

SHOOT THE MESSENGER

A guide to video for businesses online



How to use this Guide

The guide is meant to be a briefing about video and how its use in online marketing. *Shoot The Messenger* offers you a framework to plan and manage your video needs effectively. There are sections about the online world as well as video. We hope you will find them helpful at different times. You should be able to use each section separately when it is most useful. What we aren't claiming is that this is a definitive guide: it is more a helpful source of information. If you want more detail than we have presented here, then there are plenty of more detailed and academic publications you can turn to. Since these are forever changing, the best advice is to turn to Amazon and find what suits you.

© Copyright: Allan Staley, Rod Macrae & Positively Video.
Positively Video is a trading name of Macrae Consulting Ltd
Couching House,
Watlington,
Oxfordshire
OX49 5PX
Tel: 01491 613 715
Email: shootthemessenger@positivelyvideo.co.uk



CONTENTS

INTRODUCTION	2
BEYOND THE BASICS	3
Online Marketing	5
How video drives search engine traffic and boosts rankings	6
What is Social Media?	8
What is Video Production?	10
IMPACT OF VIDEO ONLINE	11
A growing tool in business	13
What are people responding to?	15
THE PRODUCTION PROCESS (Videos 4 Ps)	16
Pre-Production	19
Production	22
Post-Production	23
Promotion	23
PLANNING FOR ONLINE VIDEO MARKETING	25
Getting started	27
Objectives	27
Content	27
Topics	27
Activity	27
Types of Video	28
Quality, Quantity and Effectiveness	30

Introduction

It is really not long ago that the internet was a new, exciting information platform. Back in the mid-90s we were battling with slow links, limited computer capacity and simple designs. Words dominated, photos took forever to download, but we were happy simply to explore what seemed like an ever growing universe which could give us access to boundless information from our home or office computer.

Now Faster broadband speeds, huge innovations in software and technology as well as the creation of far more interactive platforms have brought us a new revolution where the internet has become a new media platform capable of so much more.

As these technology changes have been developed, so too have we changed as users. We have come to learn and understand how the web works. We have become adept at browsing the web to find exactly what we want and, in a wider sense, have absorbed much of the world of the internet into our everyday lives.

Much of this change has been progressive. We have adapted to new opportunities and embraced them. Others have been far harder to understand. Some changes have been almost imperceptible. We have hardly noticed that our attention span has grown steadily shorter or that our appreciation of content has become directly linked to the design of the pages we view.

Social media, in the form of Facebook, Twitter and now Google+ have opened up the web to being far more than a mine for information. It has become a world for social interaction. We have discovered ways of projecting our personalities into this online space. With exchanges of what, too often, seem like incomplete 'snippets' of news and comment, we have found the pace of our information exchanges intensify.

Our traditional news media have found this pace of change bewildering. Their audiences continue to dwindle as we have begun to use the web and social media as sources of news.

And so, finally we can mention the role of video in this changing online world. It is not simply that download speeds allow us to view video which has led to its elevation to prominence and a solid place in the future of our online communication. Rather, it is that our maturity as web users that has raised its importance. We are tired of having to do the hard work. We have become impatient. We are no longer satisfied by websites which tell us about a product or service. We want to see things, get an insight into how things or people work. We want to be able to use the power we have as consumers to decide for ourselves about vital things like value, utility, convenience, insight and above all TRUST. In video we get much of this in a format which suits our relatively short attention spans.

At Positively Video we have learned how video has changed and continues to change. Here, we have attempted to capture the essence of what video is all about online. It is intended to be a useful guide for anyone looking to have video content. Mostly, we want it to give readers enough background and understanding about online video to be able to make the most of the investments they make and converted it into a solid commercial return. We hope we have succeeded.

Rod Macrae and Allan Staley.

Beyond the online basics

“Establishing a good search engine ranking is all about making your site RELEVANT and establishing its power to PULL in web browsers.”

Online Marketing

However proud you are of your website, its look and its text, it is no enough. You cannot rely on a site 'finding people' simply because it is there. To a large extent Google page positions dictate how easily people find you. Without structuring your site and presenting its content in the right way you could find your website under performing.

A website is only the start

Your site needs to be a platform for telling a business story in ways that engage audiences you want to reach. In other words, a website is only of real value if you make it work harder as part of an online marketing strategy. Large enterprises will spend huge amounts of money to achieve a strong online presence. They will pay for clicks through Google Ads, something out of reach for most SMEs. The only option for climbing up the Search Engine Results Page (SERP) is by natural or organic efforts using your content. For most SMEs the challenge is therefore all about making the most of the resources you can muster and being smart in how you do it. We won't go into detail here, but it will include links, relevant content, well written stories, refreshing content and good design. Marketers will tell you your site needs to be

- frequently updated... and have the right kind of content to punch its weight in the battle to be noticed online.
- carefully optimized with the right keywords relevant to your business, all included in the right places on a page and for optimisation to be a repeated exercise.
- carry the most attractive content, so Google and other search engines can identify you as carrying valuable content – so lifting you up the rankings towards the first page for any given search

All these actions contribute to a good programme of site optimization. It is ongoing, not a single task, forming part of an online marketing plan.

Search Engine Ranking

Establishing a good search engine ranking is all about making your site RELEVANT and establishing its power to PULL in web browsers.

Making sure key words for your business are in the title, headlines, header tags and in the body content will establish relevance. Your ranking will be based on your REPUTATION which is calculated through measuring how many other sites you link with and who links to your site. Search Engines look for how many sites with a high reputation are linking to you and give them a much higher weighting. So loads of small and weaker sites linking to you will not help too much.

