

How to get started on
making videos with **impact**
for your business

My **journey** in video

Why **video**?

Share your **message**

Build **strong** connections

Reach more people

Make more **impact**

**In case that
wasn't enough!**

Facebook videos receive on average **135%** more organic reach than a photo

**Native videos on Facebook
have 10x higher reach than
links to YouTube**

Facebook users gaze at
video **5x** longer than
static content

**Having video on your
landing page can increase
conversions by 86%**

Why **not** video?

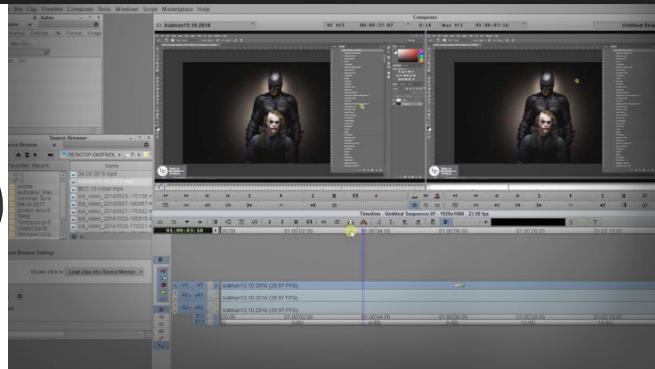
I don't have the
confidence

I don't have
the **skill**

I don't have the **time**

Let's **rewind**

Old school video



Today



Today is the day

How can you start
Gaining **results** with video?

Explainer Videos

- Generally 60-90 seconds (but can be longer)
- First thing audience sees when they arrive
- Offer insight as to what people can expect
- Start building a relationship
- Saves you time explaining your services
- Can increase conversions by 86%

Social Media Snippets

- 5-15 seconds
- Hook audience in
- Drive traffic elsewhere
- Great for repurposing content
- Saves you time having to think of other content to create

Social Media Videos

- 5-60 seconds
- Quickly share a story or idea
- Drive traffic elsewhere
- Immediate connection with audience

Product / Service Videos

- 30-60 seconds
- Offers insight about specific products or services
- Helps your customer make an informed decision
- Saves you time from having to explain in a phone call or email

Testimonial Videos

- 15-60 seconds
- Offers audience first hand experience of your product
- Helps to build relationship with your brand
- Audience are watching someone with similar challenges

Internal Training Videos

- No specific duration
- Great for recruitment
- Saves time

FAQ Videos

- 15-60 seconds
- Answers regular questions
- Saves time having to repeat
- Builds a connection with your audience without having met them

Where to start

Explainer video

Planning your video

What am I
trying to
achieve?

Who am I
trying to
reach?

What is my
message?

When and
how
should I
post it?

