

VIDEO MARKETING

Social Media
webinar series



Thank You to Our Partners



Hi! I'm Lisa Perry
(and that guy behind me is Brian)



perryproductions
digital marketing agency

Lisa Perry
SOCIAL
online learning



FREE

Social Media
webinar series

Lightbulb, Wi-Fi, Clock, Magnifying glass, Chat bubble, Gears, Computer monitor with globe icon.

Lisa Perry SOCIAL

Wednesdays (12pm – 1pm)

Click on dates to register

[March 25 – Facebook Marketing](#)

[April 1 – LinkedIn Marketing](#)

[April 8 – Video Marketing](#)

[April 15 – Content Marketing](#)

[April 22 – Email Marketing](#)

[April 29 – Instagram Marketing](#)

Video Poll

- How often do you use video in your marketing efforts?
 - We don't use video at all
 - We've tried to use videos with mixed results
 - We use video all the time because it just plain works

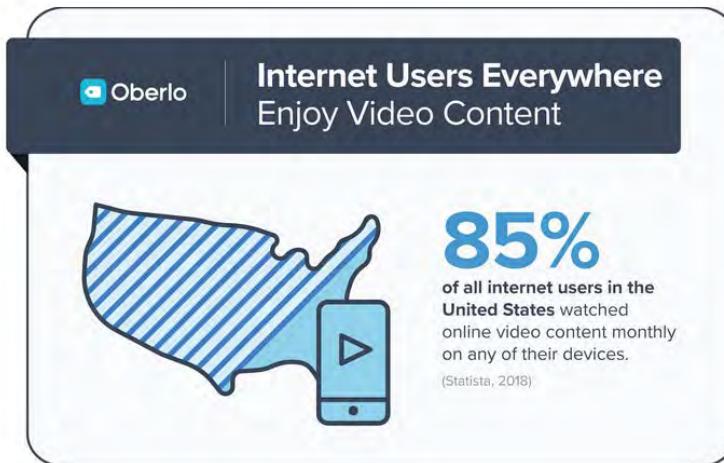


Agenda

- Types of Videos
- Basic Video Format
- Video Content
- Videos Tips
- Making of a Video
- Video Equipment
- Video Creation Software



Why Use Video?



You Can Do Video

- Don't be intimidated by technology
- Don't worry about how you look on camera; focus on what you have to SAY!
- Embrace the flaws – it doesn't have to be perfect!
- Focus on video performance (getting people to watch entire video)

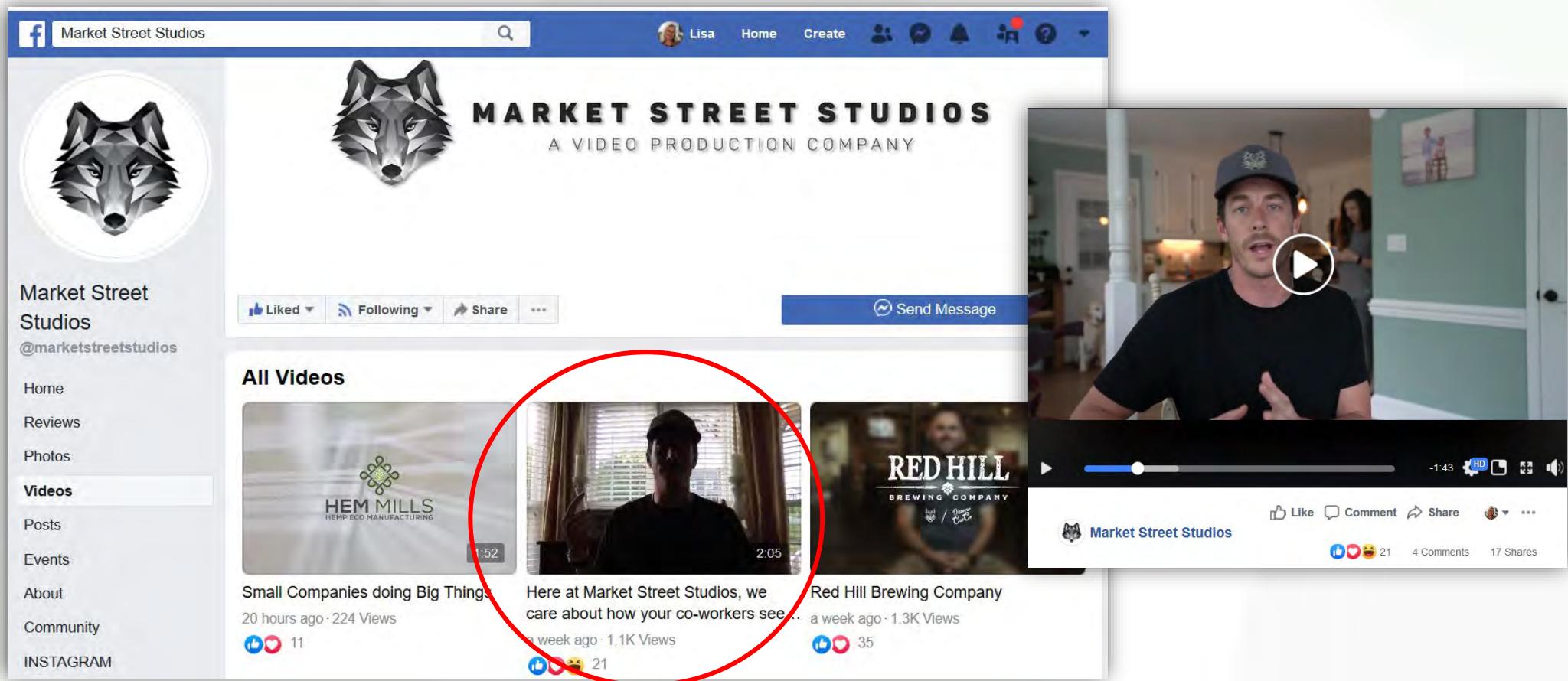
Which one you choose depends on your goal for the video

- \$ Good – shoot on your smartphone and share raw
- \$\$ Better – invest in some recommended technology for editing
- \$\$\$ Best – hire a respected videographer



Videographer – Market Street Studios

- Very funny video with some home lighting tips



<https://www.facebook.com/523741251163241/videos/150672609617735/>

Set Clear Goals

- Why are you creating this video? (grow an audience, get engagement – notice I didn't say sell a product)
- Who is this video for?
- Why would someone watch this video?
- What action do you want people to take after seeing this video?
 - Join Email List
 - Subscribe to your YouTube Channel
 - Visit Your Website
 - Watch Another Video
- How can you make this video clear and easy to understand?



Types of Videos

- Educational videos
- Entertaining or humorous videos
- Practical or how-to videos
- Behind-the-scenes videos
- Tips and tricks videos
- Interview videos
- Recorded webinar videos
- Product explainer videos
- Customer testimonial videos
- Case study videos
- and more



<https://blogs.constantcontact.com/create-video-marketing-strategy/>

Video Process

- Set goals for the video
- Write script or talking points
- Setting up lighting/background
- Record the video
- Edit the video
- Upload the videos
 - YouTube or Video
 - Social Media Platforms – Native Video (Facebook, Instagram)



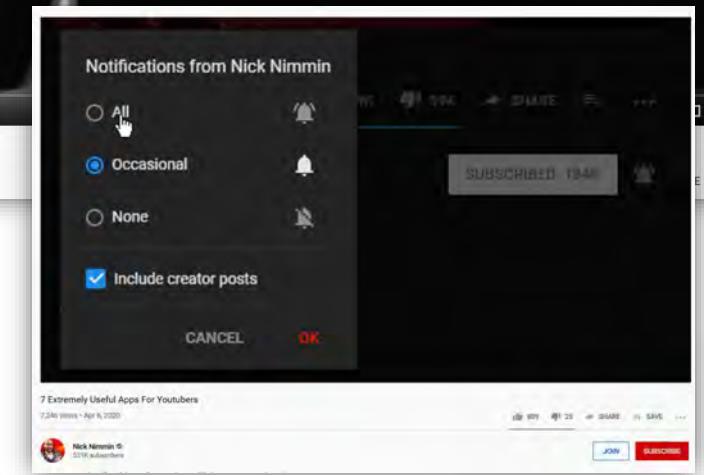
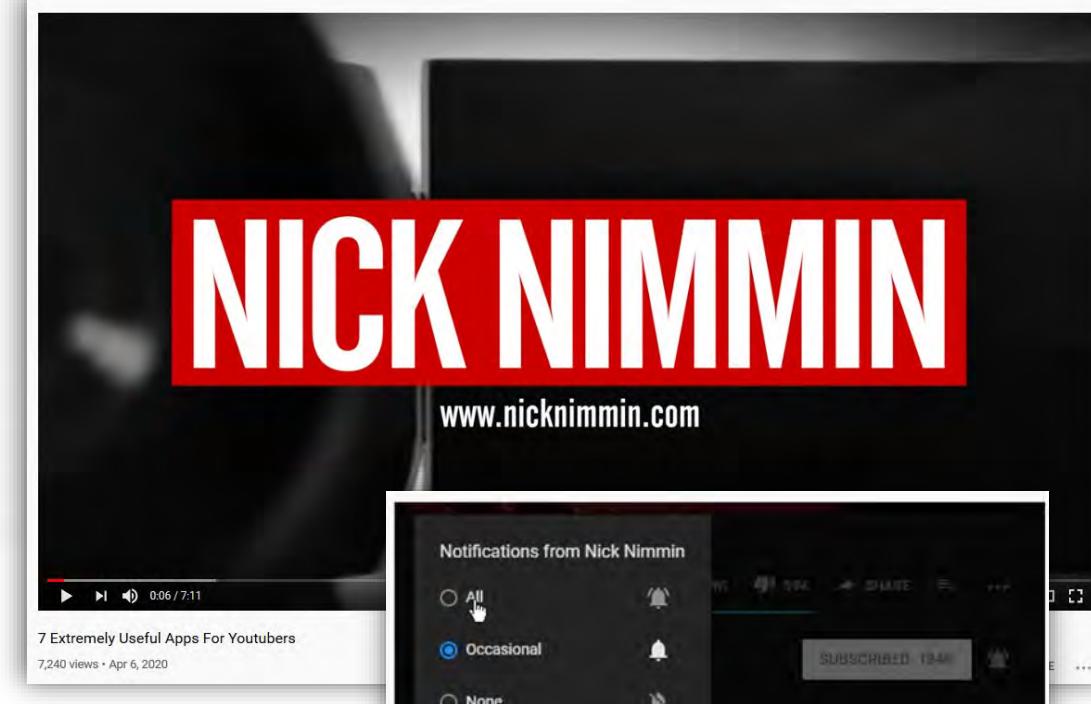
Basic Video Formula - Instructional

- Hook or Tease (3-5 seconds)
- Quick Intro - topic and yourself (just say NO to long intros)
- What are they going to learn and why is it helpful?
- Bonus – “make sure you **stick around to the end** because I am also going to give you some bonus content”
- Deliver great content
- Call to Action: PRO TIP – don’t make it sound like the end of the video



Basic Video Formula

- I'm going to share with you a list of apps that all YouTubers should be using... (5 secs)
- Make sure your intro delivers on your thumbnail and title
- Intro (slide for website)
- Call to Action



Basic Video Formula

What is a Tease?