The full impact of Google is something we'll explain later, but so far as it is important when looking at video in terms of online marketing, the most important thing to know is that Google loves video and it plays a significant role in how your site is rated. .

The most encouraging thing about using a natural strategy online is that your SERP page ranking is completely in your control. The key issues are:

- Good content
- Wide distribution of your content through other channels (email newsletters, social media and other channels)
- Getting friends, followers, customers competitors and industry news sites to carry some of your content.

It is here that the power of video can really come into play. Video is not only good content, but well executed, it can be one of the most attractive things for other sites to link to and use.

Whilst all this relates to your company website, it is perhaps most useful to dispense with the idea of the internet. Social media and the continuing convergence of content on digital platforms makes it rather misleading to think only of the web. At Positively Video we refer almost all the time to an online marketplace or a digital world. In thinking this way, you are including social media, the ever growing mobile media and its plethora of apps. This digital space is how people communicate. And it is not getting smaller.

ROI from online marketing

The reported figures vary a lot, but some underlying facts help reinforce the warning ‘ignore it at your peril’.

- 90% of online users ‘search’ for something each month – making an average of 80 searches
- 73% stream a video
- The average number of videos streamed is 83
- 67% of online users visit social networking sites

How Video boosts Search Engine ranking and drives traffic

In the previous section we talked about SEO and driving traffic. Rankings clearly increase the likelihood of people coming to your site, but ‘driving traffic’ is a combination of both online and offline activity.

Video now plays a major part in this both of these activities. We’ve already mentioned that Google is the lynchpin of the whole traffic issue online. On three websites managed by us, the number of hits reaching the sites in one month as a result of Google searches are: Site 1 - 98%; Site 2 - 94%; Site 3 - 80%.

Look how the impact has bloomed, from 9,800 daily searches in 1998 to a whopping 4,717,000,000 today.

Year	No. of daily searches
1998	9,800
2008	1,745,000,000
2011	4,717,000,000

Number of Google searches per day

So, how does Google deal with video? Well, it widely said that “Google loves Rich Media”. That is certainly true, but in reality, Google is not passing judgement on the entertainment value of your videos. It is not a reviewer! Instead, its systems scour the internet and measure the time people spend on a particular page and track what they do when they have finished. They want to know what happens once they reach a video and if they stay on a site to explore more... or simply leave.

Comscore found that, on average, people spend 2 minutes longer on a page which has embedded video than on a page without video.

Counting against a site are statistics which show people coming to the site and clicking (or ricocheting) straight back out - presumably because they have seen anything they want to spend time with.

So, a visitor to your site watching a video registers as a click with Google and keeps the visitor on the site for longer. Both are positively weighted. It is a robust 'win' in the battle for a better ranking.

The reason it is important is illustrated by a sample of 8 million searches by Chitika in 2010. They were interested in knowing what a position on Google made to clicks through to a site.

Their findings show a No.1 position achieves 34.35% clicks whereas number 10 - still on the first page - gets only 2.71% clicks. By the time you reach position number 20 the click rate is a paltry 0.29%

Google Search position	% clicking through
1	34.35%
2	16.96%
4	11.42%
5	7.73%
10	2.71%
15	0.48%
20	0.29%

Click through to web pages by ranking on Google keyword search

Establishing ROI for Video content

Considering the impact of video in terms of ROI is similar to calculating ROI for any other type of traditional marketing investment.

It is now universally accepted that online video plays an important part in commercial enterprise marketing. In fact, video offers a lot more analytical opportunities than many other types of content when you are looking to target specific markets.

With videos on YouTube being watched by millions, you don't need to argue a case for video. What you need to answer is 'am I getting a good bang for buck?'

We suggest there are 4 things to answer:

- What are your objectives? (What is your target audience and what message are you wanting to deliver?)
- What are we going to measure? (how many people are watching your videos, What is the boost in enquiries, responses or sales? How much increased awareness is there of your brand, service or product?) In other words ROI does not have to be a financial one, it can be judged by what level of engagement you get with potential clients from having a raised awareness.
- How are we going to target specific audiences? (How can we maximise our viewing – and avoid wasting costs on unproductive content) Here you need to think about the people you want to persuade and engage. If you have done this you can avoid producing content that is of less interest to them.
- What will success look like? (This is perhaps a better way to think of ROI and can include alternative ways to validate your effort with video). One good simple measure is calculating how much you would have needed to spend on advertising to get the same number of responses, enquiries or sales. Always remembering that video is not standing alone: it is part of your overall market presence (other website content etc.,)

What is Social Media?

Even if you have never been near any social media, you can't fail to have noticed the buzz and the impact they have generated.

Here are a few random facts and figures.

Facebook investors were prepared to pay huge amounts when it floated on the New York Stock Exchange in May 2012 shelling out \$120 billion. It has over 500 million users with 50% of them logging in every day. **Twitter**, a relative newcomer to social media, only came onto the scene in July 2006 but has over 500 million users too. It has 24 million users in the UK. **YouTube** has made video one of the hottest properties online. the number of uploads doubled in the last year.

Even some of the lesser social media players are no slouches. **LinkedIn**, the professionals social platform has 100 million users whose activity peaks during business hours. Add to this the newest kid on the block, **Pinterest**, and you begin to see that social media has really caught on. According to Entrepreneur magazine the 'social pinboard' is already driving more traffic to company websites than YouTube, Google+ and LinkedIn combined.