People only watch a
THIRD of a video on
average

Key points

Put your key
message
across in first
third

Keep it short
and sweet

Be yourself

Speak directly
to your
audience

Focus on how
you can help

Structure of video

Your WHY

Your HOW

Your
WHAT

Call to
action

The power of **BULLET POINTS**

How to record Your video

The **F.L.A.B.** Rule



F = FRAMING

L = LIGHTING

A = AUDIO

B = BACKGROUND

@tomfordhamvideo

Framing

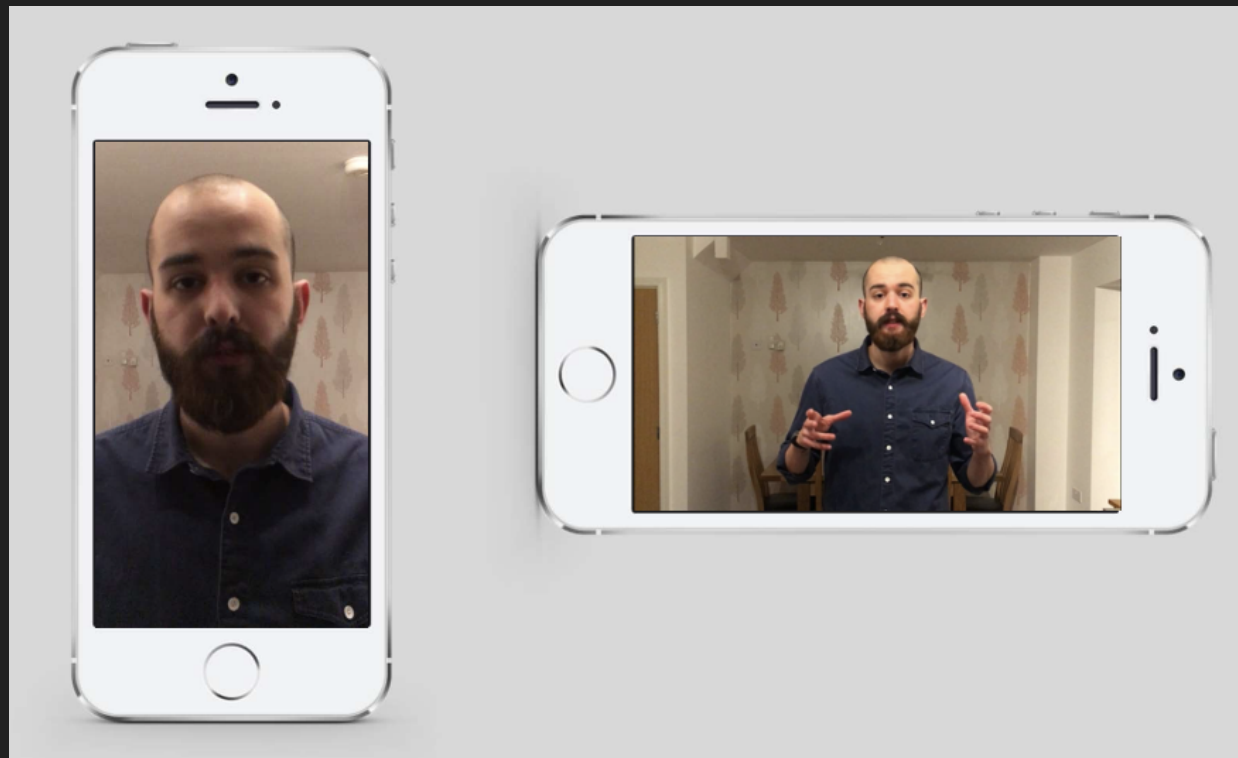
No Tripod? DIY Hack



Buy a tripod! - £15-30



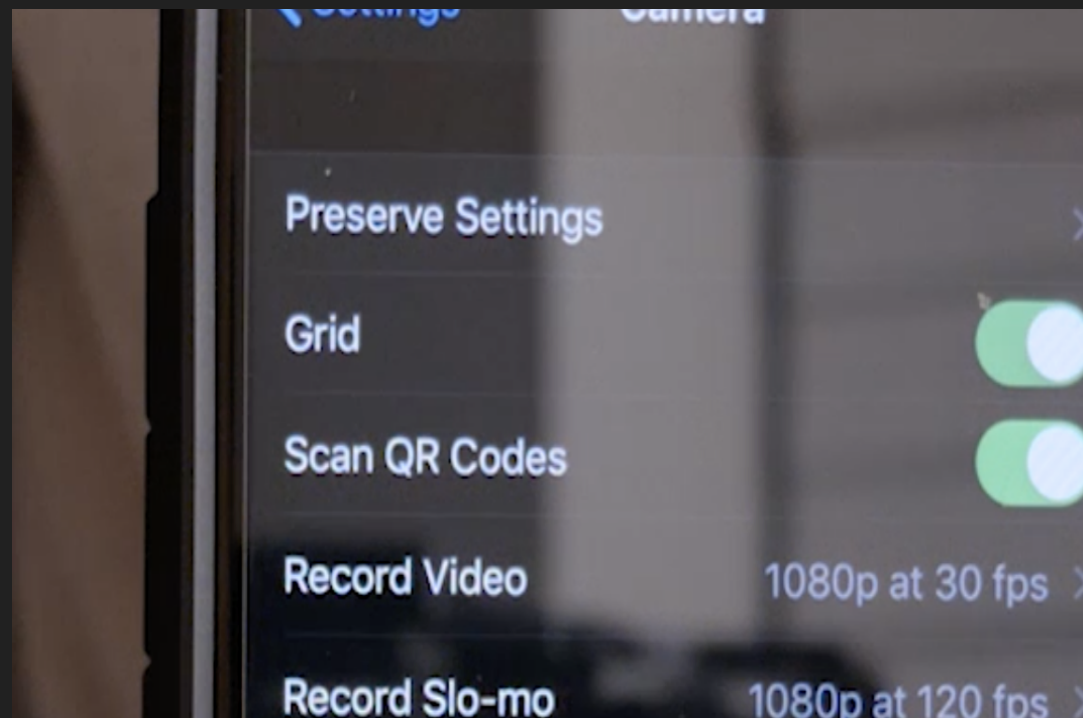