- In just a minute I am going to show you _____, but first I need to show you this _____.
- Video is about editing equipment
 - Overdeliver on what you promised (came for equipment but and make sure you **stick around to the end** because I am also going to give you 3 editing tips)



Basic Video Formula - Promo

- What is it?
- Why should I participate?
- How do I get involved?
- Call to action



https://youtu.be/li_DpMPSFS4



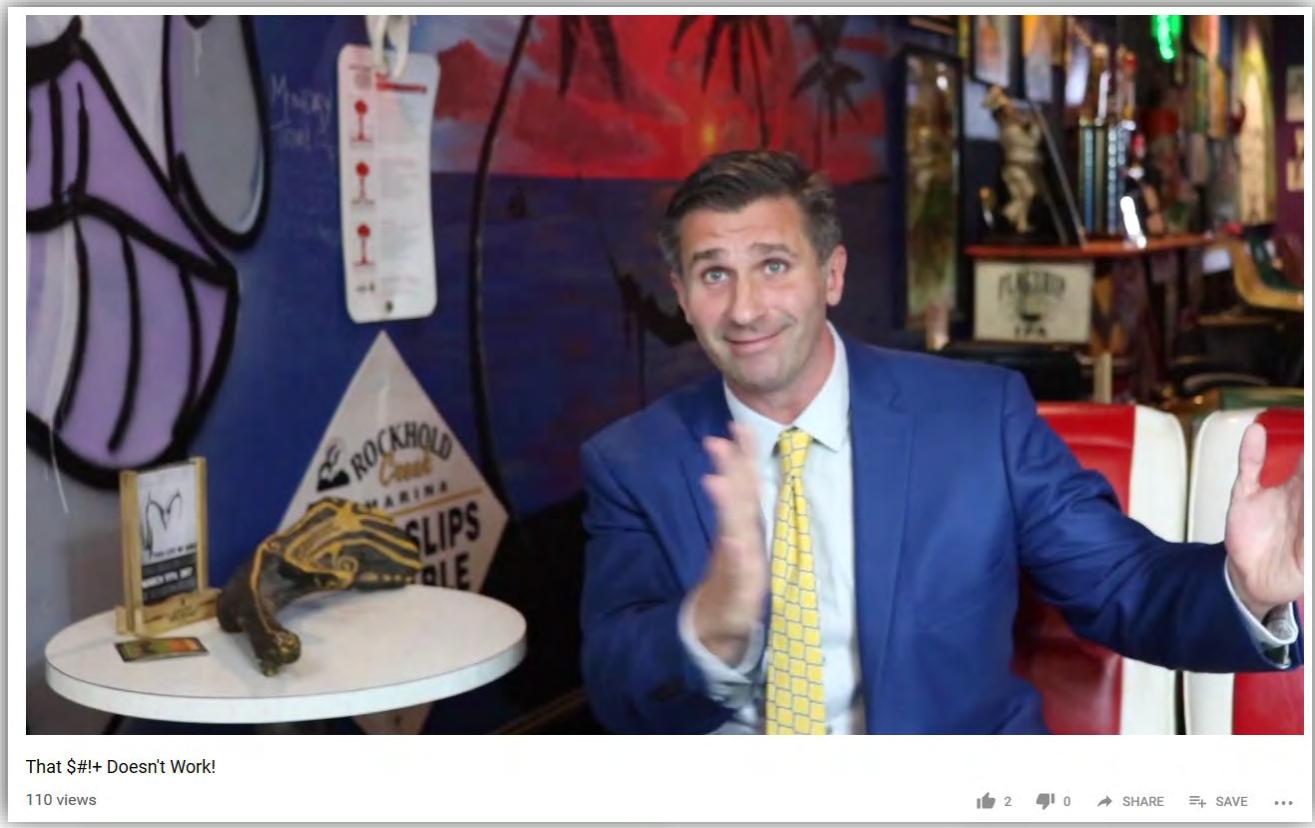
Video Content

- What are your customers' pain points?
- What obstacles do your customers face?
- What are the questions you hear the most from customers?
- How have you helped customers solve their problems?



Video Content – Expertise w/ Personality

- Hook: story about how big the fish was
- You just have to watch because you immediately like him
- He's not sitting in front of a row of law books



<https://www.youtube.com/watch?v=6ZS3ykPrqws>



Video Content – Demonstration

- Goal: get to know (and trust and like) our sales associates
- Also giving a virtual ride-along
- Demonstrating features
- Showing humor



<https://youtu.be/ygoApQhF0sQ>

Video Content - B-Roll

- B roll is additional footage to have in between direct to camera footage or as an overlay when someone is speaking to demonstrate