It all sounds impressive, but it still begs the question 'What is social media?' Moreover, why should we care? The basics are that social media is a new kind of online media. It is much more open in the way it shares content and enables people to link to each other.

Here are some common features you will find in them:

- **Participation**

Social media encourages contributions and comment from people. It also capitalises on being being a place where the audience are effectively the people posting the content. It is highly democratic.

- **Conversations**

Traditional media craft their content and then broadcast it. Even traditional websites do this. On social media platforms it is not distributed or broadcast, it is more of a conversation.

- **Openness**

One of the key features is their promotion of feedback and participation. Sharing information, voting, and other types of feedback are central to how they work.

- **Communities**

There is no one in charge of content on these platforms. Communities can quickly build without having to persuade others to write about them (as is the case with conventional media). As a result everything from DIY or yoga to finance and politics have communities around them.

- **Connections**

social media likes to link and connect people. So links to interesting sites, content resources and people are all highly valued.

How social media has changed the online world?

These social media websites have far out grown the space where they were born. They have become platforms for a who new way of communicating. The speed of their adoption has been staggering. So too has the way they have changed the way people communicate.

Business needs to both engage in this and learn from it too.

An online business presence now needs to adapt to reflect how people are using social media. The core concept of sharing, exchanging and commenting have changed the nature of communications.

Think of it this way. Where once the tools available to get people to a website were relatively few, now there is a whole raft of new ways. Best of all, they can all draw on a website's content.

For big businesses this has been a challenge and they have thrown large amounts of investment into managing this. Frankly, with mixed results. No one really feels like being a friend on Facebook with a washing powder or feels genuinely connected with Coke or Kelloggs Rice Krispies.

SMEs however, these changes can be an opportunity. It gives them an equal chance of reaching their audience of potential cleints by showing personality and by sharing content, ideas, participating in discussions etc.,

It has also opened up online platforms to SMEs who can create interesting content. Because people are used to getting news from the melting-pot of social media, they are more open to marketing messages telling them about a new video with tips, hints or showing the latest product. Opinions, responses to other people's blogs, posts and comments with links back to your own site are all great ways of building traffic.

It is significant for video, because it is for precisely the same reasons that social media has become so popular, that video has become the 'must have' content. It's more personal, more entertaining, easier to digest and quick to engage with.

It is now almost impossible to be successful online if you are only telling and selling. Using opportunities to interact, engage and inform are the new powerful techniques.

You can even us apps and tools to manage some of your social media acitivity, scheduling posts and comments, so the beast does not completely take over your world.

Of course, the key is to plan a campaign which features video or other more appealing content.

Social Media site links:

Facebook:	www.facebook.com
Twitter:	www.twitter.com
LinkedIn:	www.linkedin.com
YouTube:	www.youtube.com
Pinterest:	www.pinterest.com
Google+:	located from Google's main search page

Our reccommended social media management tool is:

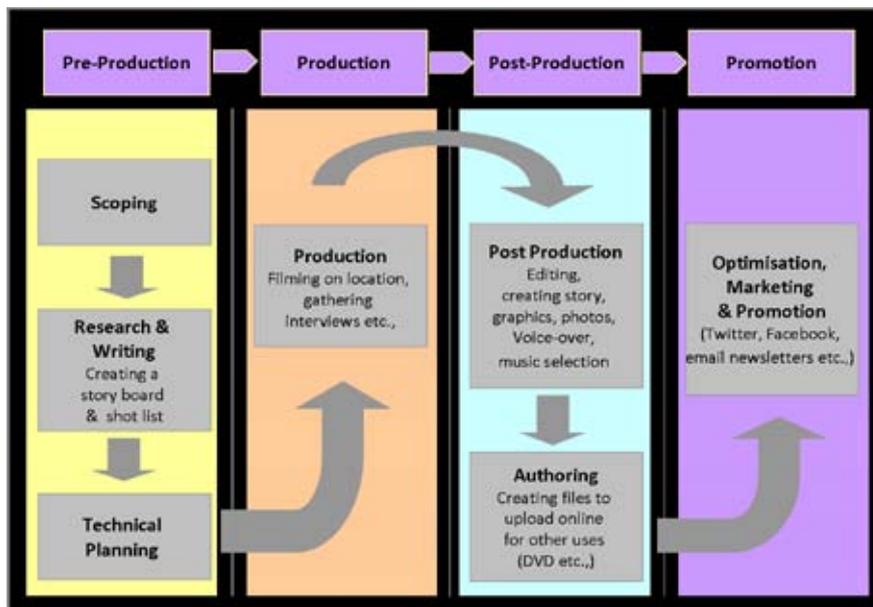
Hootsuite:	www.hootsuite.com
------------	--

What is Video Production?

The production of a video may seem like a mysterious black hole to many. The reality is it like any other creative process and can be broken down to simple phases.

In the diagram (below) you'll see four phases, the first being Pre-Production. The best way to explain this is to think about how you go about producing any everyday business document or material.

1. You begin with a need to communicate, think about how you are going to do that and then move on to shaping it the best way you can to get the information or messages across. You might decide on a brochure, a briefing paper or a simple flyer.
2. The next stage is to start assembling the content. It may need writing, copying from other documents - and may include graphics, photos etc., At this stage you probably don't know exactly how it will look in the end, but you still gather the material together. What you don't already have, you either write it yourself, or commission some one else to do it for you. This is the equivalent of the PRODUCTION phase.
3. Once you have all the material you'll use in the document it needs to be formatted, edited, shaped and designed. For a video, this is called the POST PRODUCTION phase.
4. Once a document is completed, there are two things which can happen. You can have it printed and admire it, or much more likely set about using it. Assuming it is a document produced for a specific audience, for instance potential customers, you will have a plan to distribute it, getting it into places where these people are likely to see it. In other words you begin using it for the purpose you had in mind when you first commissioned it.



