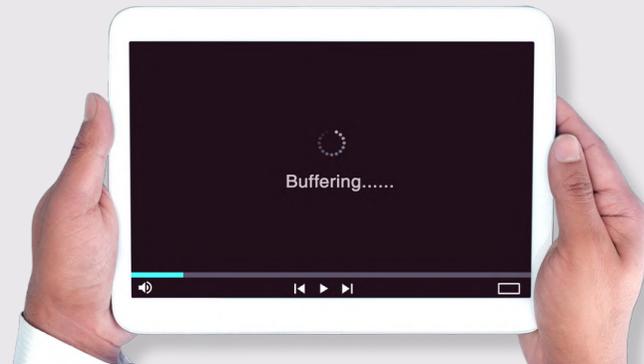
The key to success in video marketing lies in implementing an effective strategy. This strategy serves as your navigational compass, guiding you through the entire video production process, from initial planning to production, and onward to distribution and scaling. Your strategy must align each video with your overarching business goals, ensuring that you not only meet revenue targets but also effectively track and convey results to stakeholders, ultimately securing further investment in your content.

Let's explore the essential elements that constitute a successful video strategy:

- **Define Your Goals:** Before delving into the creation of video content, it is imperative to clarify your objectives. What is the purpose of your video, what is your call-to-action (CTA)? Setting clear goals provides direction for your content.
- **Understand Your Audience:** While it may seem obvious, a profound understanding of your audience is fundamental to your video strategy's success. Your audience's preferences, interests, and obstacles should be identified to create videos that resonate and address their unique needs. Then establish the single message you want to communicate and identify the action you want your audience to take.

VIDEO STRATEGY

- **Craft Compelling Stories:** Creating narratives that evoke emotions and tell captivating stories is a vital aspect of your video strategy. These stories form lasting impressions and help your audience forge deeper connections with your brand.
- **Incorporate Brand Identity:** Maintaining consistent branding elements, such as your logo, color scheme, and tone of voice, across all your videos is essential. This consistency reinforces brand recognition. Collaborate with your team, including stakeholders, to ensure your videos align with your brand's goals.
- **Call to Action (CTA):** Clearly defining the action you want your viewers to take after watching the video is critical. Whether it involves visiting your website, subscribing, or making a purchase, a strong CTA guides your audience toward the desired outcome.



VIDEO STRATEGY:



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VIDEO TIPS:

Interviews:

- Choose a location that has depth and visual interest.
- Ensure that there's reasonable control over noise and lighting.
- Consider exteriors, and record outside if feasible and interesting.
- Use a medium shot, from the waist up.
- Ensure camera height aligns with the subject's eyes.
- Avoid very tight framing, being too close up loses some perspective.
- Don't show copyrighted content in the shot such as team logos, corporate logos, or commercial brands
- Use a tripod to stabilize the camera and minimize shaking.
- Make sure there is enough light on the subject and that it is not behind the subject.



VIDEO TIPS:

Audio:

- Try and use a dedicated microphone and verify the audio quality
- Select a quiet location without background sound
- Record background sounds in the location for 20 seconds, this will be important for editing.

Lighting:

- Position your light in front of you to brighten your face,
- avoid sitting in front of a big window or lighting from behind
- Have the right gear: It produces constant light and sculpts your face in a flattering way.

Wardrobe:

- Have several wardrobe options on hand
- Clothes should fit comfortably to ensure you feel relaxed and at ease.
- Try the sit-down test. Some outfits look appropriate when you're standing up, but reveal more than you realize when you sit down. Most interviews occur at chair height, but some take place on taller bar-height stools or chairs.



VIDEO TIPS:

- Solids work best. Mid-tones and muted colors or pastel shades work well.
- Avoid bright white, black, or bright red colors (off-white, dark grey, crimson, maroon, and muted red are all fine).
- Avoid tight-knit, busy, or loud patterns, thin stripes, and herringbone because they can cause a moiré pattern effect on screen.
- Keep jewelry and accessories conservative. A statement necklace or earrings can be a nice touch but avoid any jewelry that is too flashy or shiny. The lights are intense and can create distracting flashes when they hit your jewelry. Jewel tones, matte jewelry, or a simple pendant can pull an outfit together.
- If you can record without glasses on, go for it. If not, it's not the end of the world. Glasses can reflect and they can obstruct your eyes.



