



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
S O C I A L
online learning





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

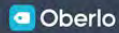


Agenda

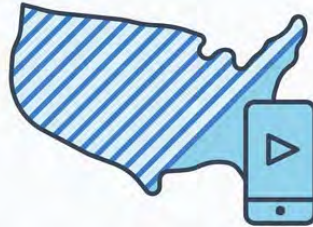
- Types of Videos
- Basic Video Format
- Video Content
- Videos Tips
- Making of a Video
- Video Equipment
- Video Creation Software



Why Use Video?



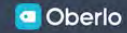
Internet Users Everywhere Enjoy Video Content



85%

of all internet users in the United States watched online video content monthly on any of their devices.

(Statista, 2018)

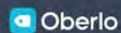


Demand for Video Content is Increasing

54%

of consumers want to see more video content from a brand or business they support.

(HubSpot, 2018)



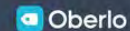
Video Marketing = Profit



88%

of video marketers are satisfied with the ROI of their video marketing efforts on social media

(Animoto, 2018)



Videos Engage Users For Longer on Your Website



The average user spends

88%

more time on a website with video.

(Forbes, 2018)

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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)

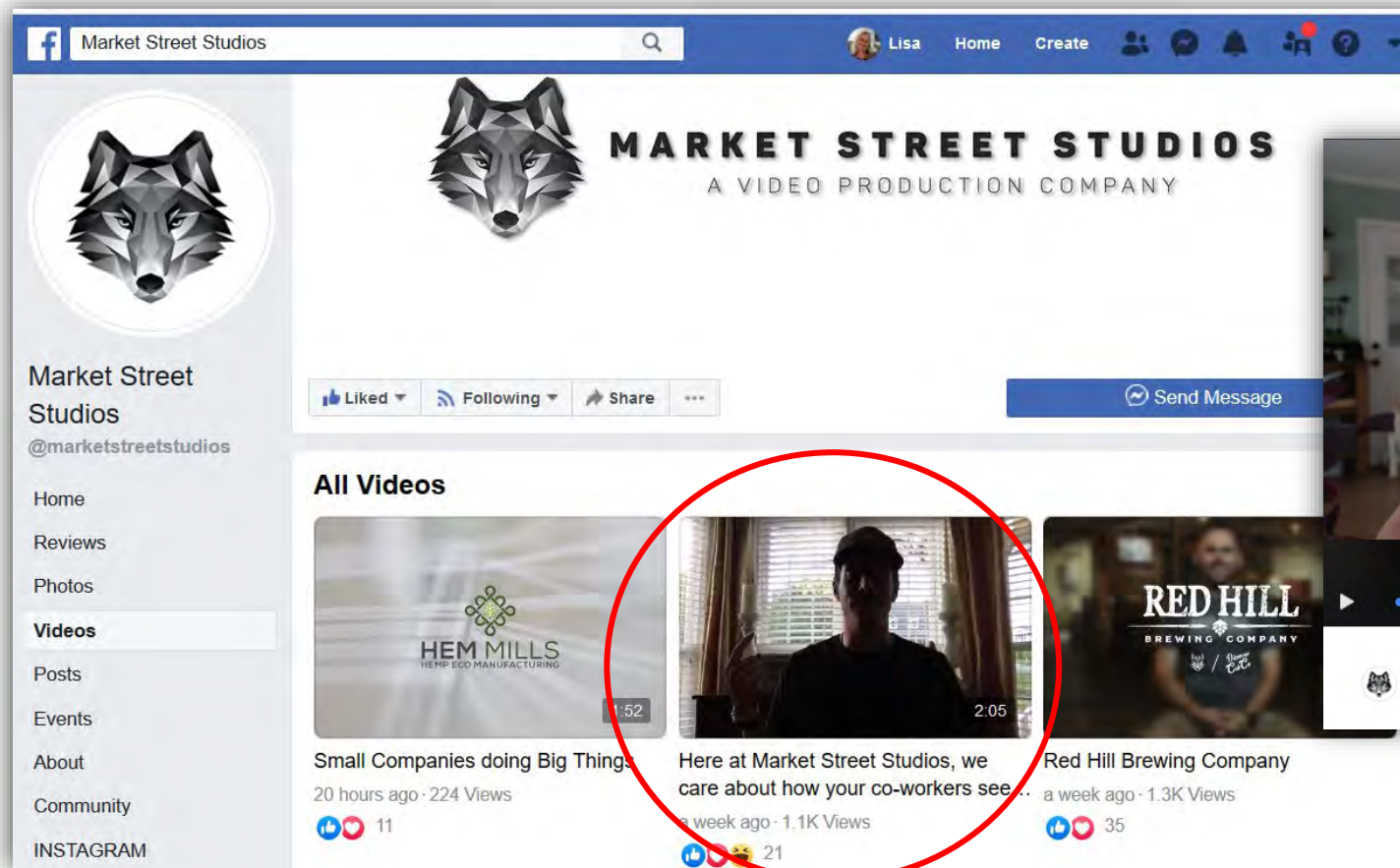
Which one you choose depends on your goal for the video

- \$ 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)



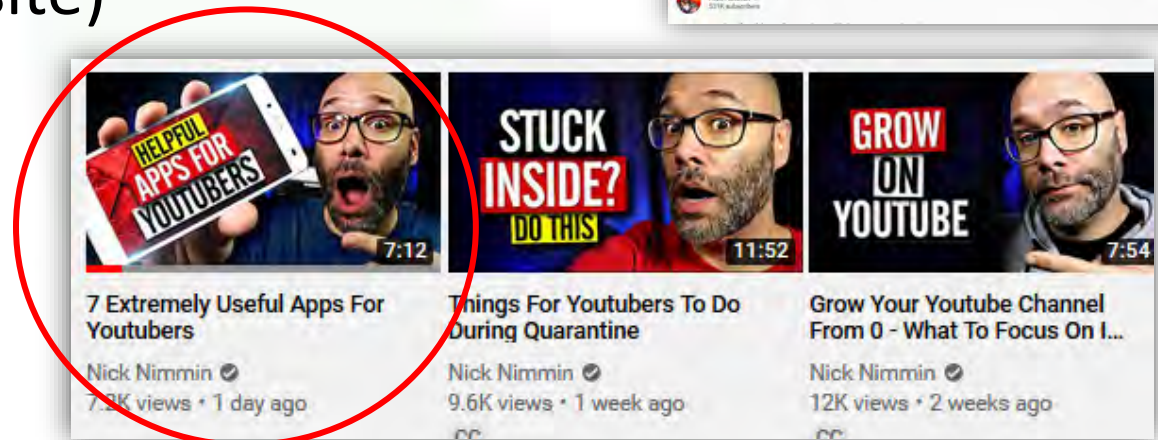
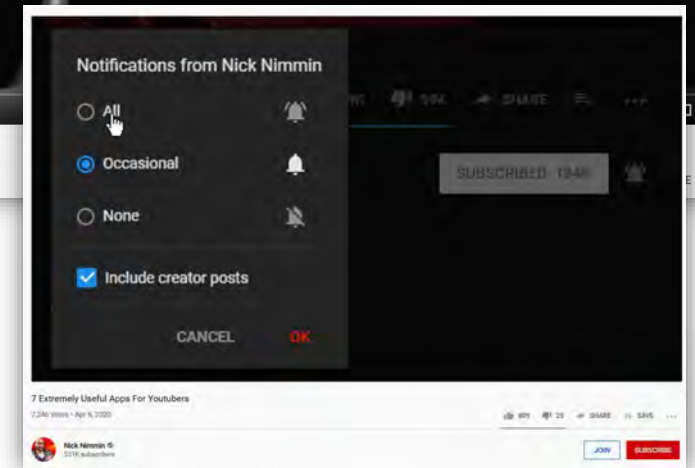
Basic Video Formula - Instructional