The production process: Conventionally it ends with post-production, but for online marketing it extends to include promotion

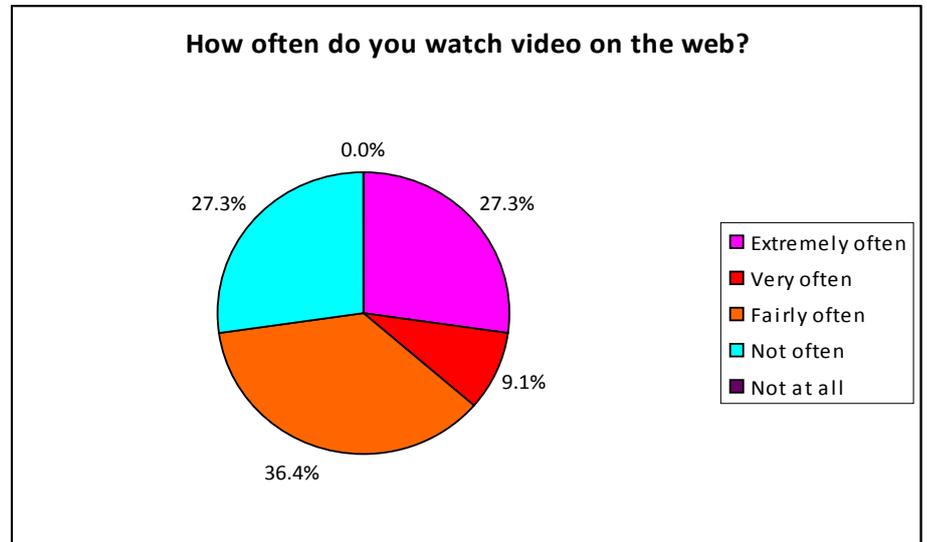
Impact of video online

*“What video is doing is providing so much more
and in an appealing format.
The most significant thing is that it is adding personality
to your business presence online.”*

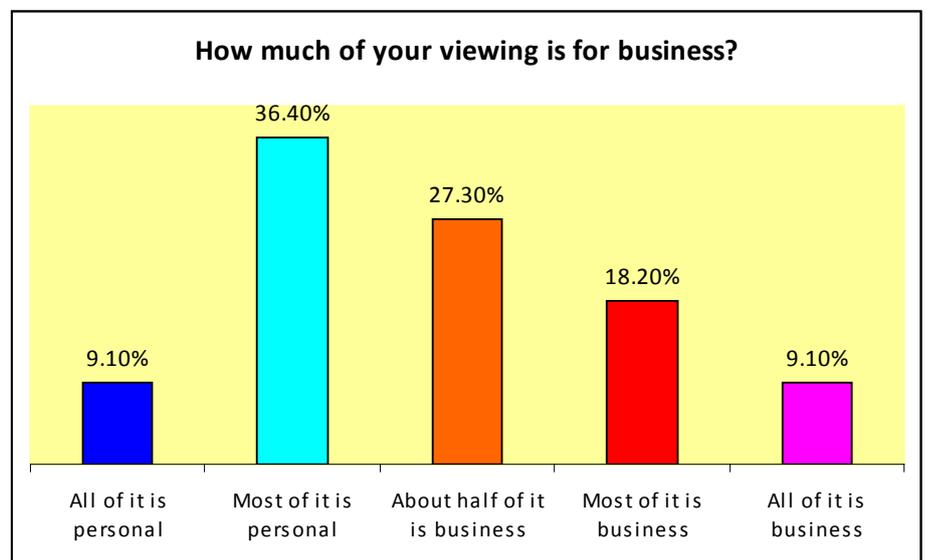
A growing tool in business

Whilst being able to assess the performance of video online is essential, there are other powerful aspects of video content to consider. These are not so easy to measure, but are fundamental to understanding why video is considered to be rich digital content.

A survey about attitudes to video conducted in the UK in early 2012 amongst people in business is revealing in a number of ways. It showed that 78.8% of those questioned watched video fairly often, with over 36% watching often or frequently.

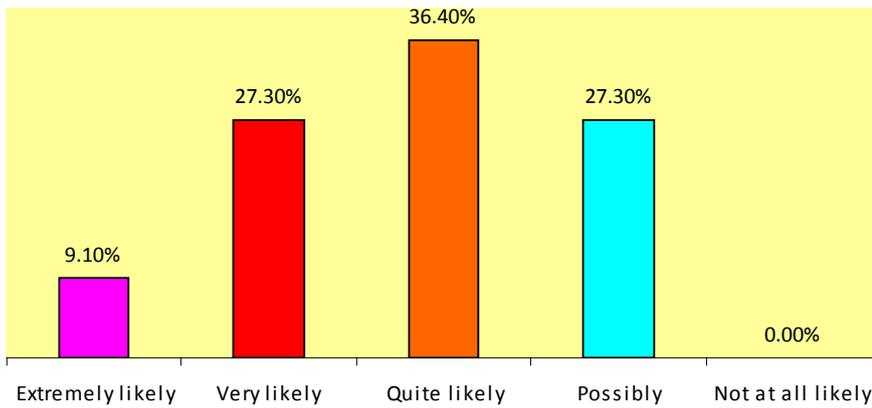


Perhaps the most telling disclosure is that over half of those questioned watched at least half (or more) of these videos as part of their work or business. This instantly dispels the often quoted argument that video online is mostly watched by young kids at home.