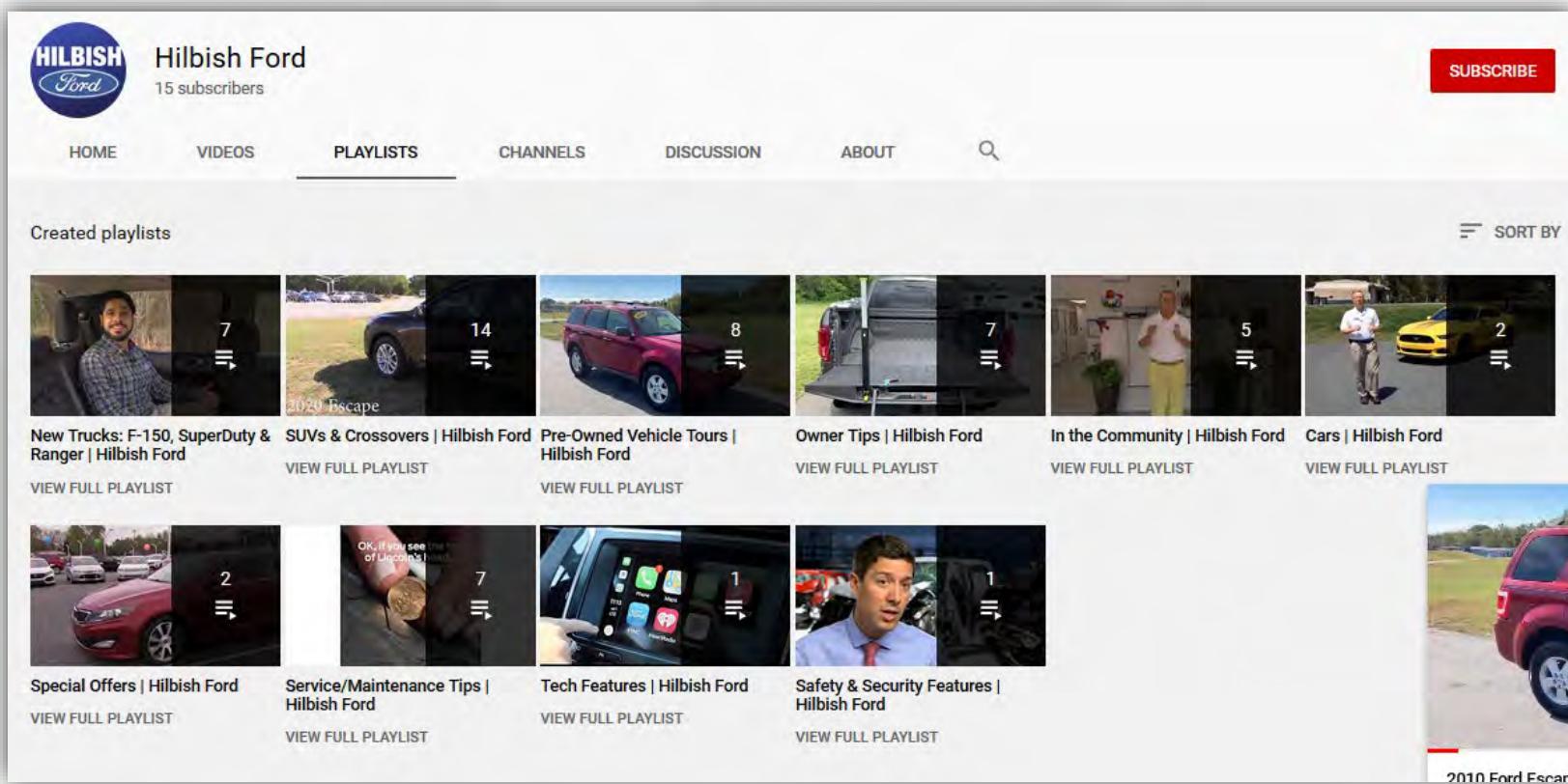


<https://youtu.be/ygoApQhF0sQ>



Video Content – Demonstration

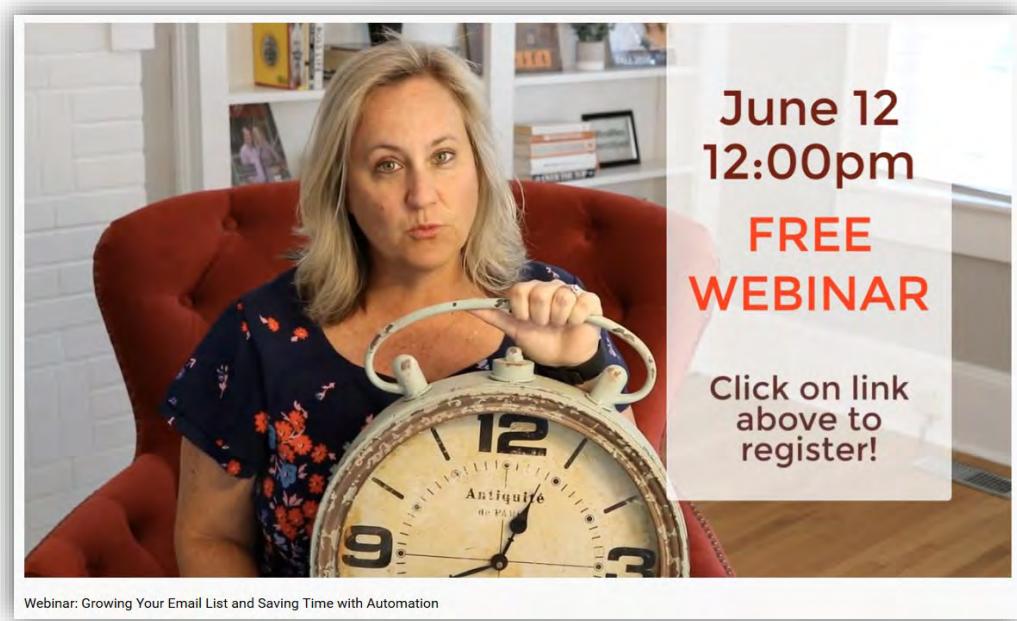
- Set up a playlist on your YouTube Channel



<https://www.youtube.com/user/HilbushFordCharlotte/playlists>

Video Content – Promote a Webinar

- Goal: promote a webinar
- Hook: If you are like me, saving time is a big deal... (5 sec)
- Pick a perfect thumbnail
- Outro – Call to Action



<https://youtu.be/X7bibEiQbnA>

Video Content – Behind the Scenes

- Goal: engagement
- Sharing behind-the-scenes moments
- Showing that I am human and that you can be too when making your videos



<https://youtu.be/MWJYYIoGRM0>

Making of a Video

- Quick direct to camera videos
- Did this in 20 minutes
- Edited in InShot app on my phone
- Uploaded to YouTube/Facebook



Perry Productions Social Media Marketing
Published by Lisa Austin Perry [?] - 1 hr -

According to Optinmonster, video marketers get 66% more qualified leads per year and video marketers achieve a 54% increase in brand awareness. Additionally, 93% of marketers say they've landed a new customer thanks to a video on social media. The stats don't lie – video works. But small businesses and not profits with limited budgets need to know how to spend their time and money wisely when creating them.

In this webinar, Lisa will:
 Help you set clear goals for your vide... See More

April 8 | Noon

Join me this Wednesday at noon

REGISTER.GOTOWEBINAR.COM

[FREE WEBINAR] Video Marketing with Lisa Perry

Learn More

Perry Productions Social Media Marketing
Published by Lisa Austin Perry [?] - 1 hr -

Home
Posts
About
Photos
Videos
Events
Join Our List
Contact
Community
Reviews
Services
Visit Ad Center

Making of a Video

- Behind the Scenes



Selfie Ring

- Zoom Meetings
- Talking Head Videos
- Facebook/Instagram Lives
- \$46.99



Category: Home & Kitchen > Accessories > Home, Furniture & DIY > Lighting

10.2" Selfie Ring Light with Tripod Stand & Cell Phone Holder for Live Stream/Makeup, UBeesize Mini Led Camera Ringlight for YouTube Video/Photography Compatible with iPhone Android (Upgraded)

by UBeesize

4.5 out of 5 stars (1,302 ratings) | 139 answered questions

Amazon's Choice for "10 ring light"

Price: \$46.99 & FREE Shipping. Details & FREE Returns

Get \$10 off instantly: Pay \$36.99 upon approval for the Amazon Prime Store Card.

Color: Black

- [Dimmable Ring Light] 3 colors lighting mode: white, warm yellow, and warm white. Each lighting mode has 11 adjustable brightness to choose from, meet all your needs in different circumstances. It is the perfect dimmable daytime lighting to take away all the unflattering shadows!
- [Adjustable Tripod Stand] Extendable from 17.5 inches to 51.0 inches, just lock it at desired length for your preferred use, you can stand it on the floor or just put onto your table for your convenience. (BONUS! The tripod stand itself can be used as a selfie stick and phone tripod, there are more applications you would like to explore with this multifunctional tool!)
- [Multi-Functions] 2-in-1 design combines the phone holder and selfie ring light together, it is a professional tool for creating live videos/recording with smartphone or computer. Perfect extra light for make-up, live streaming, lay flat, selfie photos, filming, video recording, online teaching, dark scenery vlogging etc.
- [Universal Phone Holder] Compatible with almost ALL smartphones with or without a case, suitable for iPhone X/7 Plus, 7, 8, 8 Plus, X, 6, 6s, 5, 5s, 4, 4s/Samsung Note 8, S8/S9/LG/HTC. 360 degree rotatable, adjustable viewing whether it may be horizontal, vertical, or any angle under the sun.
- [USB Powered] Works with most devices that support USB port, like laptop, PC, power bank, USB charger, AC adapter, and etc. Easy control on cord to power on/off or switch to the lighting mode you prefer.

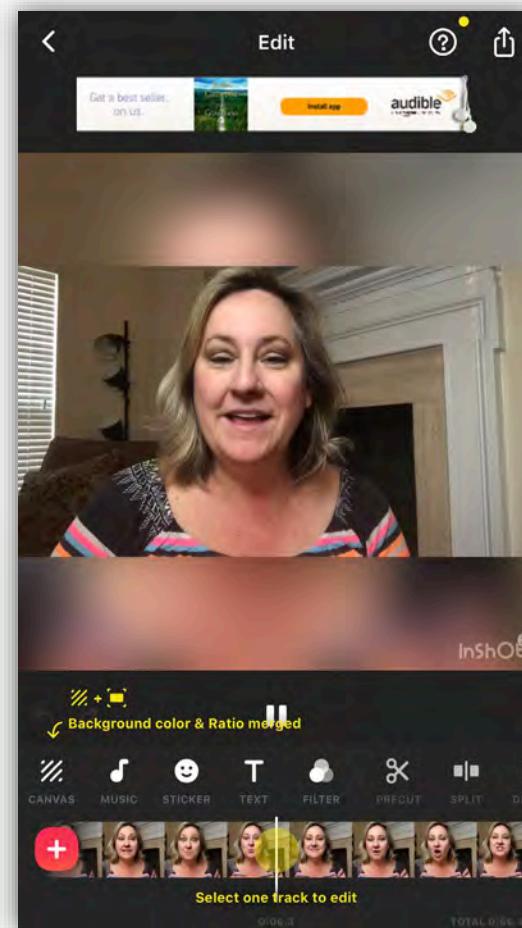
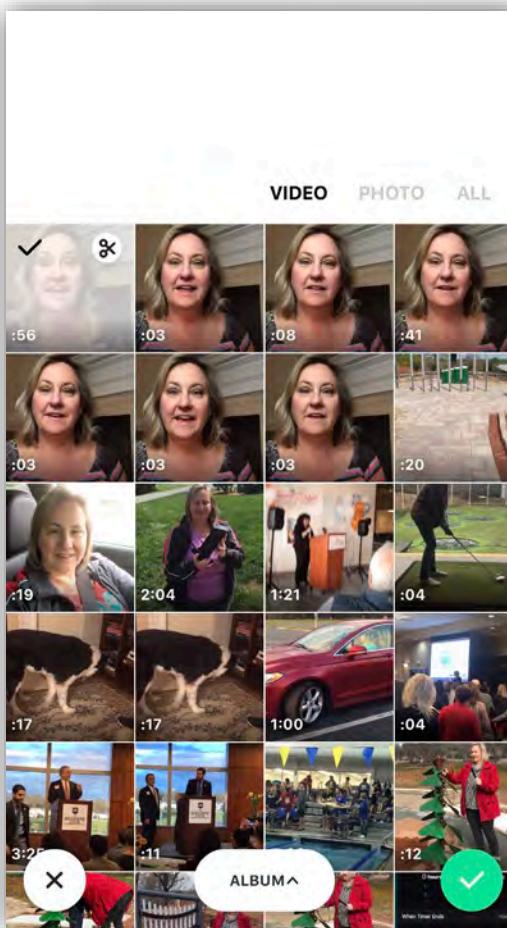
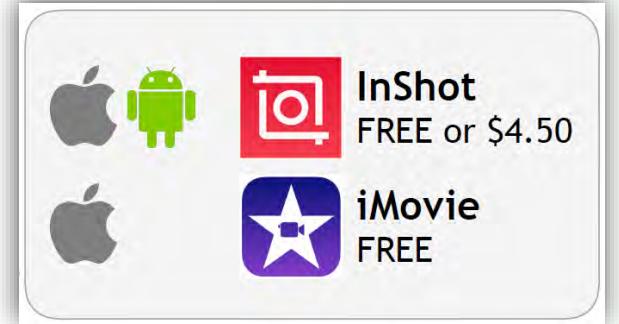
There is a newer model of this item:

UBeesize 8" Selfie Ring Light with Cell Phone Holder, LED Lighting Tripod Stand with Carry Bag for Makeup & YouTube Stream, Compatible with iPhone & Android Phone

https://www.amazon.com/dp/B081CK8VW4/ref=sspa_dk_detail_1?psc=1&pd_rd_i=B081CK8VW4&pd_rd_w=s8WII&pf_rd_p=48d372c1-f7e1-4b8b-9d02-4bd86f5158c5&pd_rd_wg=tY1UH&pf_rd_r=3M9HX90MRWRK45TRN3ZM&pd_rd_r=09942b52-28b9-44ff-ac69