- 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

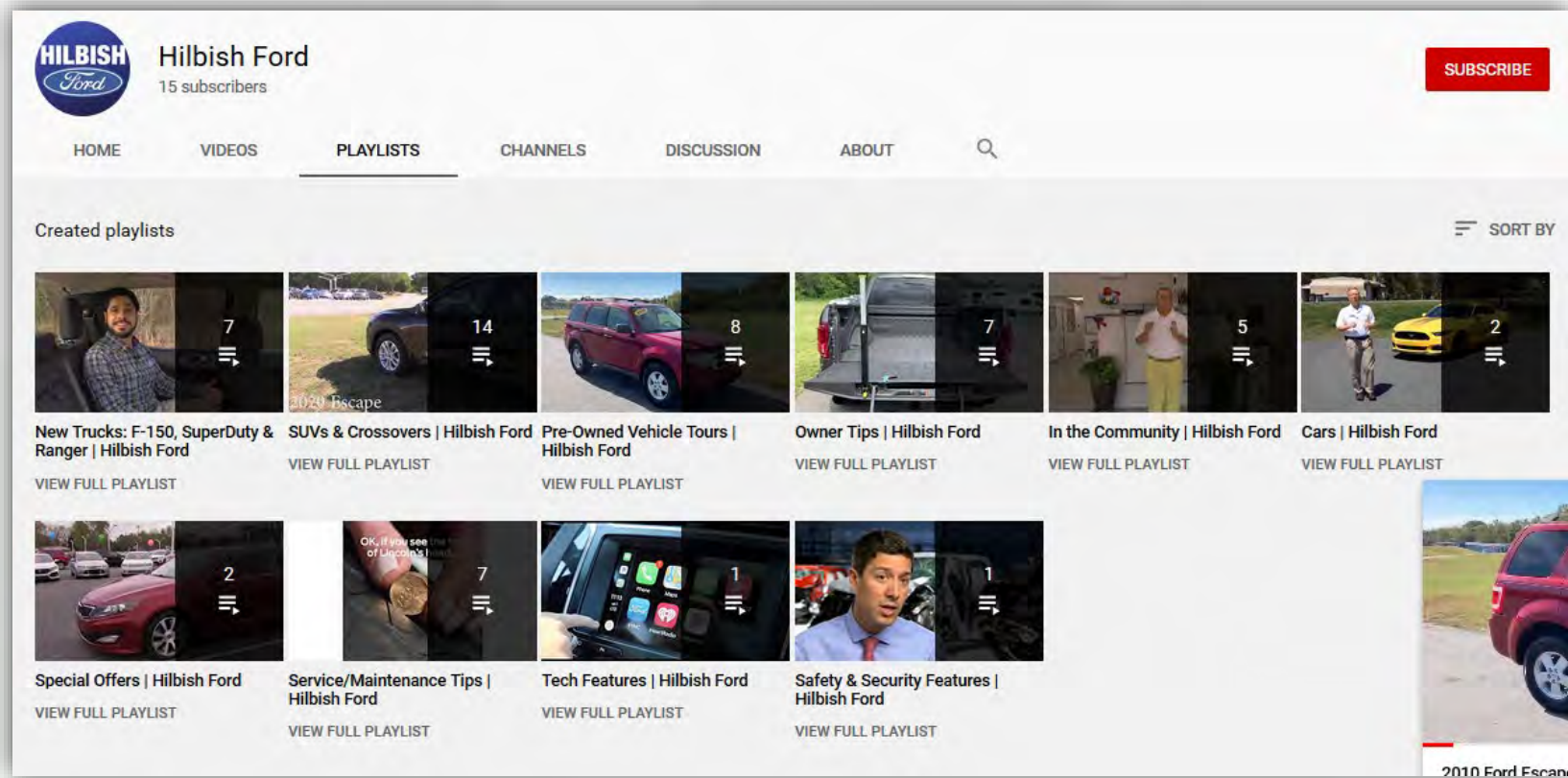


<https://youtu.be/ygoApQhF0sQ>



Video Content – Demonstration

- Set up a playlist on your YouTube Channel



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

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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/MWJYYloGRM0>



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



Making of a Video

- Behind the Scenes



Selfie Ring

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



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

★★★★★ 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

Roll over image to zoom in

- **[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.

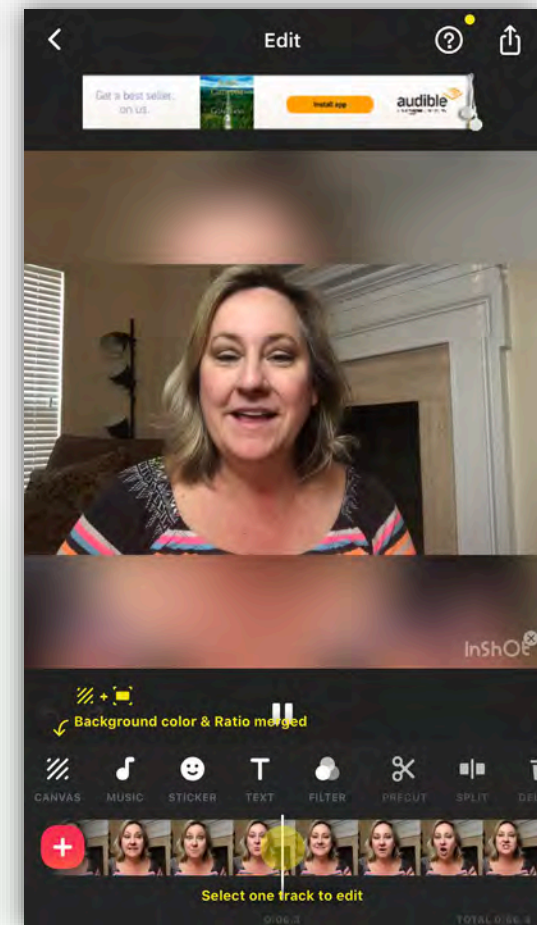
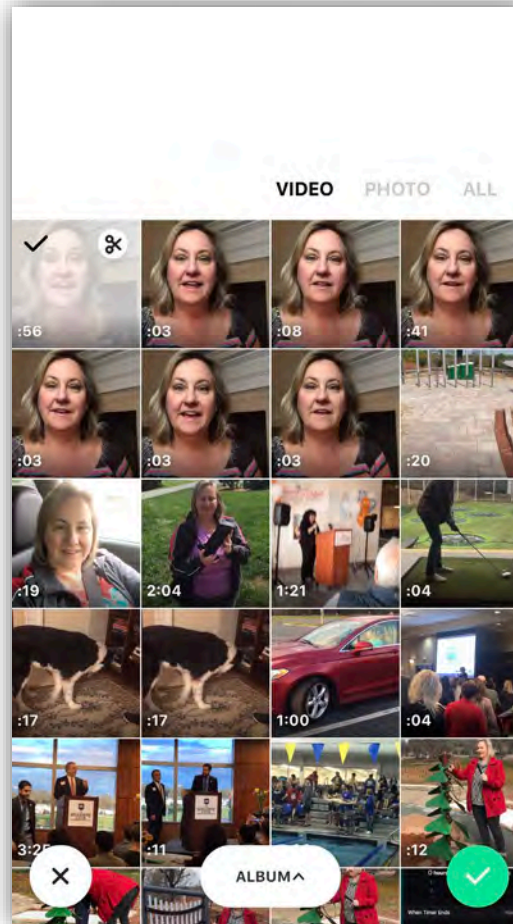
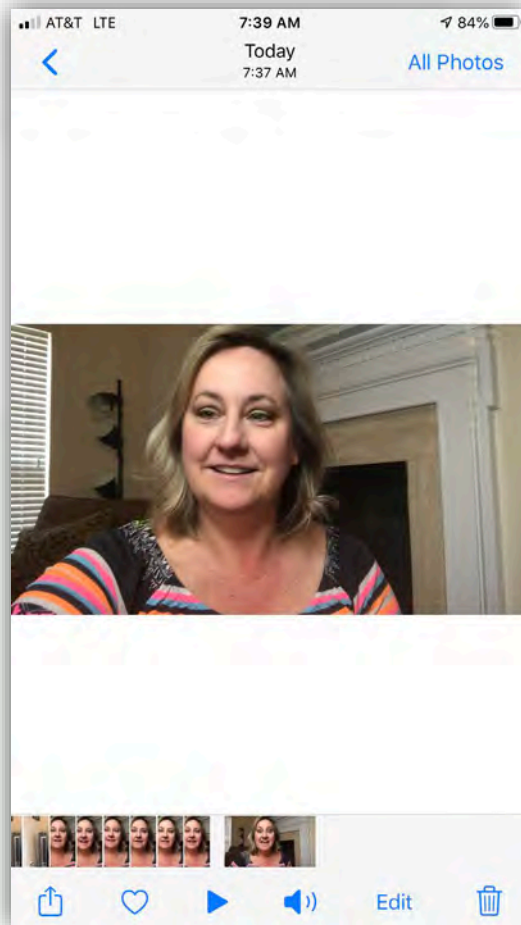
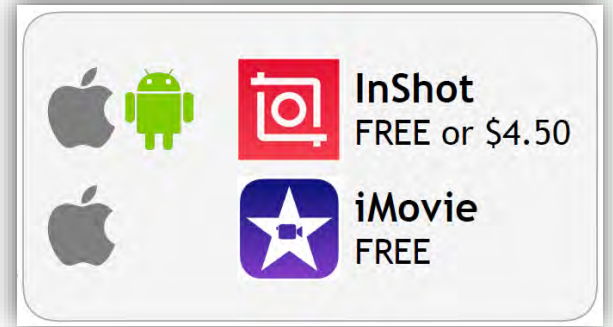
There is a newer model of this item:
UBeesize 8" Selfie Ring Light with Cell Phone Holder, LED Lighting Tripod Stand with Carry Bag for Makeup & YouTube Stream, Compatible with iPhone & Android Phone