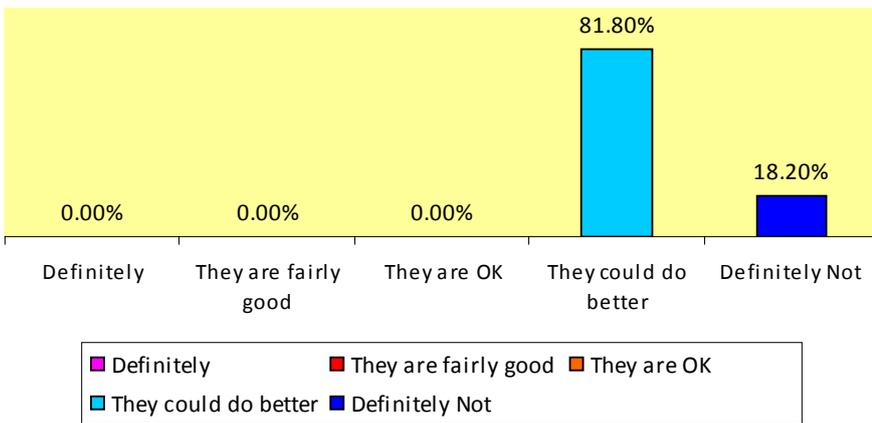


With a significant percentage of people watching video as part of their work, their opinions about how well businesses use video is clearly well informed. The overwhelming majority think business websites aren't using video well. Over half of respondents also expressed the view that their own business websites would be improved or definitely improved if they used video.

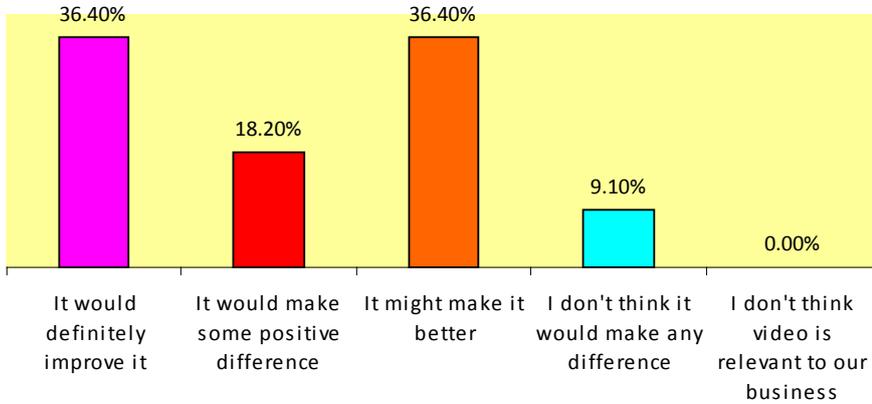
How likely are you to watch video on a business website?



Do you think business websites you visit make good use of video?



Thinking about your own company website, do you think it would be improved with greater use of video content?



The results of the business users' survey is consistent with other evidence of the growth of video online. In the UK alone it jumped by 38% in 2011.

These changes are the result of how we have come to accept the internet as part of every aspect of business. The upside is big. We know we can present our business professionally to an audience online. We also know it is a powerful research tool and we exploit this in all sorts of ways.

The downside is however, growing. We have become tired of having to read vast amounts on screen and we are increasingly resentful of websites which require reading huge articles or are 'clunky and awkward to navigate. Our response is to click away or read dutifully, but with less enthusiasm.

What's at the heart of this negativity is our increasingly short attention spans as web users. If it is not made easy for us, we move on.

This is borne out by the startling fact that only 10% of people read an article online to the very end and that the average stay on a website is only 48 seconds. .

Compare this fatigue with words to the response to video content, where 65% of viewers will watch the video to its end and a large number follow the 'call to action' message the video contains. It is for that reason weighing the value of a video's impact values 60 seconds of video as equivalent to at least 2,000 words.

Like the business survey's results, the facts seem to show a genuinely positive value amongst web users of video. On websites with video content, the time users stay on the site leaps to 5 minutes and 50 seconds. That is over seven times longer.

What are people responding to?

People are responding to video not simply because it is easy to digest. What video is doing is providing so much more and in an appealing format. The most significant thing is that it is adding personality to your business presence online.

In a video, you can see people, hear their voices, see how a product or service works, have the benefits explained. These are so much more difficult to communicate in any other way and, as we have already seen, long articles are a turn-off.

Easily the most powerful reason people respond positively to video is that they feel they are getting something of value to them. It is informing them in a smart, neat way and during their viewing they are able to decide for themselves whether they like or trust you - as a business.

So, it is the emotional response that makes video compelling. The way video connects with viewers is more subtle. Well produced videos include an element of enjoyment. As an experience it empowers viewers. Viewers are no longer being 'told and sold' what your business offers, they are having it explained and they are being informed.

The BBC's mission statement set out in 1926 was to entertain, educate and inform. It has served them well over the years. Now you too have the power to do that more effectively on your website.



The Production Process

“Making a business video has little to do with TV or Hollywood and everything to do with business communication and marketing your brand.”

In our *Beyond The Basics* section we briefly explained the key phases of the production process. Here we explain in more detail how this process works and how as a client and commissioner, you are a vital part of it.