VIDEO TIPS:

B-roll:

- Always establish a location.
- Provide visually interesting footage of that location to help support the story.
- Multiple angles for editing flexibility are helpful.



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DISTRIBUTION:

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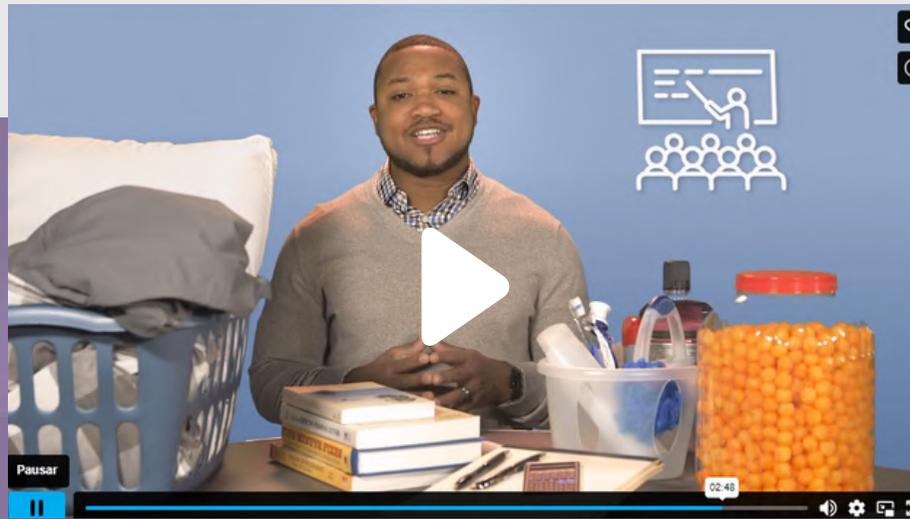
Let's talk about the ways to get your videos in front of your target audience, a process known as distribution. Distribution encompasses various aspects such as the frequency of video releases, the selection of suitable platforms, the choice of video formats, and more. Your audience can access your videos through diverse channels, spanning from traditional television to popular online platforms like YouTube and various social media channels. Even trade show booths can serve as a medium for showcasing your video content. Choosing the right platforms for your distribution is vital. It's important to ask a few questions:

- Which platforms have proven successful in reaching my audience before?
- Are there any additional platforms that are likely to help me achieve my objective?
- What stage of the buyer's journey does my video fit into? Awareness? Consideration? Ready to take action?
- Where will my audience go to find relevant information when they're in that phase?

DISTRIBUTION:

- Can I repurpose this video across different platforms?
- Which distribution platforms require the least (and most) resources and budget?
- Can I enlist my own employees to act as brand ambassadors, sharing and promoting video content with their own network?

When selecting distribution platforms, it's crucial to consider past successes, potential additional platforms, alignment with the buyer's journey, opportunities for repurposing, resource allocation, and the potential for employee engagement as brand ambassadors.



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CONCLUSION

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When it comes to video production, content is undoubtedly the foundation, but it's not the whole story. Even the most compelling story can be undermined without high-quality cameras, proper lighting, sound equipment, and skilled direction. However, it's during the editing process that a video truly comes alive. Professional videographers understand the importance of incorporating elements like B-roll footage, seamless transitions, engaging graphics, carefully chosen music, and strategic sound effects. Music and sound effects play a substantial role in shaping a viewer's emotional response to a video, and tapping into these elements is crucial for a video to be an effective marketing tool. Ultimately, videos have the extraordinary power to strike an emotional chord, making viewers think, feel inspired, experience joy, and even take action in response to your brand's message.



Mastering the Art of Video

This Insight is brought to you by LRobInspires video producer, Alex Schapira

My enthusiasm for video extends through all phases of the process in bringing a brand to life. I am an expert in all steps of production and extremely proficient with a wide range of pre-production and post-production tools. I have a network of vendors, suppliers, actors, and voice talent that I can bring to any project. My experience extends to a variety of media, but my true passion lies in telling compelling stories.



Alex Schapira



Video producer



Stay tuned, next time we'll discuss testing, revising, and measuring the success of your videos.

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