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-



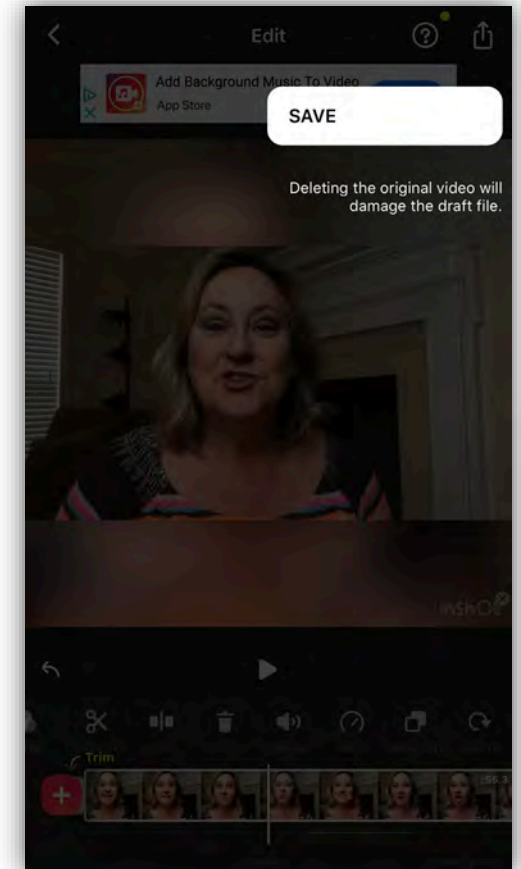
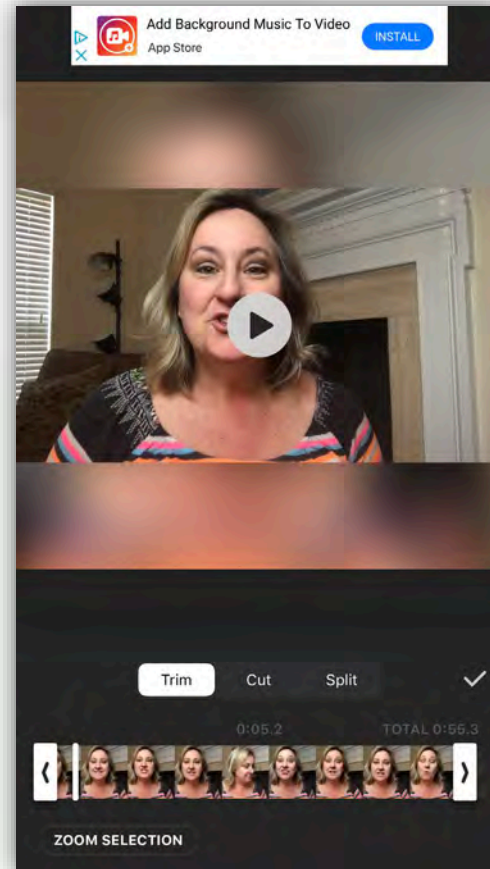
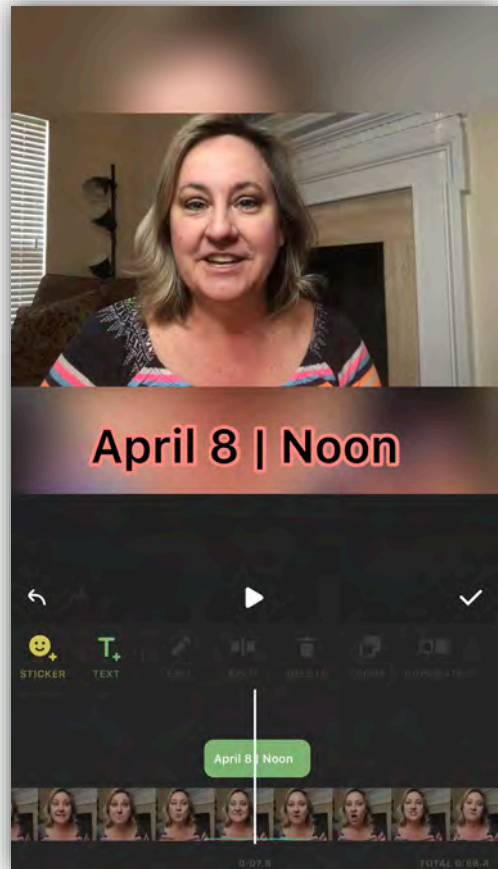
Making of a Video

- Editing



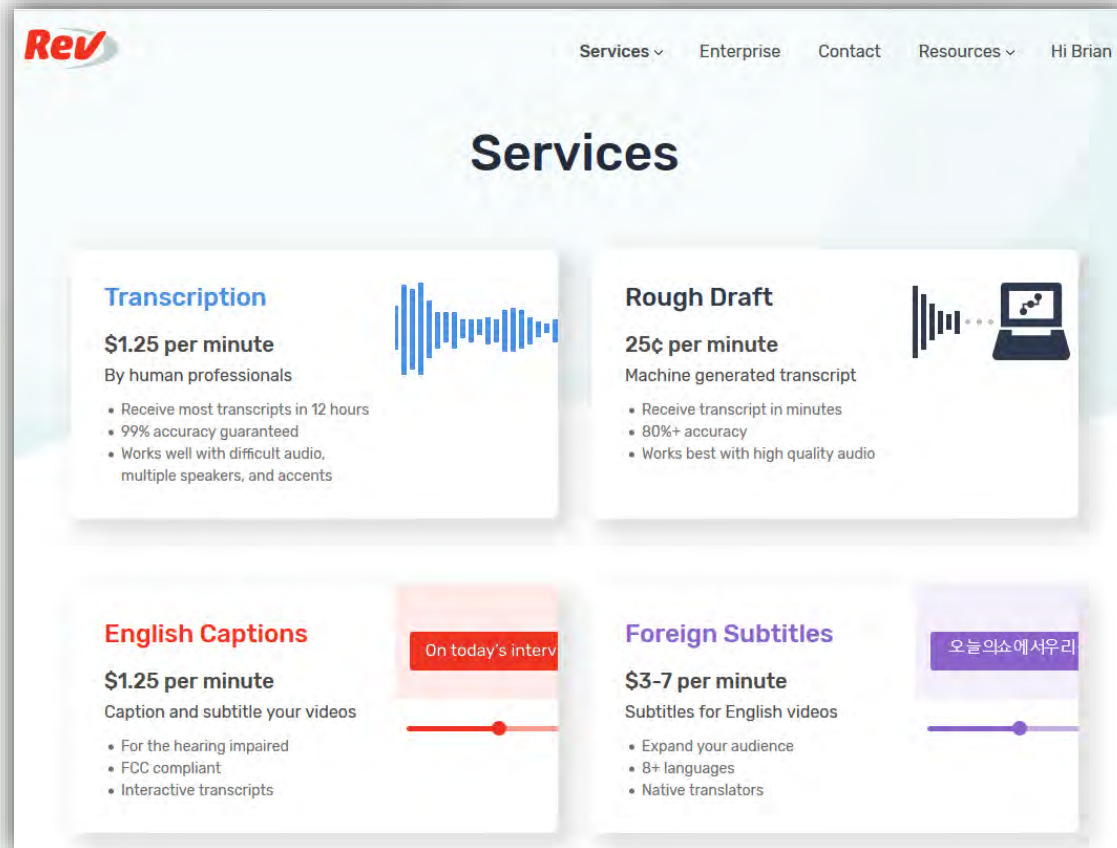
Making of a Video

- 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 image shows the Rev.com website's 'Services' page. The page is divided into four main sections, each with a title, price, and a list of features. The top navigation bar includes links for Services, Enterprise, Contact, Resources, and a user greeting 'Hi Brian'. The 'Transcription' section offers a price of \$1.25 per minute for human professionals, with features like 12-hour turnaround, 99% accuracy, and support for difficult audio. The 'Rough Draft' section offers a price of 25¢ per minute for machine-generated transcripts, with features like instant delivery, 80%+ accuracy, and high-quality audio support. The 'English Captions' section offers a price of \$1.25 per minute for captioning and subtitling videos, with features like accessibility, FCC compliance, and interactive transcripts. The 'Foreign Subtitles' section offers a price of \$3-7 per minute for subtitles in 8+ languages, with features like audience expansion and native translators. A red circle highlights the 'English Captions' section, and a red line points to the 'Caption and subtitle your videos' text.