Pre-Production

Any producer begins their involvement in a project with a conversation with the client to hear what they want produced. At this stage there is a lot which needs to be discussed. The producer needs to know what the purpose of the video is, what messages need to be communicated, who the audience is expected to be, what type of video is imagined by the client and what the potential opportunities are to gather material together.

The producer wants to get an idea of the time involved, technical needs and deadlines as well as music, voice over and any special graphics or effects.

This phase needs to be taken very seriously for a number of reasons:

- A producer wants to be sure that a client is realistic about what can be achieved and that the budget is there to deliver what is required.
- It is equally important that the producer can add their expertise to the client's brief and to advise on what is most suitable, what can be delivered to any given budget and, crucially, deliver the most commercially effective solution.

Without this conversation a project can quickly gather momentum without some vital aspects having been agreed. It is a recipe for dissatisfaction on both sides.

Producers have different ways of gathering what they need to be able to develop the project, but a specification document capturing the essential information will need to be produced. Our own Positively Video version of this record is on the following pages.

After getting a brief, the next step in the pre-production stage may involve research and creating a STORYBOARD. This is a document describing in words what will be included in the video, including descriptions of the kinds of shots, interviews and graphics as well as telling the 'core' story of the project.

The pre-production process involves a high level of collaboration with the client, ensuring the development of the storyboard remains on track. Of course no production can begin without the client signing off to an agreed STORYBOARD and PRODUCTION SCHEDULE.

The reality is that many productions do not need many of the extra elements, but it is important to make decisions like this early to ensure there aren't surprises further into the production which could cost time or money.

From a client perspective, you need to stay focused on what you want to achieve from the project and not be either intimidated or carried along by what often seems like an exciting project. Making a business video has little to do with TV or Hollywood and everything to do with business communication and marketing your brand.

Tips for clients in the pre-production phase:

- *Be clear with the producers about your needs.*
- *ask questions to clarify things in your mind. (It's your project and you need to understand in ways you and your team understand).*
- *Don't get carried away with the creative ideas if you have doubts. Ask and discuss.*
- *Don't allow your expectations to be greater than your budget or what a project actually needs to be successful. Sophisticated edits cost money and you will run the risk of blowing your budget completely.*
- *Be clear if things do change in ways that might affect the production. Whilst it is always possible to change a production, a producer needs to know in case there are extra technical needs or it affects plans in other ways.*

PROJECT SPECIFICATION

Client:

Date:

PROJECT NAME:

CLIENT INFORMATION:	
Company Name:	
Address	
Tel:	
Principal Contact:	
Direct Tel:	
Mobile Tel: Email:	
Billing Contact:	
Billing Tel: Billing Email:	
PROJECT INFORMATION:	
Purpose:	
Format Type(s):	(e.g. Broadcast, Web, Presentation)
Recorded/Live/Both:	
Budget:	(if known or allocated)
Primary Location:	
Other Locations (1):	
Other Locations (2):	
Date(s):	

PROJECT SPECIFICATION

KEY MESSAGES TO BE INCLUDED OR CONVEYED IN PRODUCTION:	
Main Message:	
1.	
2.	
3.	
Other Key Messages:	
1.	
2.	
3.	
4.	
MOOD, PACE, ATMOSPHERE:	
Notes:	
OTHER CLIENT REQUIREMENTS FOR PRODUCTION:	
Notes:	

PROJECT SPECIFICATION

OTHER PRODUCTION INFORMATION:	
Music:	
Type:	<i>(Commercial/Library/Commissioned)</i>
Narration/Presenter:	
Description:	<i>(Voice Over Artist/Company Employee)</i>
Graphics:	
1.	
2.	
3.	
4.	
Library Video needs:	
1.	
2.	
3.	
CAMERA AND LIGHTING:	
Camera:	
1.	
2.	
3.	
4.	
Lighting:	
Any Other Technical Needs:	
	<i>(Chromakey/Props/Backdrops etc)</i>

PROJECT SPECIFICATION

KEY EVENTS, INTERVIEWS AND ACTIVITIES:	
Events:	
1.	
2.	
3.	
4.	
5.	
Activities:	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
Interviews:	
1.	
2.	
3.	
4.	
5.	

Production

The production phase in making a video is the moment recording material begins. From the producer's perspective this is the moment they are beginning to turn the concept captured in a storyboard into the video you will see at the end.

It is the moment location filming can begin, capturing interviews, filming activities, general shots of your business, product, event, service or activity. Here the crew will be relying on the agreed storyboard to structure what they want to capture on video. But not exclusively. A good creative team will be alert of opportunities which come along even if unanticipated. It is a time when the producer is trying to keep focused on the shooting schedule and the storyboard, but must be open to things either proving impossible or difficult and requiring a change.

For example, a key speaker may be unwell and unable to attend. A replacement may be needed, briefed and then interviewed. It may be that the location is too noisy or that the hoped-for activity does not happen as expected.

This is where a cool production head is needed. From a client's point of view it is good to maintain a dialogue with the producer so you are part of the solution-finding. Understanding problems and sharing is a far better way to resolve them and avoids filming opportunities being lost and time being wasted.

We will talk about different types of production later in the guide, but it is worth pointing out that in shooting video it is normal for far more to be filmed than will ever be used. It doesn't mean that there will always be loads of high quality material that can be used for other purposes later, or even that a wealth of material filmed will end up in the finished video. Remember, this is making the most of an opportunity to capture material. The purpose is to make sure everything needed is recorded when the crew is on location. Different camera angles may be filmed of the same activity to enable a sequence to be cut in an interesting way later on. Some shots may not quite work and need to be captured several times to get the best possible shots.