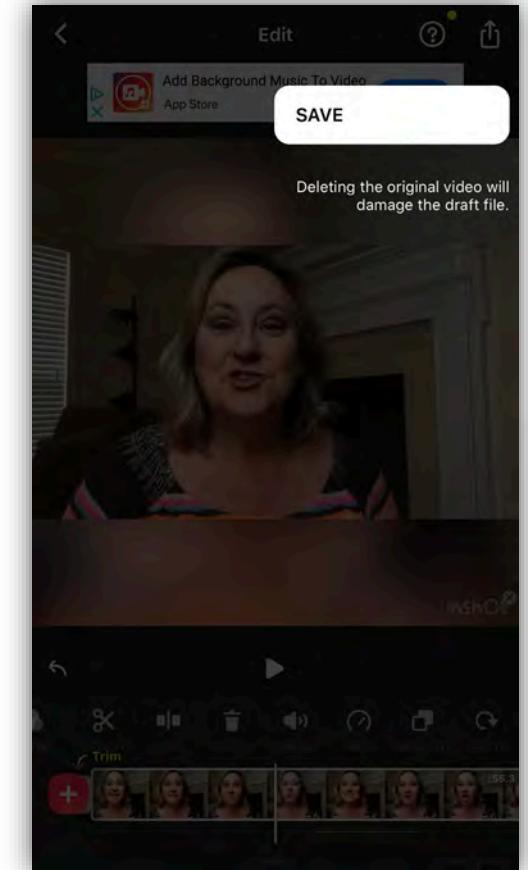
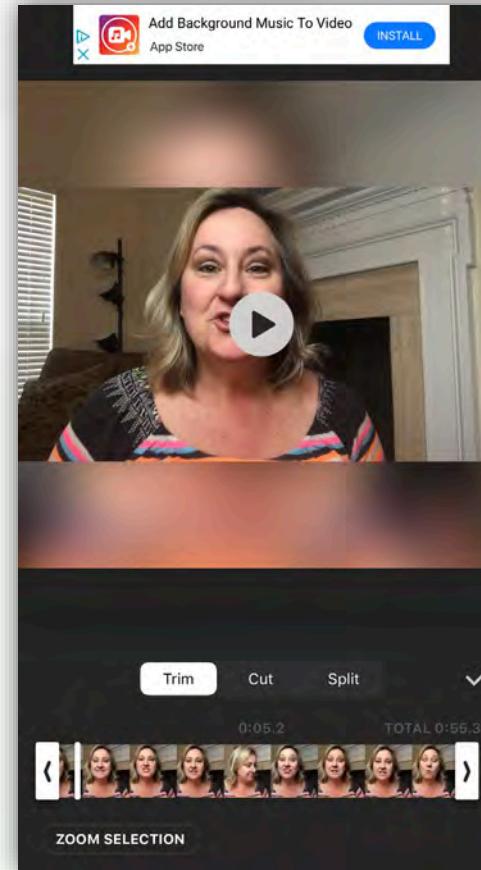
Making of a Video

- Editing



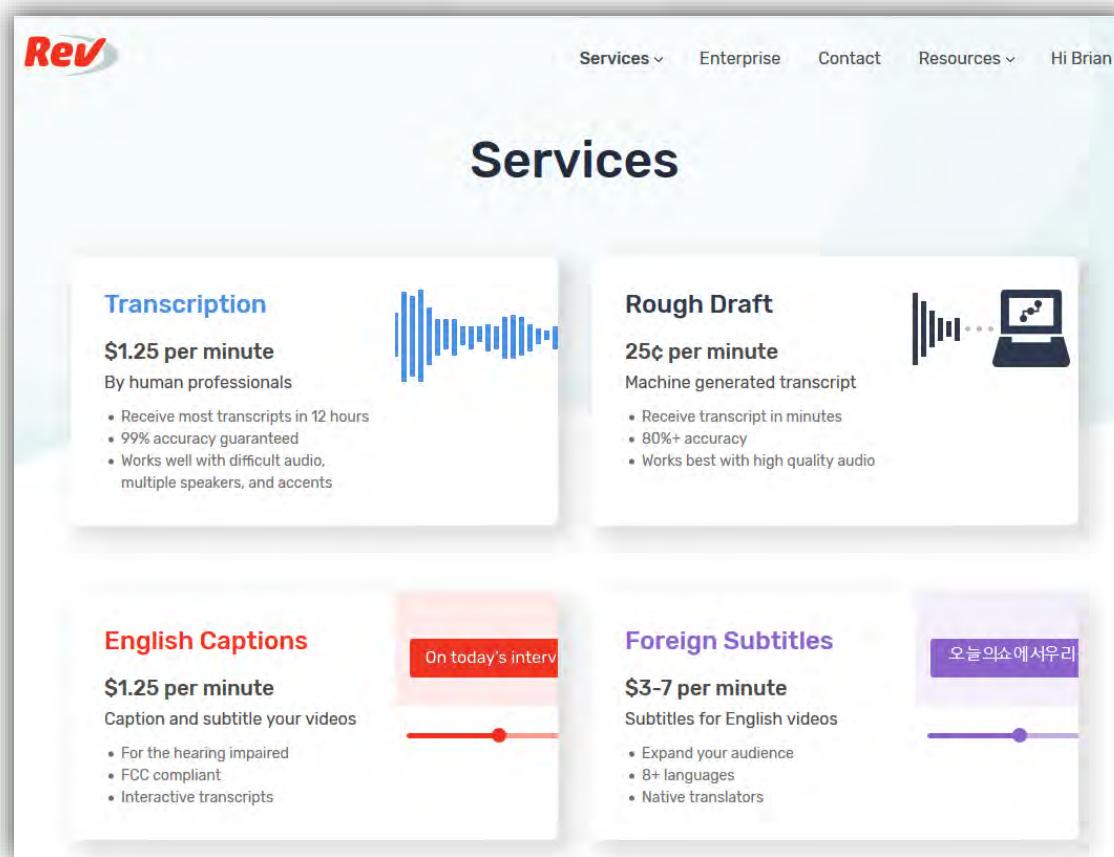
Making of a Video

- Add text or stickers (drag to the top)
- Trim
- Save

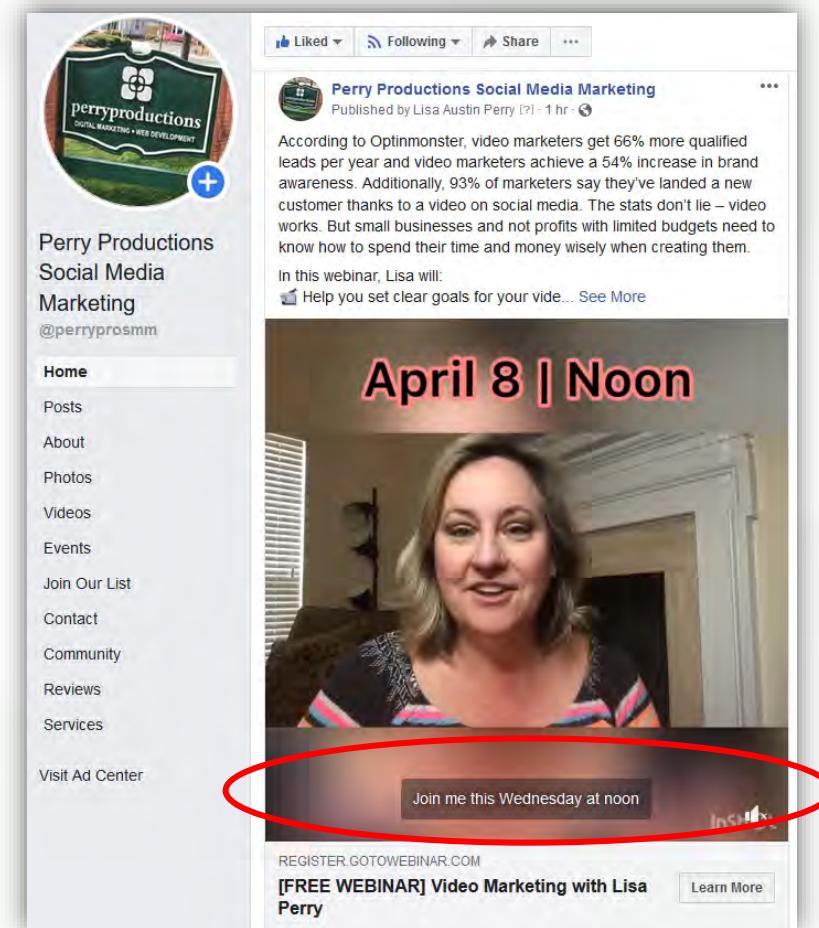


Always Include Captions – Rev.com

- TIP – avoid putting text in the caption area (see text above photo)



The screenshot shows the Rev.com Services page. The top navigation bar includes 'Services', 'Enterprise', 'Contact', 'Resources', and a greeting 'Hi Brian'. The main content area is titled 'Services' and features four service options: 'Transcription' (1.25¢ per minute), 'Rough Draft' (25¢ per minute), 'English Captions' (1.25¢ per minute), and 'Foreign Subtitles' (\$3-7 per minute). Each service has a brief description and a list of benefits. The 'English Captions' section includes a red button labeled 'On today's interview' with a red slider bar below it. The 'Foreign Subtitles' section includes a purple button labeled '오늘의 소식' with a purple slider bar below it.