Rev

Services ▾ Enterprise Contact Resources ▾ Hi Brian ▾

Services

Transcription

\$1.25 per minute
By human professionals

- Receive most transcripts in 12 hours
- 99% accuracy guaranteed
- Works well with difficult audio, multiple speakers, and accents

Rough Draft

25¢ per minute
Machine generated transcript

- Receive transcript in minutes
- 80%+ accuracy
- Works best with high quality audio

English Captions

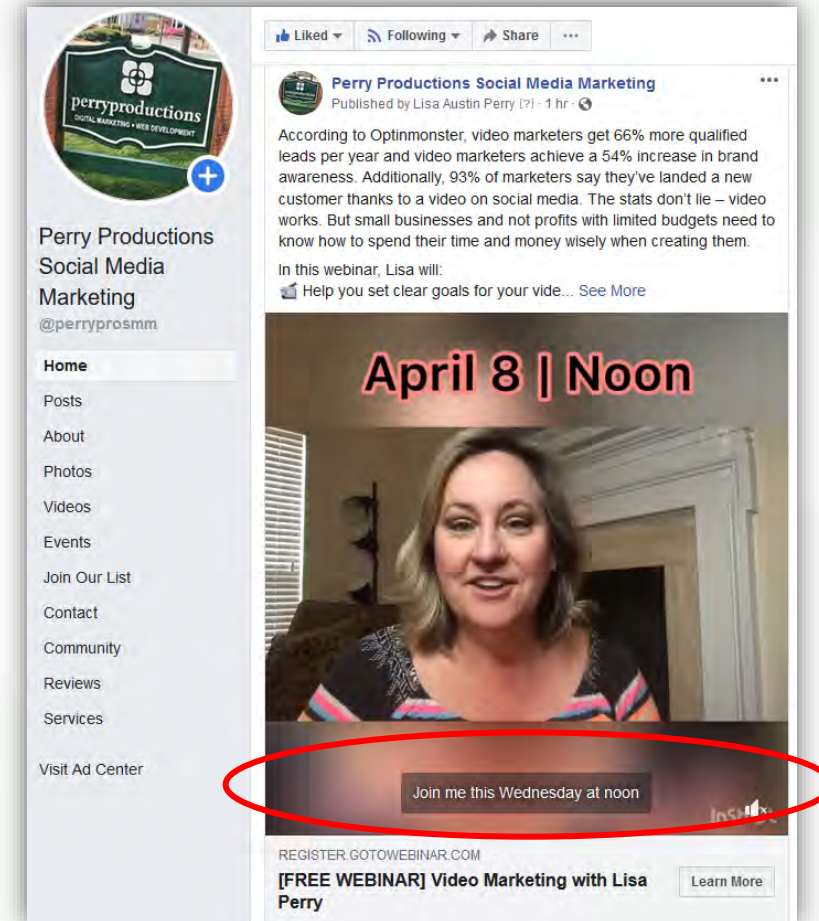
\$1.25 per minute
Caption and subtitle your videos

- For the hearing impaired
- FCC compliant
- Interactive transcripts

Foreign Subtitles

\$3-7 per minute
Subtitles for English videos

- Expand your audience
- 8+ languages
- Native translators



The image shows a Facebook post from 'Perry Productions Social Media Marketing'. The post includes a profile picture, a cover photo, and a video thumbnail. The video thumbnail features a woman speaking, with the text 'April 8 | Noon' overlaid. A red circle highlights the video thumbnail. The post text describes a webinar on video marketing, mentioning statistics from Optimonster and a link to 'See More'. The post also includes a 'Join me this Wednesday at noon' button and a 'Learn More' button. The bottom of the post shows the URL 'REGISTER.GOTOWEBINAR.COM' and the text '[FREE WEBINAR] Video Marketing with Lisa Perry'.

perryproductions
DIGITAL MARKETING + WEB DEVELOPMENT

Perry Productions Social Media Marketing
Published by Lisa Austin Perry · 1 hr ·

According to Optimonster, 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](#)

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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)



Monday Minute - Cabarrus Regional Chamber Advocacy Update

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 videosOR
 - Five 3-minute videos
- Encourages Netflix-style binge watching



Video Marketing Tips

Marketing Minute - Social Media Tips

Perry Productions - 1 / 4

Marketing Minute - Weekly Series

Perry Productions

Marketing Minute: How to Add Captions to Your Facebook Video

Perry Productions

Marketing Minute: How to Solve the Link in Bio Problem

Perry Productions

Lisa Perry Social - Blooper Reel

Perry Productions

LIVE SUB COUNT

Top 50 YouTube Live Sub Count - PewDiePie VS T-Series &...

Чейн [СТРИМЫ НА ВТОРОМ КА...

619 watching

LIVE NOW

Pitch Perfect Riff-Off with Anna Kendrick & The Filharmonics

The Late Late Show with Ja...

Recommended for you

JAVA - How To Design Login And Register Form In Java...

1BestCsharp blog

Recommended for you

Bubble Soccer Big Hits

Nathan Rasbaugh

Recommended for you

Joe Biden - 17 Minutes Of Joe's Melting Brain

Beta O'Dork

555K views • 6 months ago

How To Fix Forward Head Posture - 3 Easy Exercises...

Back Intelligence

Recommended for you

Marketing Minute - Weekly Series

25 views • Oct 25, 2017

Perry Productions

17 subscribers

We just want to introduce our new weekly video series that will cut through all of the social media information that is out there. Lisa Perry will provide some great tips that are fresh, fun, fully actionable, and fast (only about 60 seconds). Join us for a great time!