During this location filming you could have a number of people from the production company involved.

The smallest crew is a single producer-camera operator who will manage everything single-handed. For simpler shoots this works very well. For more involved productions or where the location provides challenges at least two people will be in the crew: the camera operator and a producer. The number of others who may come to be involved increases with the complexity of the production (extra cameras, sound engineers, lighting specialists etc.).

Tips for clients about the production phase:

- *Make yourself and any key people available to the producer*
- *Make sure the people you know are to be involved know what is happening and what they are expected to do*
- *Make sure you and any other people being interviewed know what key messages you want to be included*
- *Be prepared for the consequences of having a video production crew on site. They are there to get a job done and it can be a disruptive process at times. You may need to adjust timings or other activities to enable the crew to get what is needed.*

Post Production

Once the location filming is completed, a video project heads into its post-production phase.

You will have probably found that the location filming involved a large amount of input from you and your team. Oddly, post-production is less visible to you as a client.

It is the time when the story takes its finished state. The location video material is mixed with other content such as graphics, photos, voice-over and music. The main work is done by an editor and producer. The craft they apply shapes the story originally shown in the storyboard. It can take time and at different stages you may be shown 'rough-cut' versions of the video. Once the basic structure of the story is finalised, captions and other graphics will be added, the sound mixed and the video completed.

Your producer will want to be sure that you have approved it and signed-off on the production before converting the edit to the versions you need to show on your website. This is called authoring with different versions produced in different formats according to the way they will be shown and used.

Tips for clients about the post-production:

- *Give clear feedback and ask questions about what you are looking at.*
- *If it is a rough edit you are looking at, make sure your producer is clear about what it is they want feedback on. It is reassuring at the very least to understand when some elements are still missing or it doesn't look as 'smooth' as you may have hoped!*

Promotion

Once you have a completed video, it is time to publish it online. There are several different ways of doing this, including uploading the video to YouTube or Vimeo and embedding a link to your site.

With content available to be seen, you have a marketing asset in place and you can start to promote it to your target audiences. Some of this may fall to your own team, your PR consultancy, web team, marketing agency or video production team.

What is certain is that video will not promote itself. Linking to your video in e-shots, newsletters and bulletins, on Twitter, Facebook, LinkedIn as well as using online press releases to news sites for your industry or market will all help to promote it and get people coming to your site.

This guide won't go into great detail about promotion, but its importance cannot be underestimated.

Tips for clients about promotion:

- *Don't wait until after you have a video before you begin to plan your marketing and promotion. There is no point doing a video if you haven't got a plan to make it work for you.*
- *Think about how you can use your resources best to promote the video (and your business). Think of it as a campaign, or if several videos are going to be produced, think about how you can make use of the videos over time. Planning is never wasted.*



Planning for online video marketing

“You need to balance what your budget can achieve with your objectives and tailor a programme of video which can be rolled out over time.”

Planning pays off

In the previous section about the video production process a lot of single project essentials were covered. As we have explained, the real value in video online is achieved by getting away from thinking about a video for your website and instead considering video content as part of a broader online presence. This means framing your use of video as a marketing tool and building a sustained and consistent presence.

Setting your business objectives

As with any marketing activity, you need to be clear from the start what you want to achieve. It can help to note this down and to capture the milestones you will pass on the way.

Once clear, you can move on to considering what should be in a marketing plan which you will build around your video content. Here you need to consider how you can make use of the web and social media, email, networking, events, conferences etc., Be sure to identify your target market and audiences.

Be realistic about the resources you have at our disposal. You will want to make sure you have the capacity and time to make the best of the content you are creating.

Types of video content

Next, you need to begin planning what kind of video stories you want to include. Here, you need to balance what your budget can achieve with your objectives and tailor a programme of video which can be rolled out over time. This is important if you are to make the right impact and focus on the right things for your target audience. For instance, promotional videos are more complex to produce than simpler video blog content. If you are working to a tight budget, you may decide to plan around a single promotional video and follow it over time with a series of video blogs. These can even be recorded at the same time, saving on cost.

Deciding on your topics

The next stage is to identify what your subjects and stories or themes are going to be. If your business has key events or your customers tend to buy at certain times of the year, consider how you can tailor your stories to these moments. You may also consider topics which can allow you to demonstrate your skill or expertise.

With your ideas, it is a good time to speak with your video producer who may have other suggestions and will be able to help you shape something which best fits your budget.

Promotion activity

With objectives, target audiences, key message, stories and content all agreed, your main focus should be on planning in greater detail the activities you need to make the videos effective as a key marketing assets. If your budget is tight, then work around the best times of the year to reach your target market, be more sparing at slacker times of your business year and spread the addition of new video content over time to spread the costs or make you investment last longer.