Portrait vs Landscape



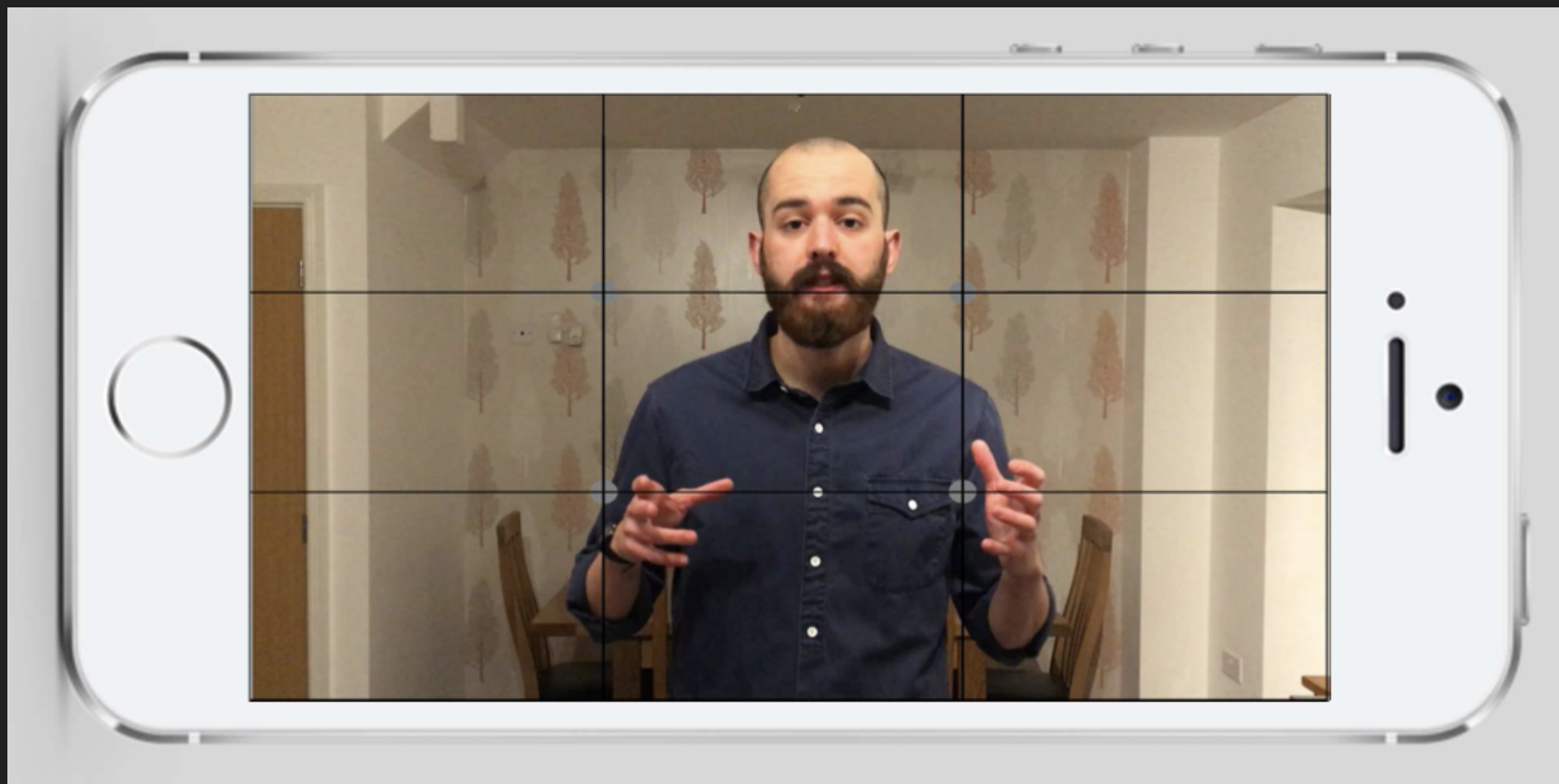
Repurposing



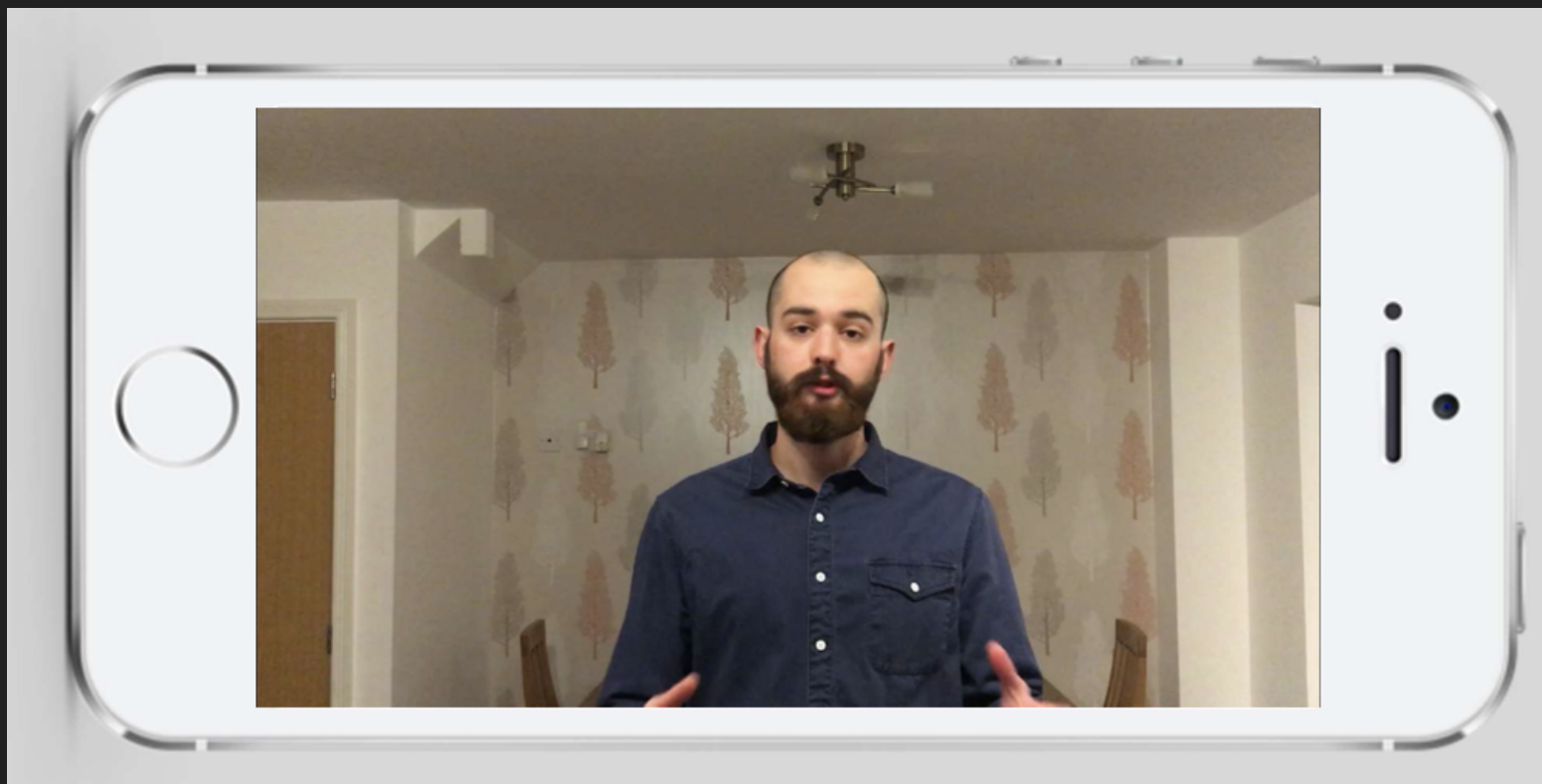
Switch on Grid Lines



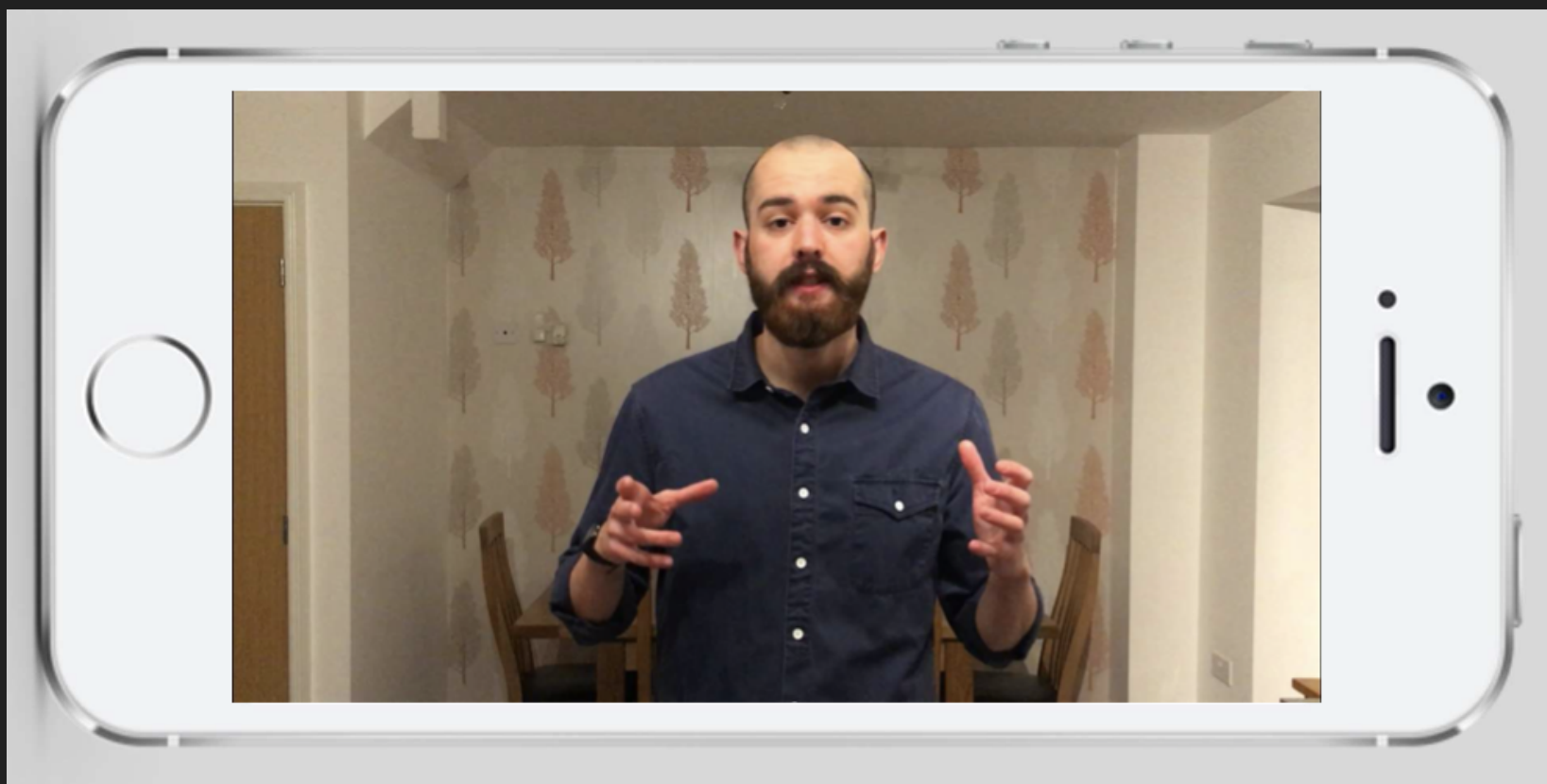
Grid Lines