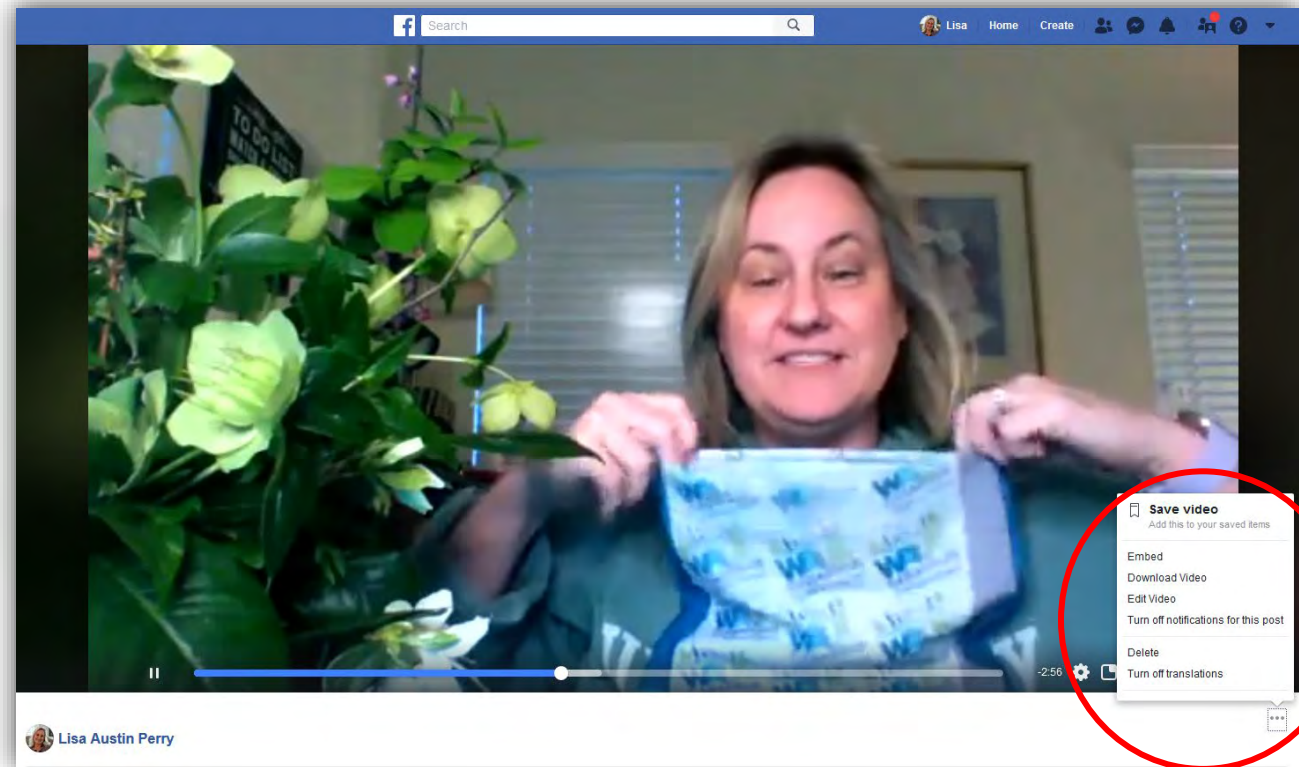
ANALYTICS EDIT VIDEO



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	w/ 18-135mm	w/ 18-55mm
\$563.19	from 1 seller	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  Earn 5% back on Walmart.com [Learn more](#)

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: 1 [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?athcpid=633755208&athpgid=athenaltPage&athcgid=null&athznid=PWVAV&athieid=v0&athstid=CS020&athguid=65fb2c13-0a4-169b6a94d1c9b0&athena=true>

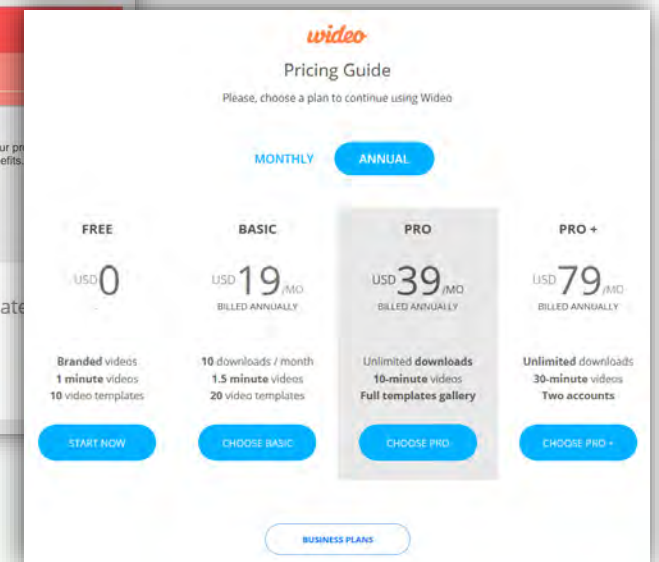
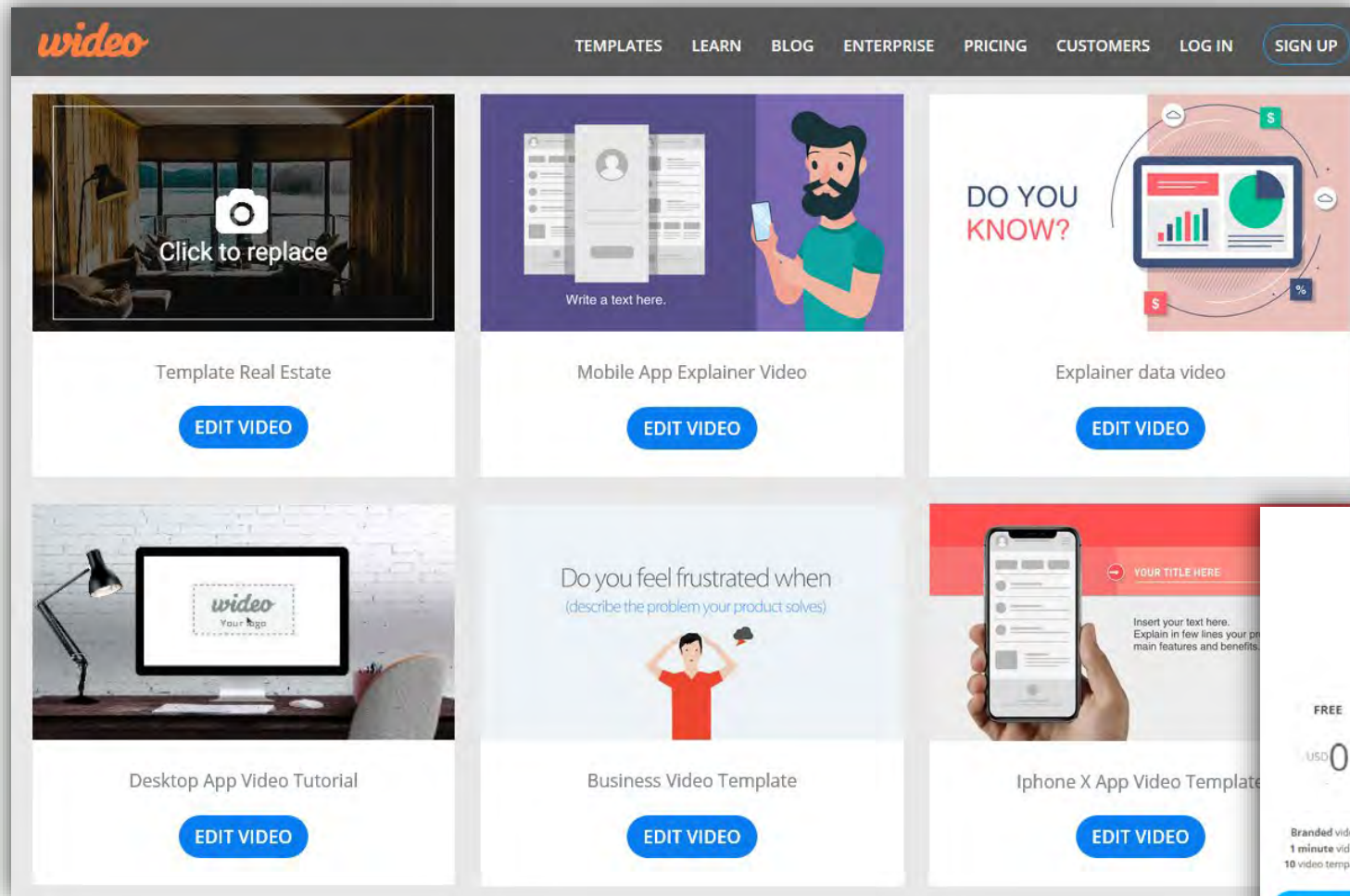
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Lighting



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Video Creation Software - Wideo