The screenshot shows a Facebook post from 'Perry Productions Social Media Marketing'. The post was published by Lisa Austin Perry 1 hour ago. The post text reads: 'According to Optinmonster, video marketers get 66% more qualified leads per year and video marketers achieve a 54% increase in brand awareness. Additionally, 93% of marketers say they've landed a new customer thanks to a video on social media. The stats don't lie – video works. But small businesses and not profits with limited budgets need to know how to spend their time and money wisely when creating them.' Below the text is a video thumbnail showing a woman speaking, with the text 'April 8 | Noon' overlaid. A red circle highlights the video thumbnail area. The post includes a 'Join me this Wednesday at noon' button and a link to 'REGISTER.GOTOWEBINAR.COM [FREE WEBINAR] Video Marketing with Lisa Perry'. The sidebar on the right shows the user's profile information and a list of page sections: Home, Posts, About, Photos, Videos, Events, Join Our List, Contact, Community, Reviews, Services, and Visit Ad Center.

www.rev.com/services

Video Marketing Tips

Put thought into your background

- Make it inviting (no beige walls!)
- Make sure there are not things that are distracting
- Change it up (Chamber Marketing Minute by Brian Francis)



Video Marketing Tips

Consistency over Quality

- For most people...
“High Quality” and “Polish” is killing your results
- Build a following with great content that delivers on value and is entertaining



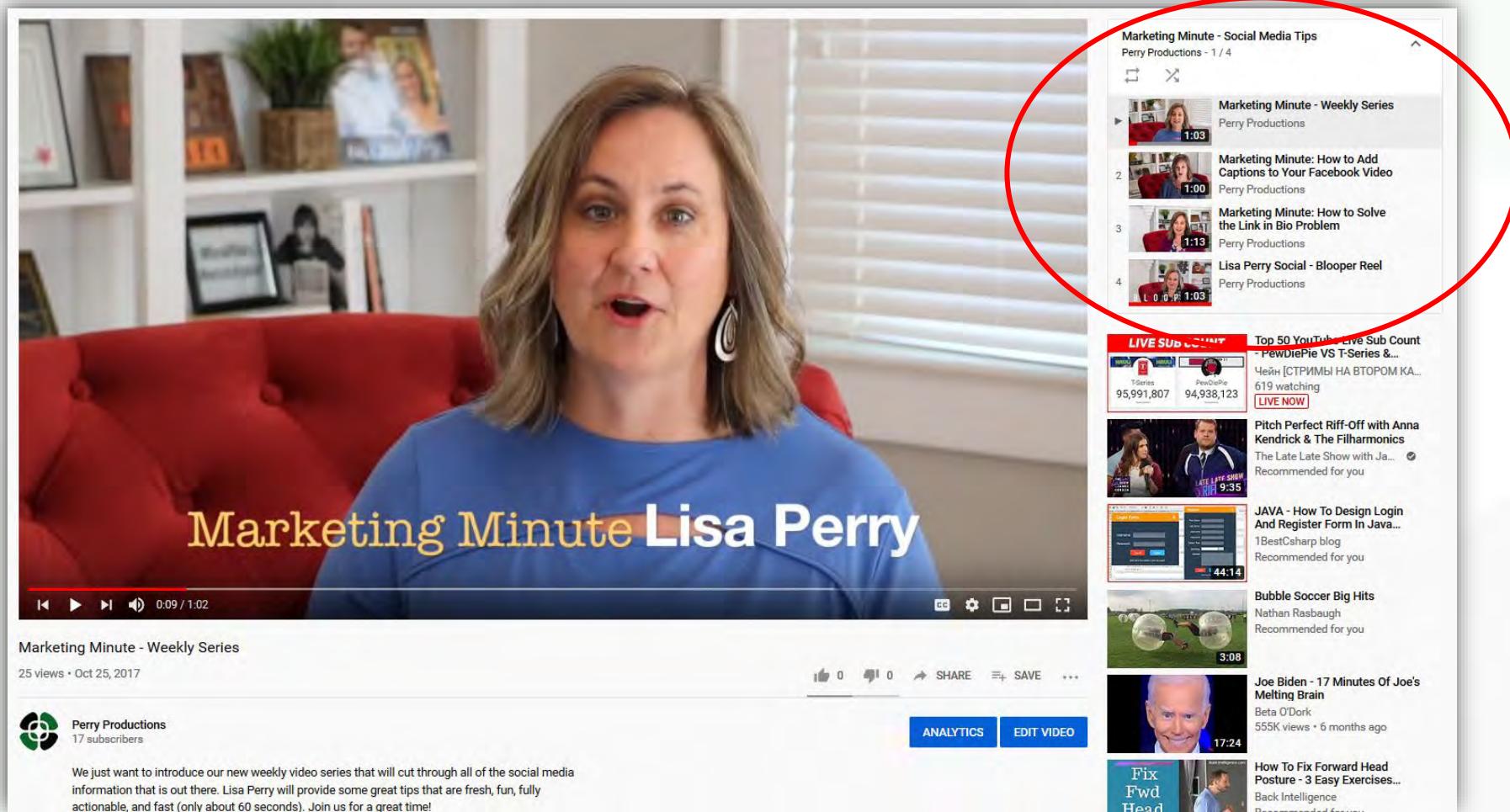
Video Marketing Tips

Try a Video Series (Batch Content Creation)

- Instead of doing one 15-minute video, break it up into:
 - Three 5-minute videos
 - OR
 - Five 3-minute videos
- Encourages Netflix-style binge watching



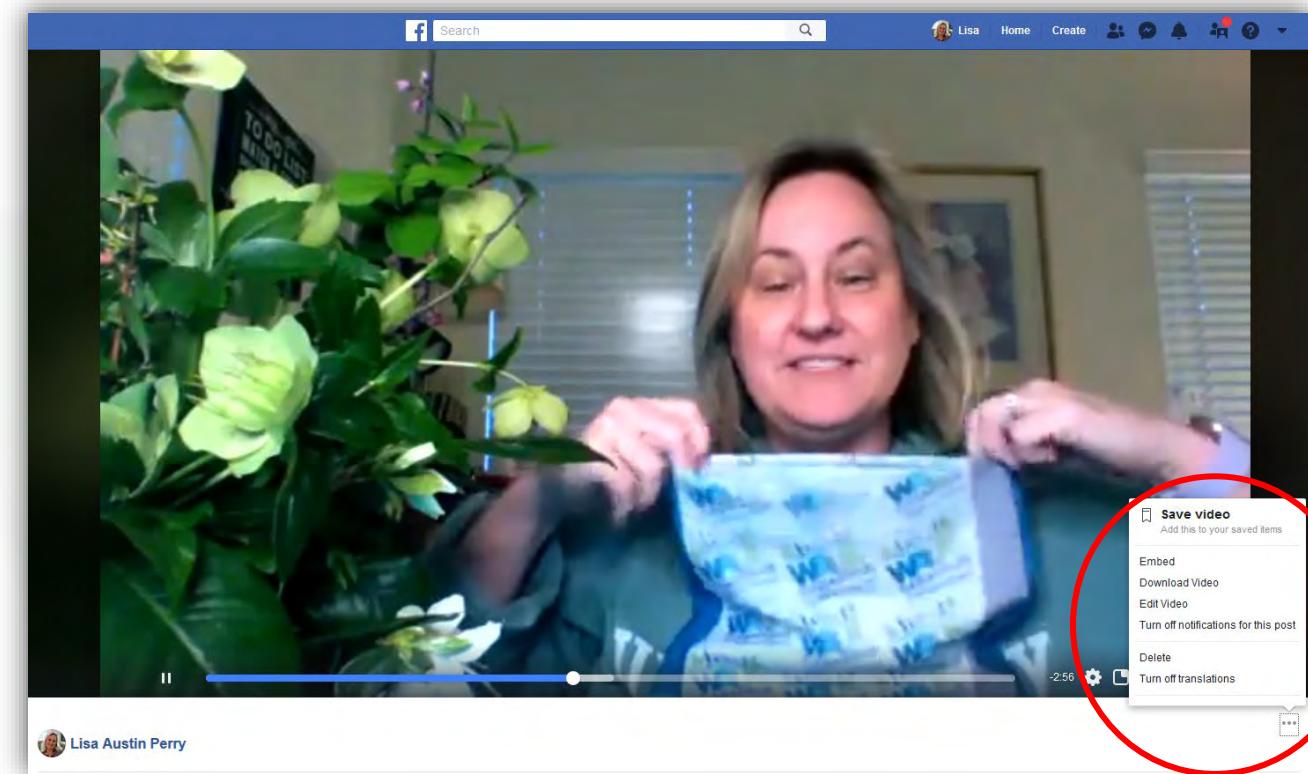
Video Marketing Tips



Video Marketing Tips

Go Live!

- Easy way to make a video
- Click on the 3 dots, Download video and upload to YouTube
- Engage with comments



Video Marketing Tips

Where Should You Upload Your Videos

- YouTube – 2nd largest search engine (Google owns YouTube)
- Vimeo (another option)
- Direct to Facebook or Instagram
 - autoplays video; more reach than posting a YouTube link
- LinkedIn (using YouTube link)



Recommended Equipment - Camera



Canon EOS Rebel T6i Video Creator Kit with 18-55mm Lens, Rode VIDEOMIC GO and Sandisk 32GB SD Card Class 10 - Wi-Fi Enabled (Certified Refurbished) With 2 Year Warranty

by [Canon](#)

[Be the first to review this item](#)

Price: **\$949.99 & FREE Shipping**

Thank you for being a Prime member. Get \$70 off instantly: Pay \$879.99 upon approval for the Amazon Prime Rewards Visa Card.

Note: Not eligible for Amazon Prime.

Style: [w/18-55mm + Video Creator Kit](#)

Body Only \$563.19	w/ 18-135mm from 1 seller	w/ 18-55mm from 1 seller
---------------------------------------	--	---

w/18-55mm + Video Creator Kit
\$949.99

Configuration: [Base](#)

Product works and looks like new. Comes with a 90-day warranty.