Types of video

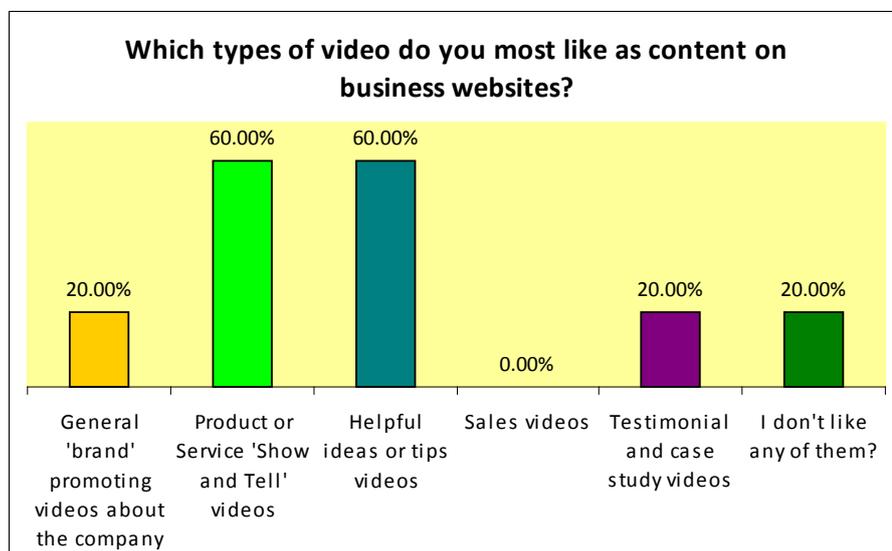
How do I know which style of video to choose?

This section explains what types of videos can be used online.

In our survey of businesses, the most popular types of video were 'Show and Tell' videos and tips, hints and ideas videos. Sales videos were universally disliked, but brand promotional and testimonial videos were also appreciated.

At Positively Video, we consider that opinions about different types of video largely depend on what the audience has already seen. A bad video of any type will be viewed negatively. A good video will get a favourable reaction and will be effective.

Choosing the right style of video comes down to matching the production to the commercial needs, marketing priorities and to the audience you are seeking to reach.



Other issues to consider

There is one 'elephant in the room' when it comes to video. Who, if anyone, is right to deliver your key messages?

Very often it is assumed that the CEO or business owner will do the best job. That can be a mistake, but may not be avoided. If you involve a producer in the process, they may have good arguments which a senior executive will hear and respect.

Equally well, in small businesses, there is often a reluctance to be on camera at all. It is perfectly possible to record great content without anyone having to stare down the barrel of a lens. It is perfectly possible to adopt an approach to filming to suit both the natural performer, the reluctant but good performer and the more timid. It will pay off to be candid about the competence of people you think should be appearing in a video. so that the right approach is adopted.

Styles of video you can use

The list below could be considerably longer, but we have selected the most common styles of video used in businesses today.

<i>Video Style</i>	<i>Duraton</i>	<i>Content</i>
Brand Promotions	60-90 sec	Introducing your business, telling audiences about your business, how it works and what it does. This kind of video is ideal for home pages
Show & Tell	60-90 sec	Show people what you do, how you do it etc.,
Tips & Hints	60 sec	Share knowledge in short tips or snippets of advice
Thought leadership, Expert opinion	60-90 sec	Suitable for professional servies or specialists to demonstrate their mastery
Video blog	60-120 sec	Short, simple and friendly reflections of topics relevant to your business or sector
Sales video	30 sec	Proceed with caution! You are telling and pushing. Tend to be punchier in style
Event	60-120 sec	Capture highlights of an event - to share with a wider audience
News Report	60-90 sec	An in-house news style report on a product, event, launch or service using interview clips and video, graphics etc.,
Launch video	90-180 sec	Tend to be pacy, exciting. Explanatory, using music, graphics etc.,
Look around	30-90 sec	Relatively simple format used frequently by hotels, estate & letting agents
Testimonial	30-60 sec	Customers, clients and users talk about your business and how it has helped them

Quality, Quantity and Effectiveness

So far, we have talked about video production without talking about the quality, quantity or cost. If you are new to using video in business you may well think that costs are either prohibitive or minimised by taking a DIY route to get what you want.

So, first a brief word about professional video production.

The professional video industry

The commercial film and video industry has been around for as long as the technology. It is not long ago that venturing into corporate video was indeed extremely expensive. The results were often mixed. High-end productions were high end investments and looked fantastic. they still do.

There is now a new type of video producer who uses the capabilities of new lower cost technology to produce much more affordable video. The cameras are very flexible and smaller; digital editing has made it easier to produce good quality videos. However, technology cannot cover for a lack of creativity or an inability to connect with client's needs. The technology enables all sorts of effects and techniques, but in our experience, many are applied to productions gratuitously. From a client point of view, this is unwelcome as it often covers for a lack of understanding and can come at a cost.

As a result, choosing a video producer to work with is an important decision. For the on-line video market we recommend a more direct approach to production is frequently the best route. Art for art's sake has little place when you have commercial objectives.

Finding a producer who is right for you can be time consuming, but it is best to be sure before you commit.

The DIY option

Its appeal is obvious: it is cheap. The pitfalls are, however, huge. There are very good cameras for small format videos which most people can handle. What is harder to achieve is the quality which does justice to the high design effort which has gone into your website and the esteem of your brand.

It is easy to undermine your reputation by placing poor quality video on a stylish-looking website.

From a technical stand-point, you need to be able to shoot, capture sound and then be able to edit to a high standard if you are going to maintain the quality of your other marketing communications.

If you have no option but to record something for yourselves, it is advisable to at least get it professionally edited. Examples of this are important parts of a story which can only be recorded by someone able to get there (a remote or dangerous location). By working with a producer in advance, some practical and technical advice can minimise the risk of producing poor or unusable footage. That is not always possible, but a realistic producer will do their best to incorporate client-shot video.

Ultimately, DIY comes at a cost which in the long run outweighs the investment in using professional video producers.

www.macraecommunication.com

twitter: [positivelyvideo](https://twitter.com/positivelyvideo)