<https://wideo.co>

Video Creation Software - Wideo



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

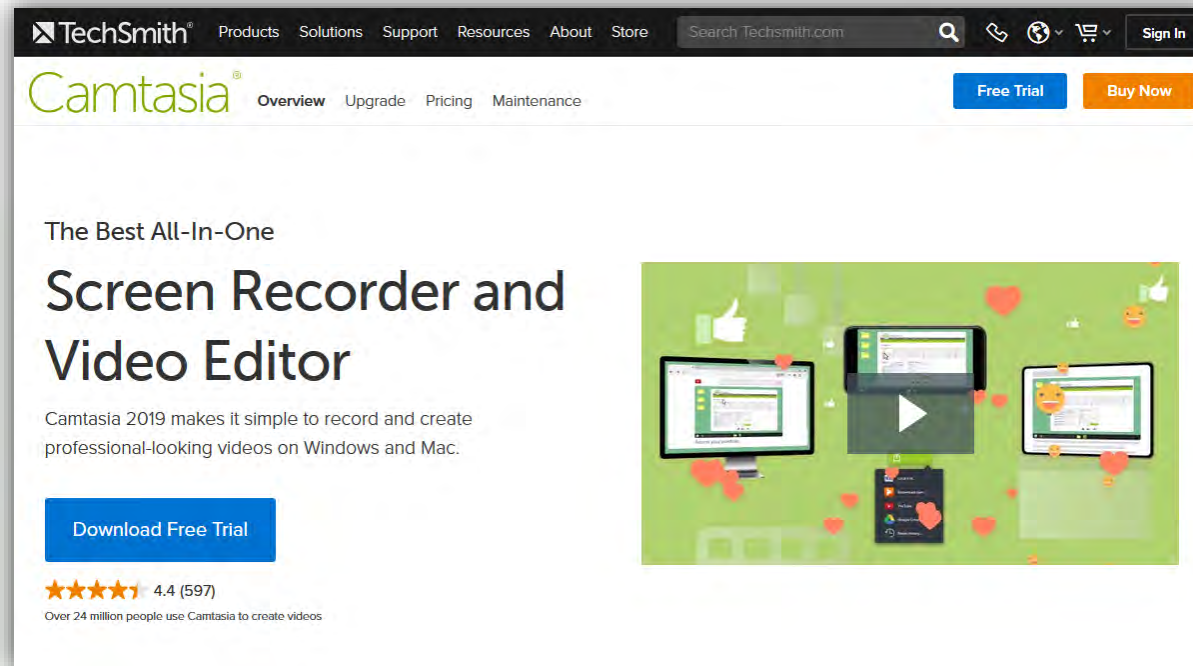


<https://youtu.be/7nsFZJzFrew>



Video Creation Software - Camtasia

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



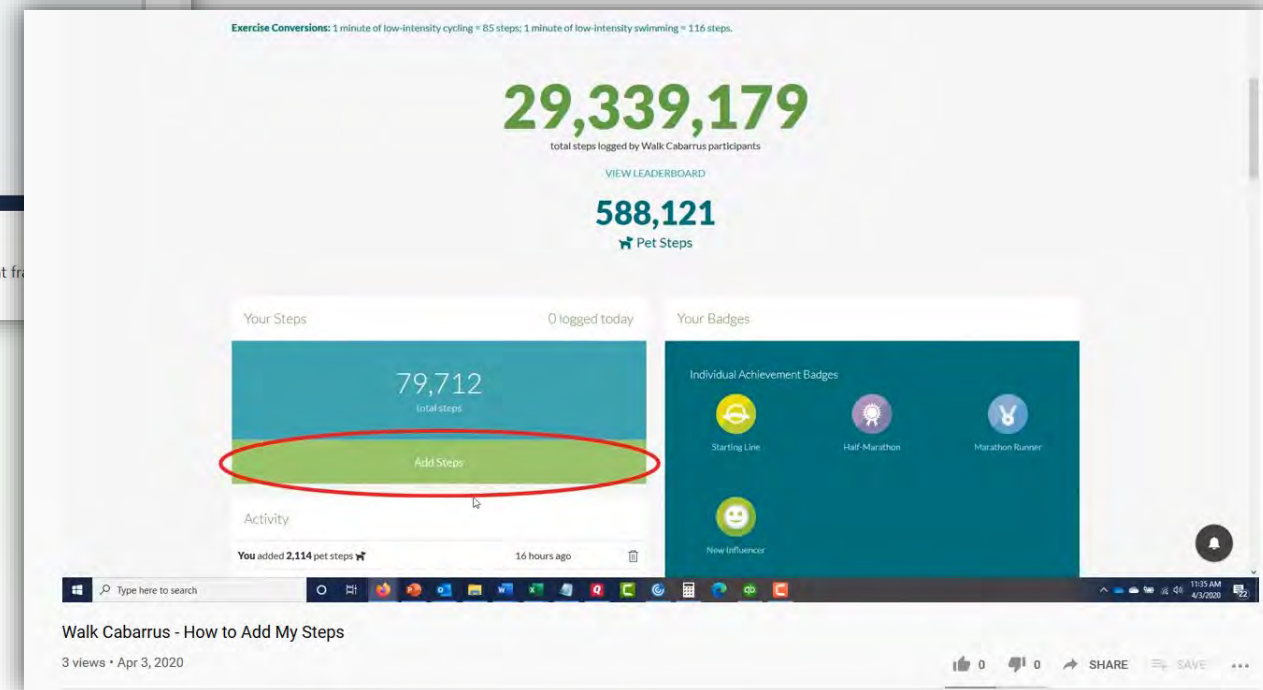
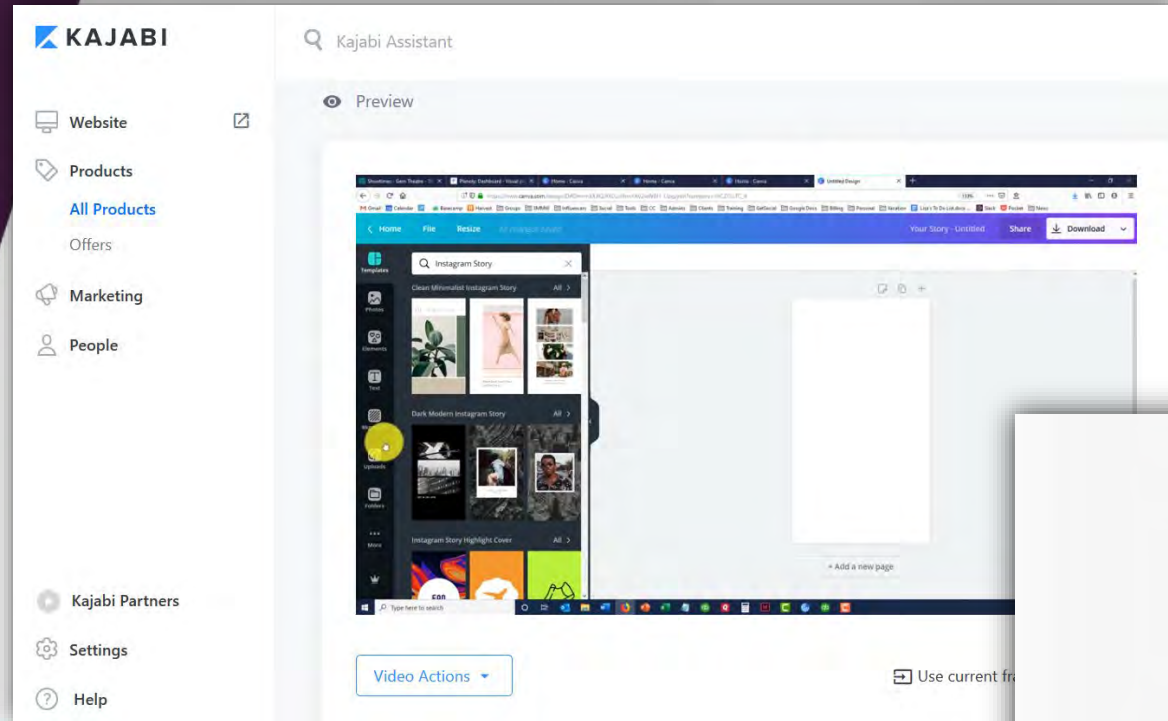
The screenshot shows the TechSmith website for Camtasia 2019. The navigation bar includes links for Products, Solutions, Support, Resources, About, and Store. The main heading is "The Best All-In-One Screen Recorder and Video Editor". Below this, a subheading states "Camtasia 2019 makes it simple to record and create professional-looking videos on Windows and Mac." A prominent blue button says "Download Free Trial". To the right, there is a graphic showing various devices (laptop, tablet, smartphone) with a play button in the center, surrounded by social media icons like thumbs up, hearts, and speech bubbles. At the bottom left, there is a star rating of 4.4 (597) and a note that "Over 24 million people use Camtasia to create videos".



This block displays the pricing information for Camtasia 2019. It starts with the title "Camtasia 2019 Pricing" and a list of license types: Individual, Business, Education, Government & Non-Profit, and Upgrade. The "Individual" license is selected. The "Single License Pricing" is listed as "\$249.00". Below this, it specifies "One-time fee" and "Install on 2 machines per user", and notes it is "Compatible with Windows and Mac". A large orange "Buy Now" button is present, along with a "30 Day Money Back Guarantee" badge. Further down, there is a section for "Camtasia Maintenance (Recommended)" which includes upgrades to the newest version and priority support for one year, priced at "\$49.75 annual".