This Amazon Renewed product is professionally inspected and tested by an Amazon qualified supplier. Box and accessories may be generic. [Learn more](#)

- This Certified Refurbished product is tested and certified to look and work like new. The refurbishing process includes functionality testing, basic cleaning, inspection, and repackaging. The product ships with all relevant accessories. Includes 2 Year warranty, and may arrive in a generic box. Only select sellers who



Recommended Equipment - Camera

Recommend Adding:

- Extra battery
- Extra SD card
- Upgraded microphone
- Tripod



Recommended Equipment - Tripod

Switchpod (\$100)

- Great for Vlogs (video blogs)
- Videos where you are moving, but then want to stop and explain something with your hand



<https://switchpod.co/>



Recommended Equipment - Lighting

Walmart | Capital One | [Learn more](#)

Earn 5% back on Walmart.com

Electronics / Cameras & Camcorders / Camera Accessories / Lighting and Studio / Studio Lighting

REduced PRICE



Ktaxon Photo Studio Photography Kit 4x Light Bulb Lighting 3 Color Backdrop Stand Set

★★★★ [6 reviews](#) [Ktaxon](#)

\$83.99 List \$199.99

Qty: [Add to Cart](#)

 **Free delivery**
Arrives by Monday, Apr 13

 **Pickup not available**

[More delivery & pickup options](#)

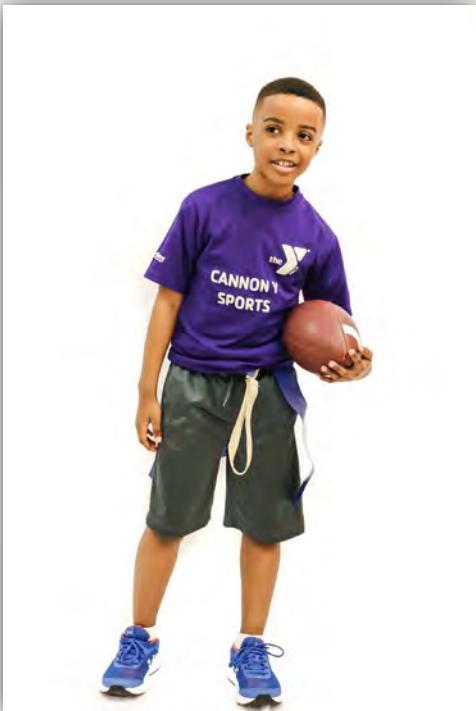
Sold & shipped by [Ktaxon](#) | [Return policy](#)

[Add to List](#)  [Add to Registry](#)

<https://www.walmart.com/ip/Ktaxon-Photo-Studio-Photography-Kit-45W-Light-Bulb-Lighting-3-Color-Backdrop-Stand-Set/633755208?athcid=633755208&athpgid=athenaltemPage&athcgid=null&athznid=PWVAV&athieid=v0&athstid=CS020&athguid=65fb2c13-0a4-169b6a94d1c9b0&athena=true>



Lighting



Video Creation Software - Wideo

The screenshot displays the Wideo video creation software interface. At the top, there is a navigation bar with the Wideo logo, followed by links for Templates, Learn, Blog, Enterprise, Pricing, Customers, Log In, and Sign Up. The main content area features several video template cards:

- Template Real Estate:** Shows a room interior with a camera icon and the text "Click to replace". Below it is a "EDIT VIDEO" button.
- Mobile App Explainer Video:** Shows a person holding a smartphone with a stack of resume-like documents. Below it is a "EDIT VIDEO" button.
- Explainer data video:** Shows a smartphone displaying a pie chart and bar graphs. Below it is a "EDIT VIDEO" button.
- Desktop App Video Tutorial:** Shows a computer monitor with the Wideo logo and a desk lamp. Below it is a "EDIT VIDEO" button.
- Business Video Template:** Shows a person with a cloud above their head. Below it is a "EDIT VIDEO" button.
- Iphone X App Video Template:** Shows a hand holding an iPhone X displaying a video interface. Below it is a "EDIT VIDEO" button.

On the right side, there is a "Pricing Guide" section with tabs for "MONTHLY" and "ANNUAL". It lists four pricing plans:

Plan	Price	Branded videos	Downloads	Templates	Accounts
FREE	USD 0	1 minute videos	10 downloads / month	10 video templates	1 account
BASIC	USD 19/MO BILLED ANNUALLY	1.5 minute videos	10 downloads / month	20 video templates	1 account
PRO	USD 39/MO BILLED ANNUALLY	10-minute videos	Unlimited downloads	Full templates gallery	Two accounts
PRO +	USD 79/MO BILLED ANNUALLY	30-minute videos	Unlimited downloads	Two accounts	Two accounts

At the bottom, there is a "BUSINESS PLANS" link and a "START NOW" button.

<https://wideo.co>

Video Creation Software - Wideo



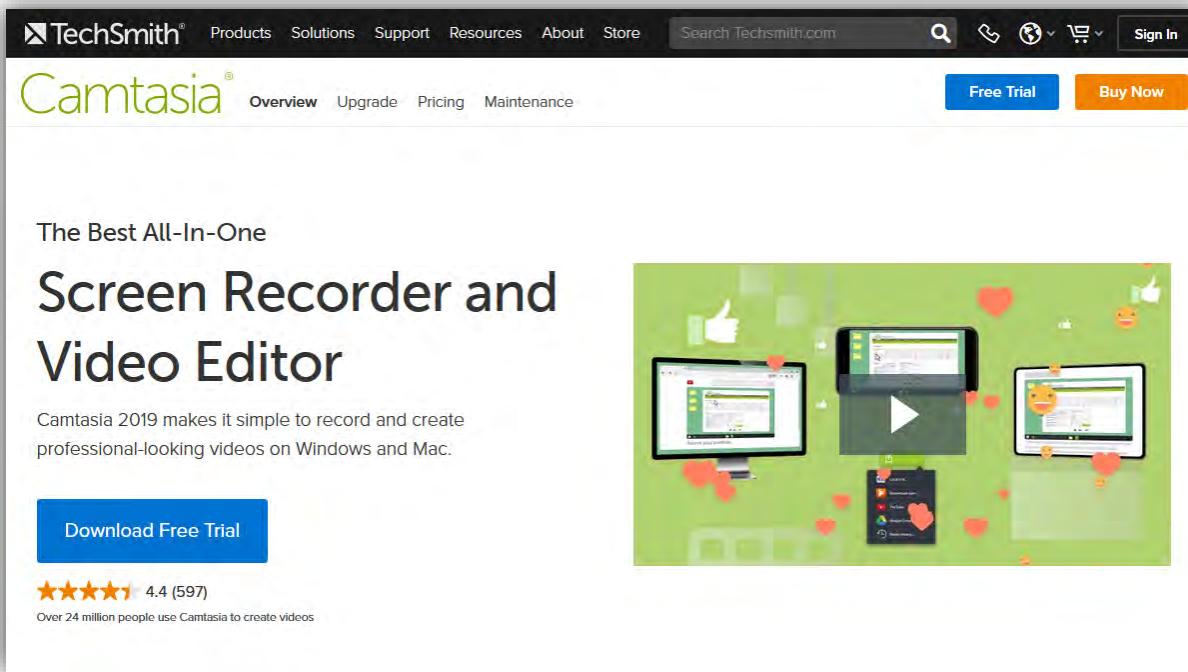
<https://youtu.be/C0hyX0-n0Ls>



<https://youtu.be/7nsFZJzFrew>

Video Creation Software - Camtasia

- Tutorial Videos
- Step-by-Step Instructions
- Easy to Edit on the Desktop



The Best All-In-One

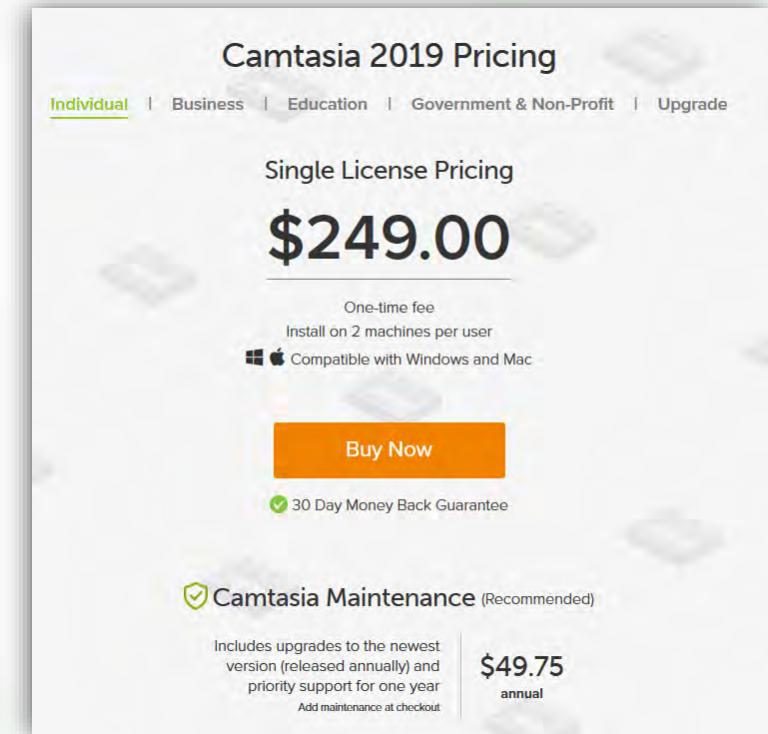
Screen Recorder and Video Editor

Camtasia 2019 makes it simple to record and create professional-looking videos on Windows and Mac.

Download Free Trial

4.4 (597)