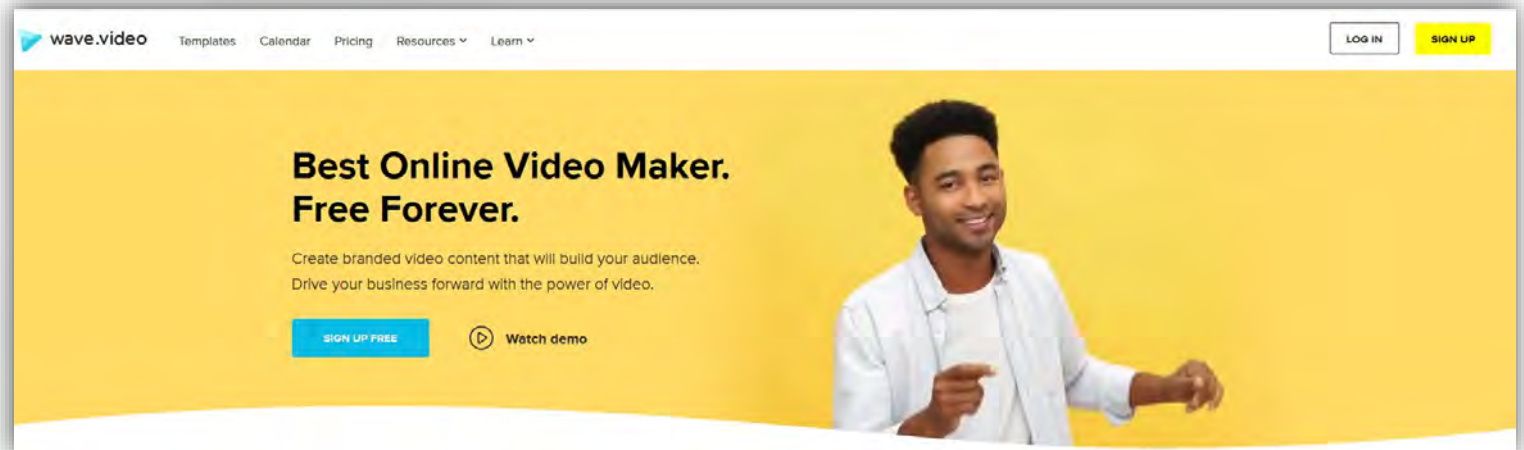
Video Creation Software - Camtasia



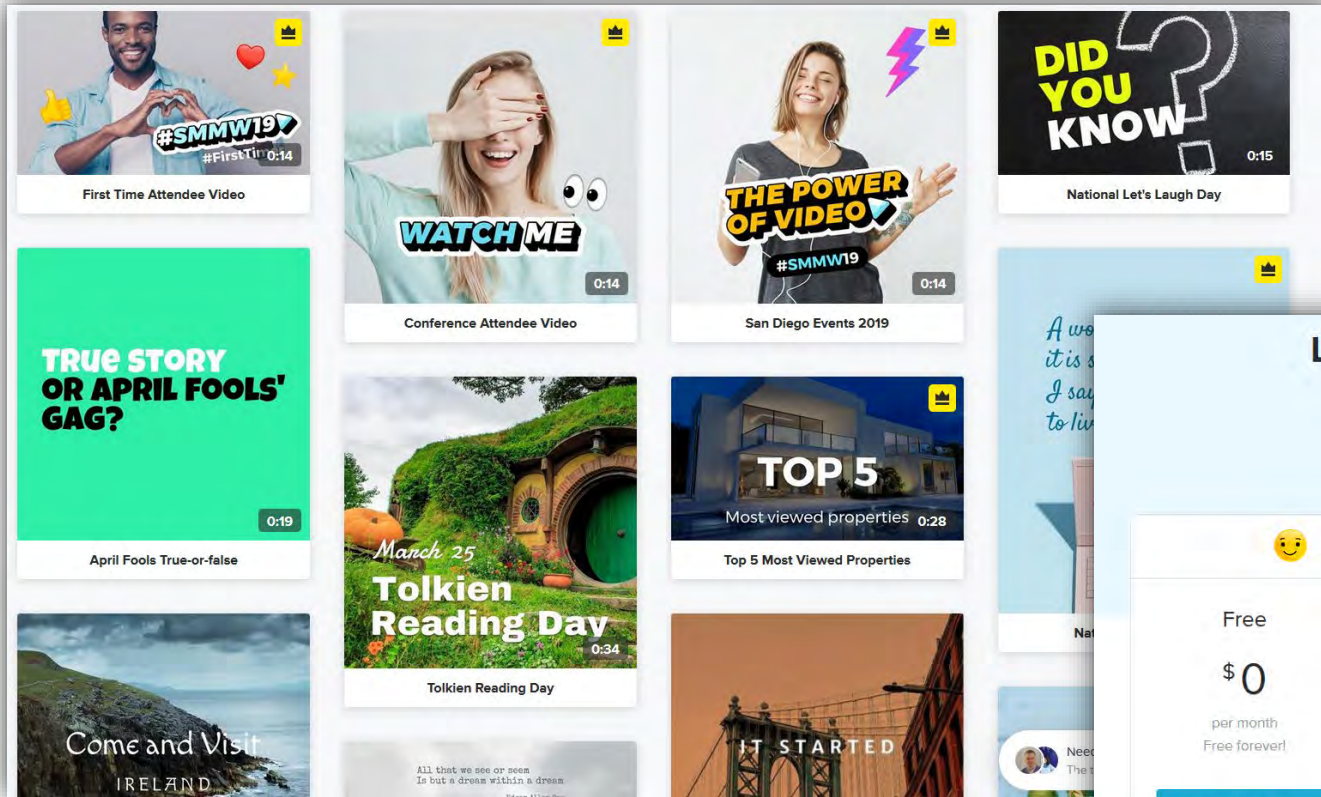
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Video Creation Software - Wave

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

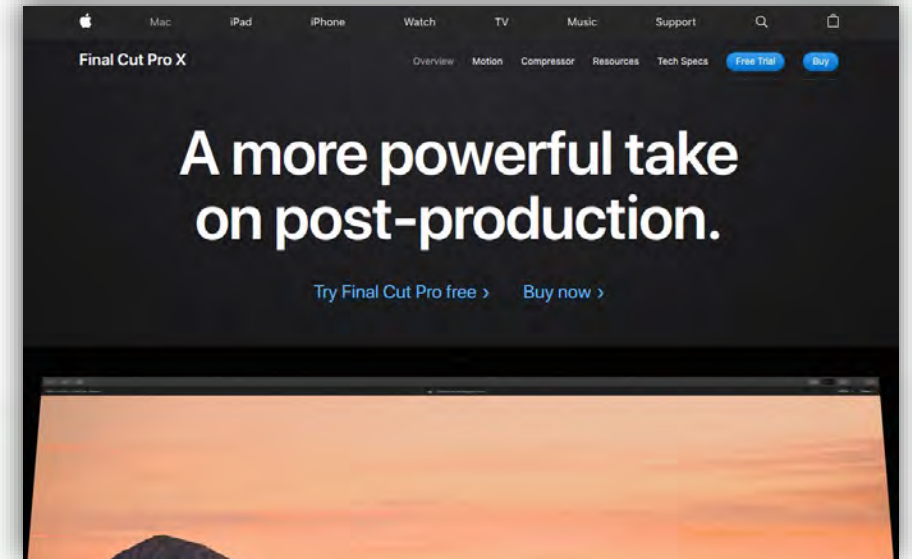
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Video Creation Software - Macs

Basic: iMovie (free)