Over 24 million people use Camtasia to create videos



Camtasia 2019 Pricing

Individual | Business | Education | Government & Non-Profit | Upgrade

Single License Pricing

\$249.00

One-time fee
Install on 2 machines per user
Compatible with Windows and Mac

Buy Now

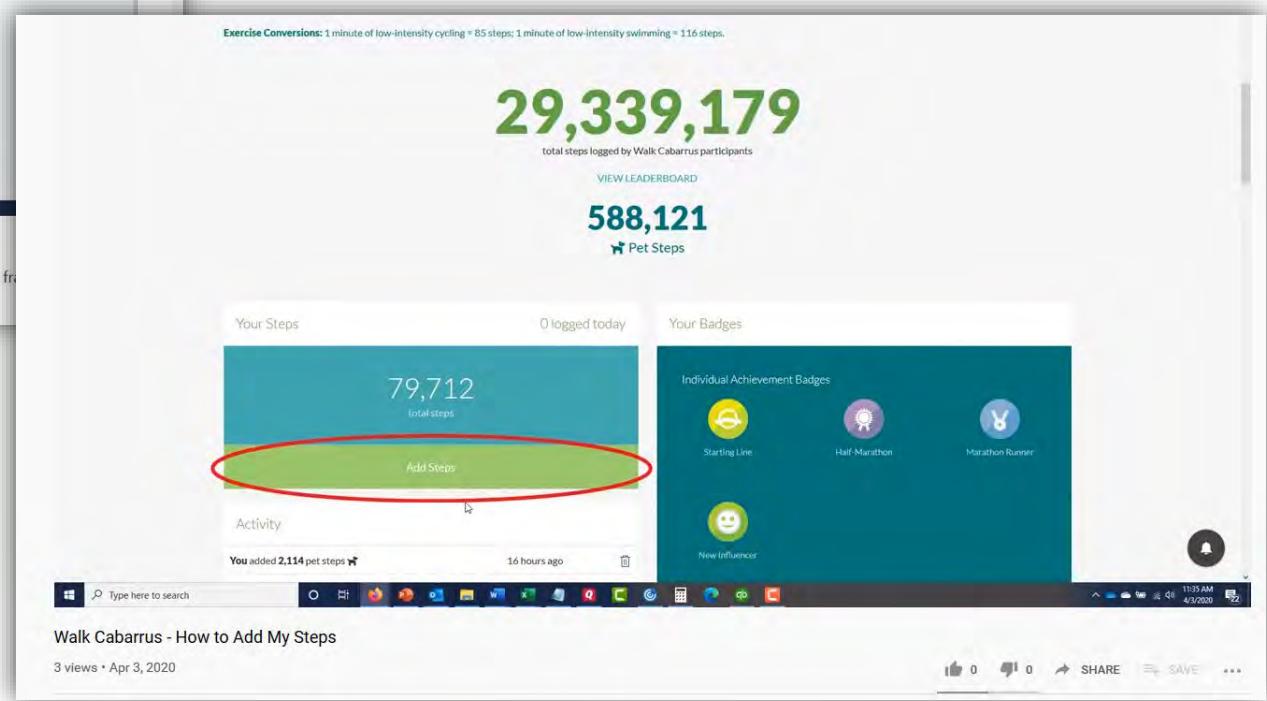
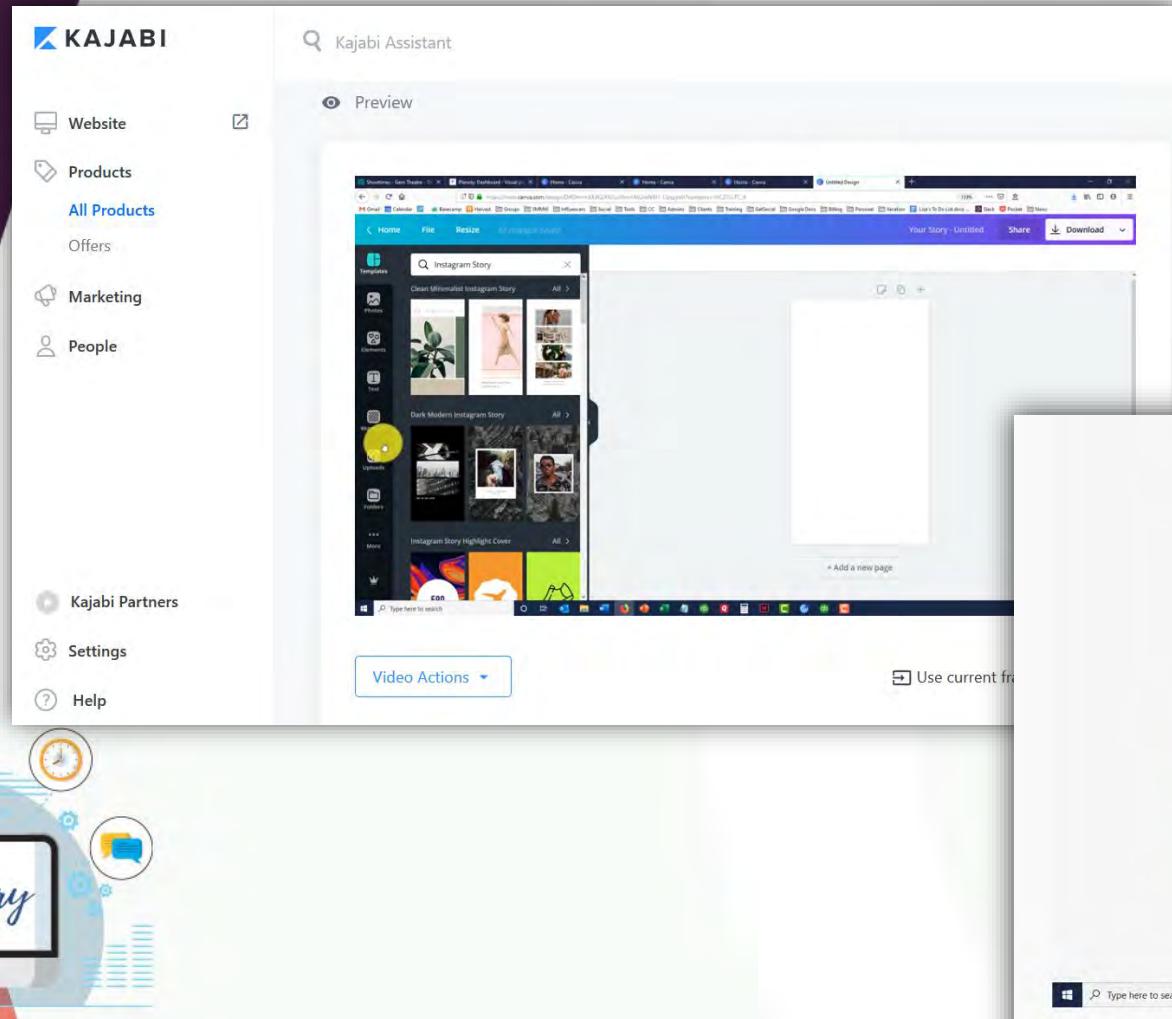
30 Day Money Back Guarantee

Camtasia Maintenance (Recommended)

Includes upgrades to the newest version (released annually) and priority support for one year

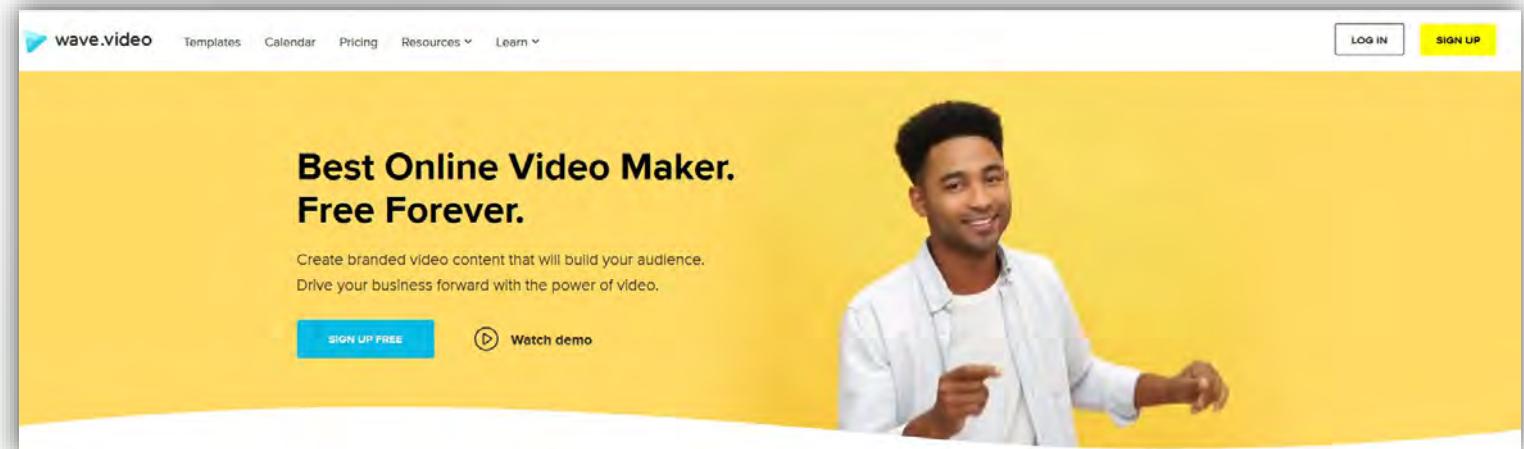
\$49.75
annual

Video Creation Software - Camtasia

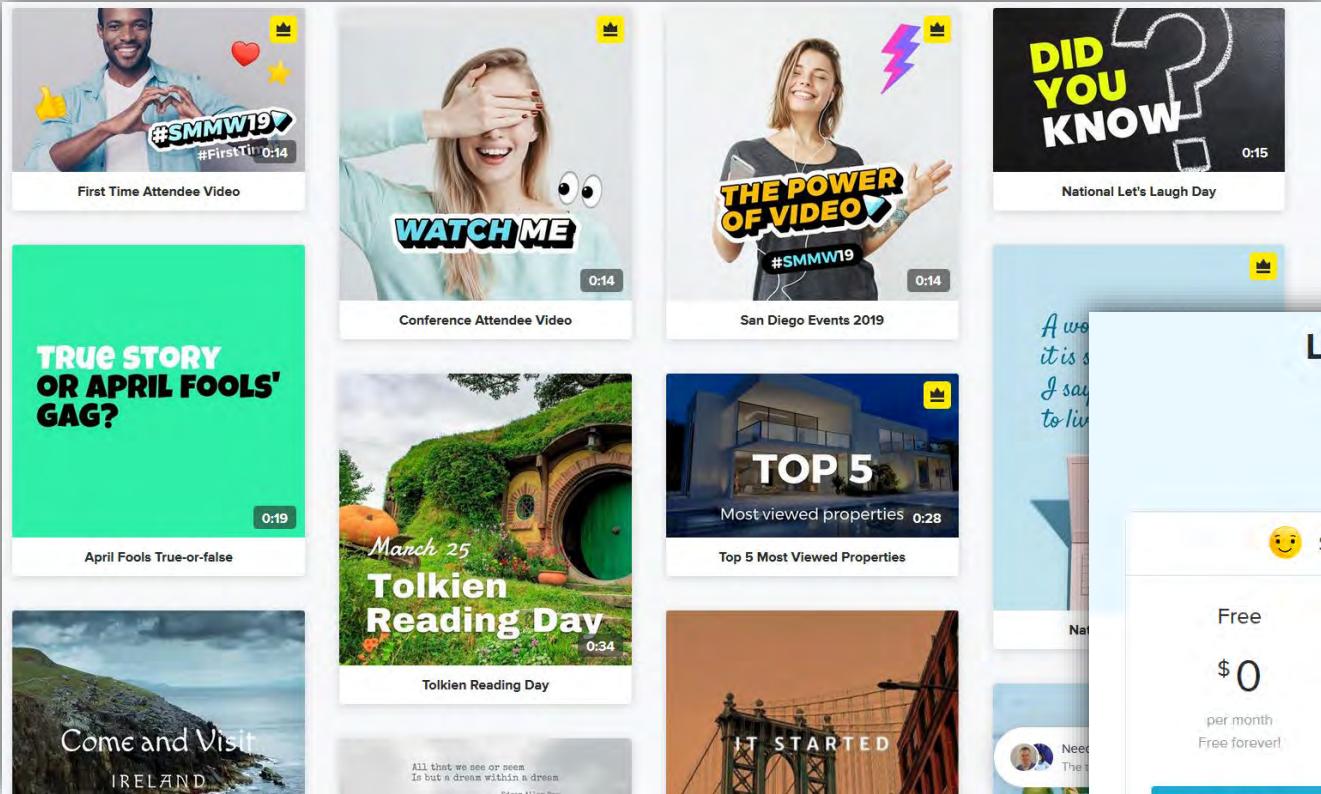


Video Creation Software - Wave

- Built-in stock footage library
- Video Templates
- Upload your own media files
- Instantly resize your video - social sizes
- Easily customize your videos - Add text and logo to your videos
- Add stickers and GIFs