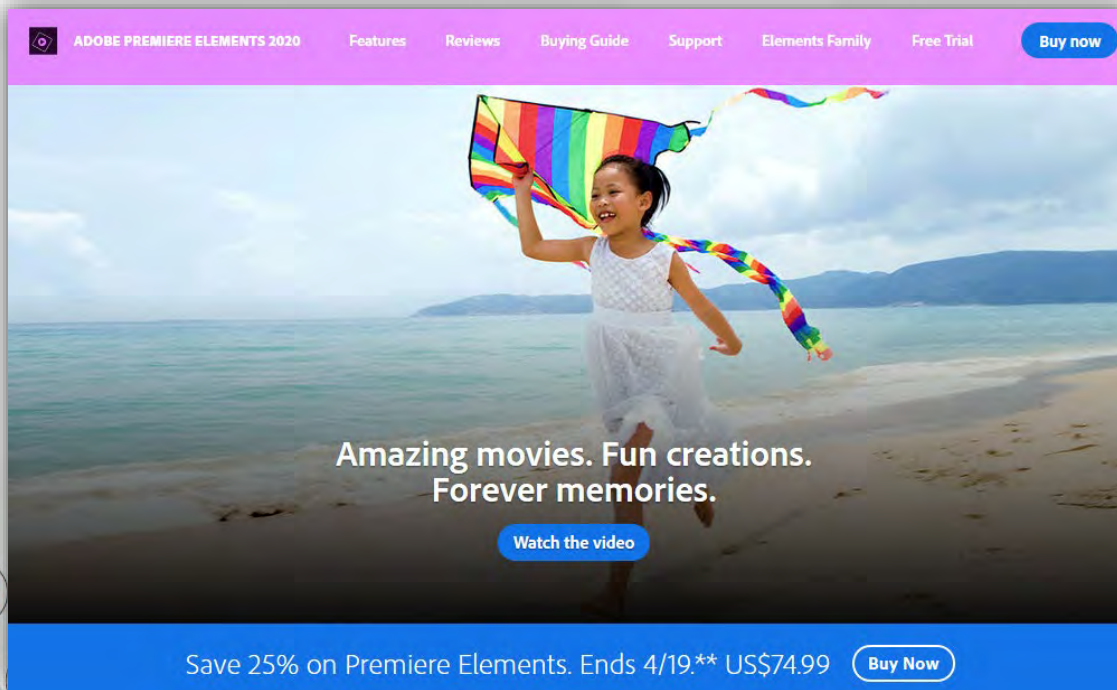


Advanced: Final Cut Pro (\$300)



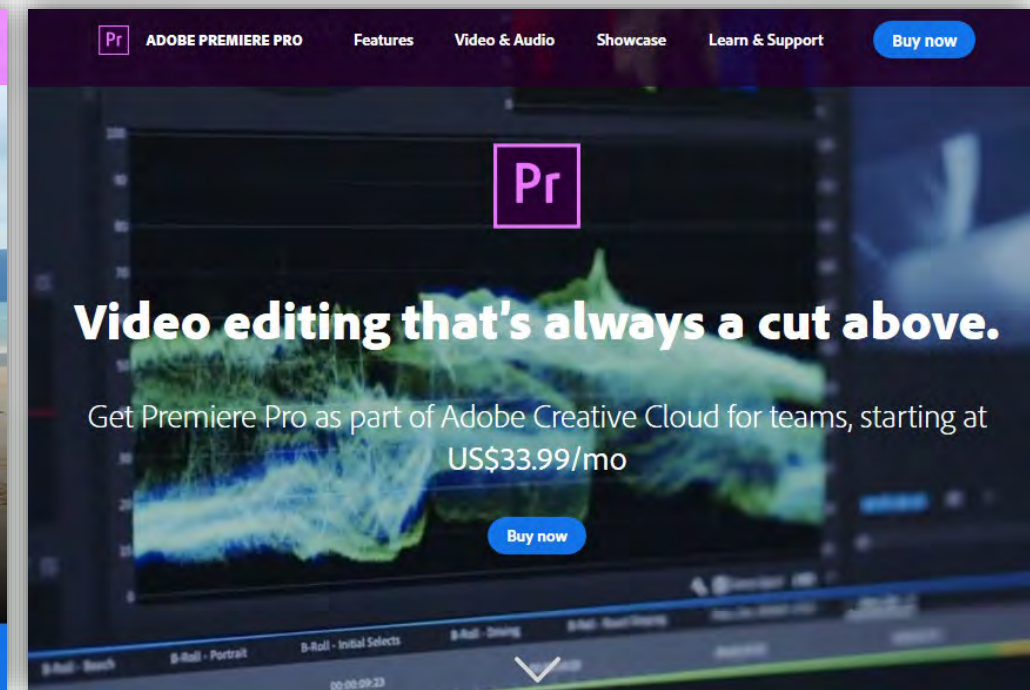
Video Creation Software – PCs

Basic: Adobe Premiere Elements



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

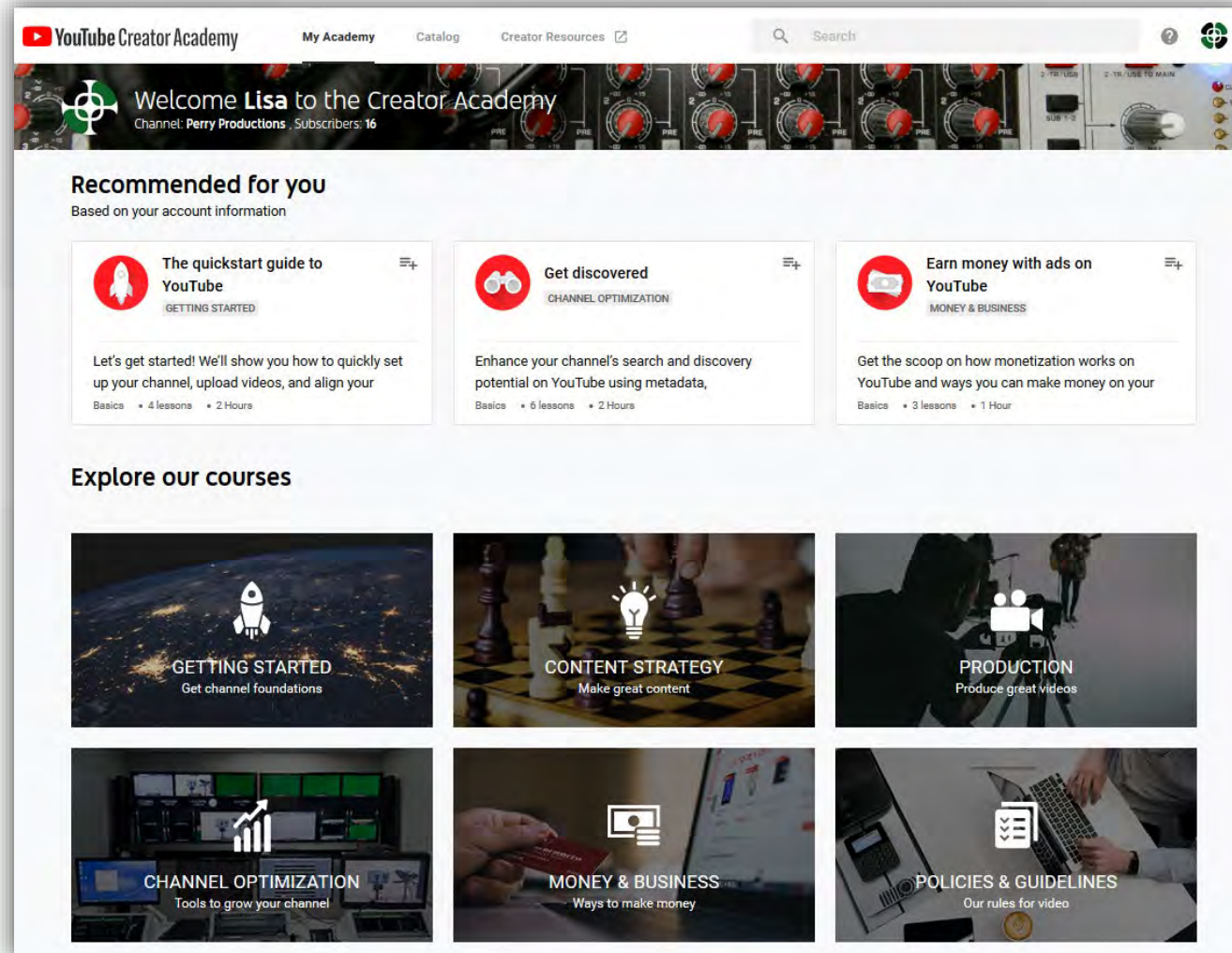
Advanced: Adobe Premiere Pro



www.adobe.com/products/premiere.html

Lisa Perry
SOCIAL

Resources – YouTube Creator Academy



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



How Can You Connect with me?

Facebook Group: facebook.com/groups/socialmediasuccesswithlisa





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

Website

www.lisaperrysocial.com

Facebook and Instagram

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