Video Creation Software - Wave



Let's Get Started with Wave.video

Choose the plan that suits you best

[Annually](#) [Monthly](#)

Starter plans		Business plans	
Free	Creator	Pro	Agency
\$ 0 per month Free forever!	\$ 8.25 per month \$99 billed annually	\$ 16.50 per month \$198 billed annually	\$ 33.25 per month \$399 billed annually
Start for free	Get Creator	Get Pro	Get Agency
HD quality 720p Up to 15 sec Auto-resizing for 2 video formats	HD quality 720p Up to 1 min Auto-resizing for 4 video formats	Full HD quality 1080p Up to 5 min Auto-resizing for 30+ video formats	Full HD quality 1080p Up to 10 min Auto-resizing for 30+ video formats

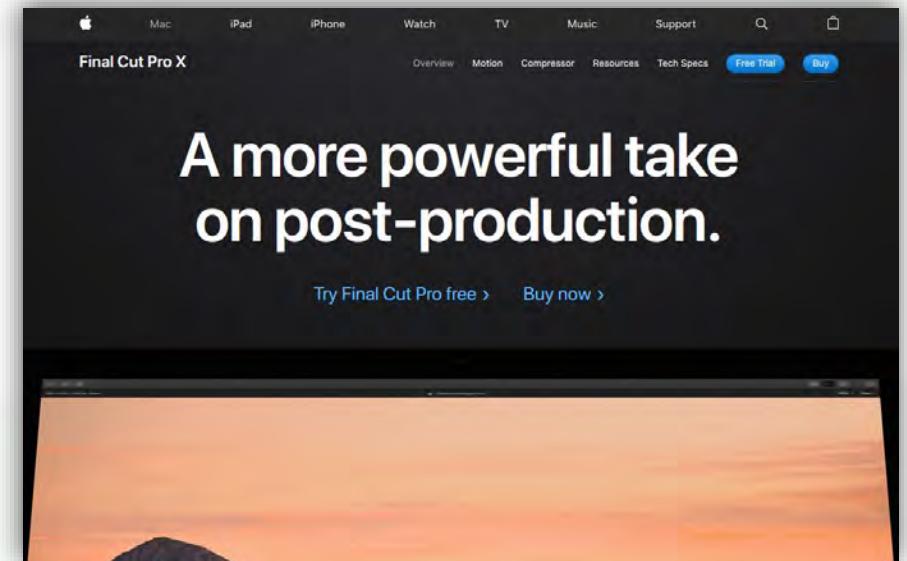


Video Creation Software - Macs

Basic: iMovie (free)

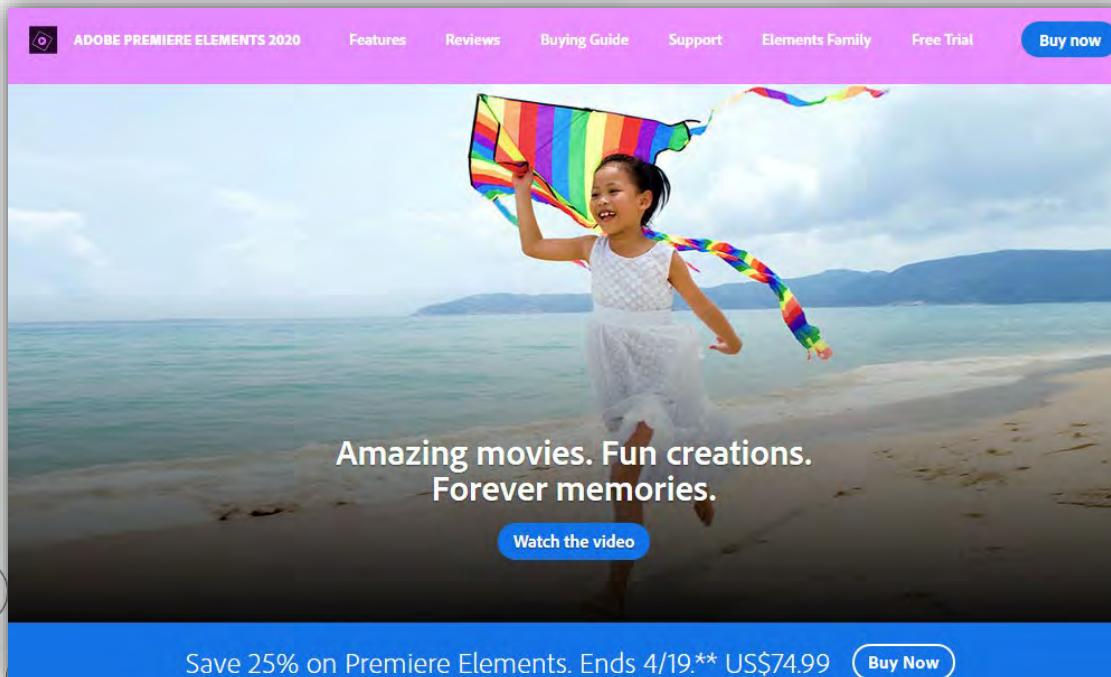


Advanced: Final Cut Pro (\$300)



Video Creation Software – PCs

Basic: Adobe Premiere Elements



Adobe Premiere Elements 2020

Features Reviews Buying Guide Support Elements Family Free Trial Buy now

Amazing movies. Fun creations. Forever memories.

Watch the video

Save 25% on Premiere Elements. Ends 4/19.** US\$74.99 Buy Now

www.adobe.com/products/premiere-elements.html

Advanced: Adobe Premiere Pro



Pr Adobe Premiere Pro

Features Video & Audio Showcase Learn & Support Buy now

Video editing that's always a cut above.

Get Premiere Pro as part of Adobe Creative Cloud for teams, starting at US\$33.99/mo

Buy now

www.adobe.com/products/premiere.html

Resources – YouTube Creator Academy

The screenshot shows the YouTube Creator Academy homepage. At the top, it displays a welcome message: "Welcome Lisa to the Creator Academy" for the channel "Perry Productions" with 16 subscribers. The interface includes navigation links for "My Academy", "Catalog", and "Creator Resources". A search bar and a profile icon are also present. The main content area is divided into two sections: "Recommended for you" and "Explore our courses".

Recommended for you
Based on your account information

- The quickstart guide to YouTube** (GETTING STARTED)
The description states: "Let's get started! We'll show you how to quickly set up your channel, upload videos, and align your". It includes a "Basics" section with 4 lessons and a duration of 2 hours.
- Get discovered** (CHANNEL OPTIMIZATION)
The description states: "Enhance your channel's search and discovery potential on YouTube using metadata,". It includes a "Basics" section with 6 lessons and a duration of 2 hours.
- Earn money with ads on YouTube** (MONEY & BUSINESS)
The description states: "Get the scoop on how monetization works on YouTube and ways you can make money on your". It includes a "Basics" section with 3 lessons and a duration of 1 hour.

Explore our courses

- GETTING STARTED** (Get channel foundations)
Icon: Rocket ship. Description: "Get channel foundations".
- CONTENT STRATEGY** (Make great content)
Icon: Lightbulb. Description: "Make great content".
- PRODUCTION** (Produce great videos)
Icon: Camera. Description: "Produce great videos".
- CHANNEL OPTIMIZATION** (Tools to grow your channel)
Icon: Bar chart. Description: "Tools to grow your channel".
- MONEY & BUSINESS** (Ways to make money)
Icon: Credit card. Description: "Ways to make money".
- POLICIES & GUIDELINES** (Our rules for video)
Icon: Document. Description: "Our rules for video".

<https://creatoracademy.youtube.com/page/home>



How Can You Connect with me?

Facebook Group: facebook.com/groups/socialmediasuccesswithlisa



The screenshot shows the Facebook group page for 'Social Media Success with Lisa Perry'. The group is a public group created by Lisa Perry Social. The main banner features a photo of Lisa Perry smiling. The group has 112 members and 101 invitees. The description welcomes members to learn about social media marketing and connect with others. The group type is listed as Social Learning, and the location is the United States. The sidebar on the left shows various group members and their posts, including a recent update from Lisa Perry Social.





FREE

Social Media
webinar series

Lightbulb, Wi-Fi, Clock, Magnifying glass, Chat bubble, Gears, Computer monitor with globe icon.

Lisa Perry SOCIAL

Wednesdays (12pm – 1pm)

Click on dates to register

[March 25 – Facebook Marketing](#)

[April 1 – LinkedIn Marketing](#)

[April 8 – Video Marketing](#)

[April 15 – Content Marketing](#)

[April 22 – Email Marketing](#)

[April 29 – Instagram Marketing](#)

Thank You for Attending!

- You took the time to be here today
- Now, TAKE ACTION TODAY and use something you learned to make your marketing better for the rest of the year

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