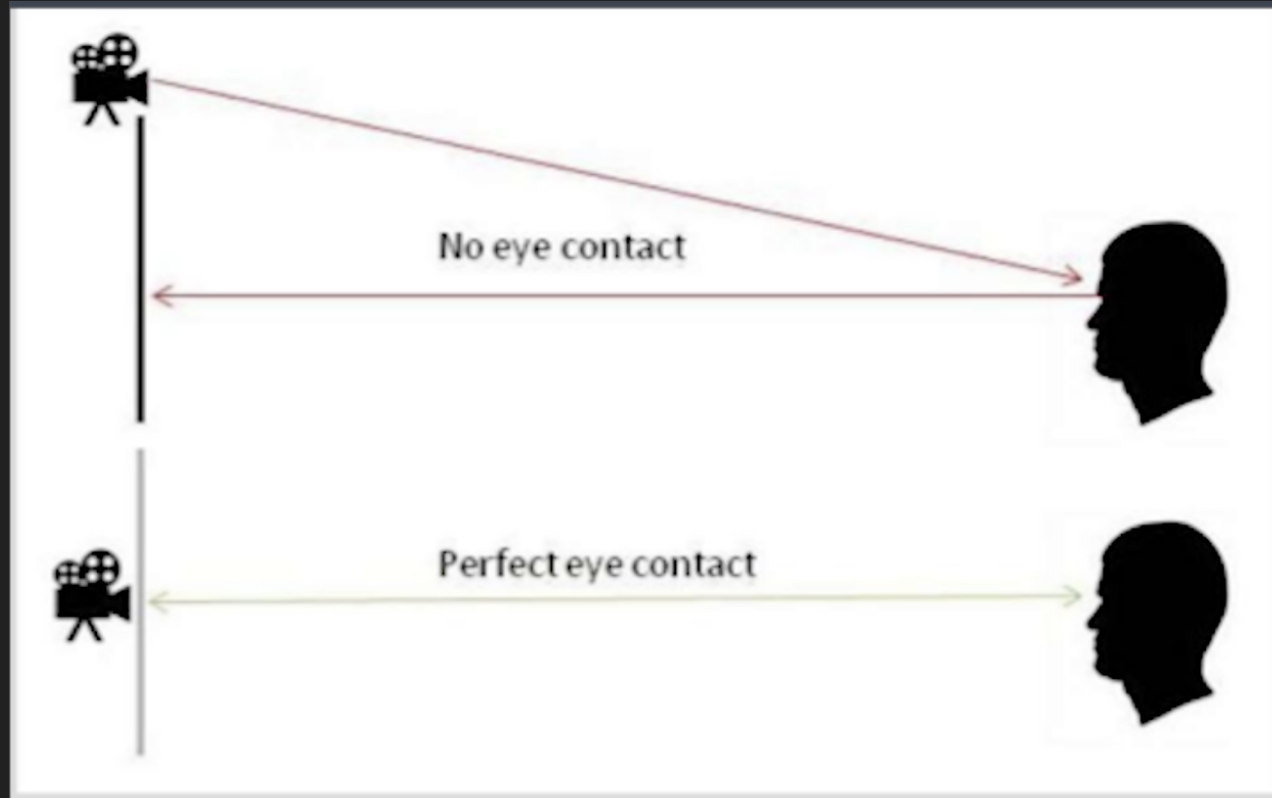
Bad Framing



Good Framing



Eye Level



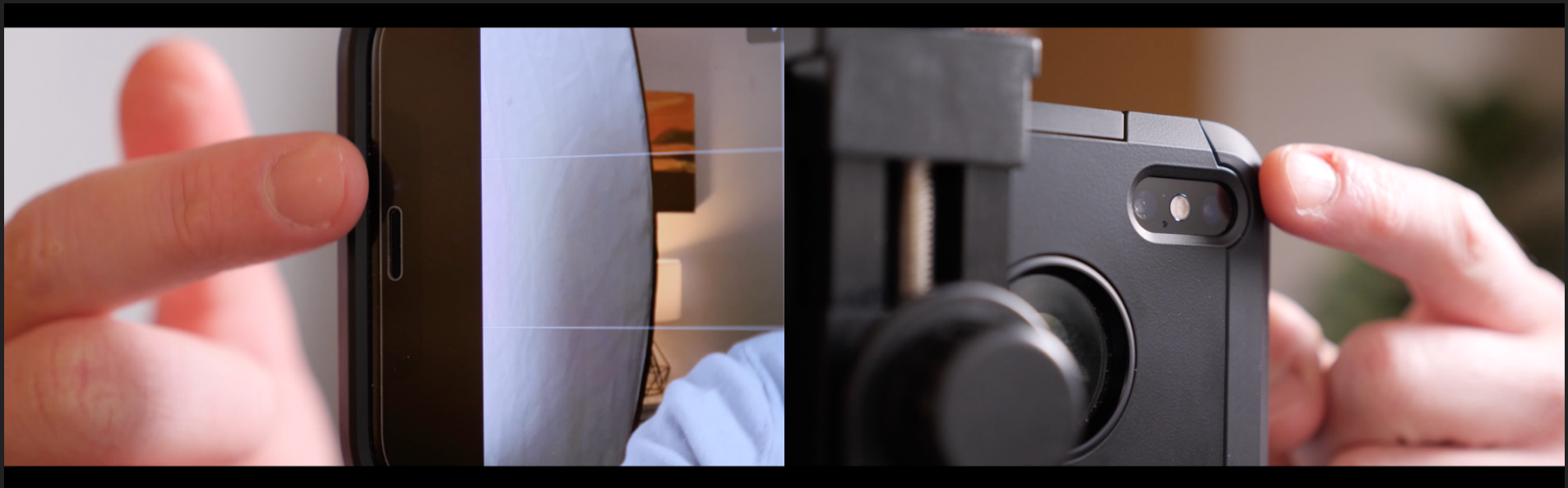
Looking Down



Looking Up



Front Facing Vs Backfacing

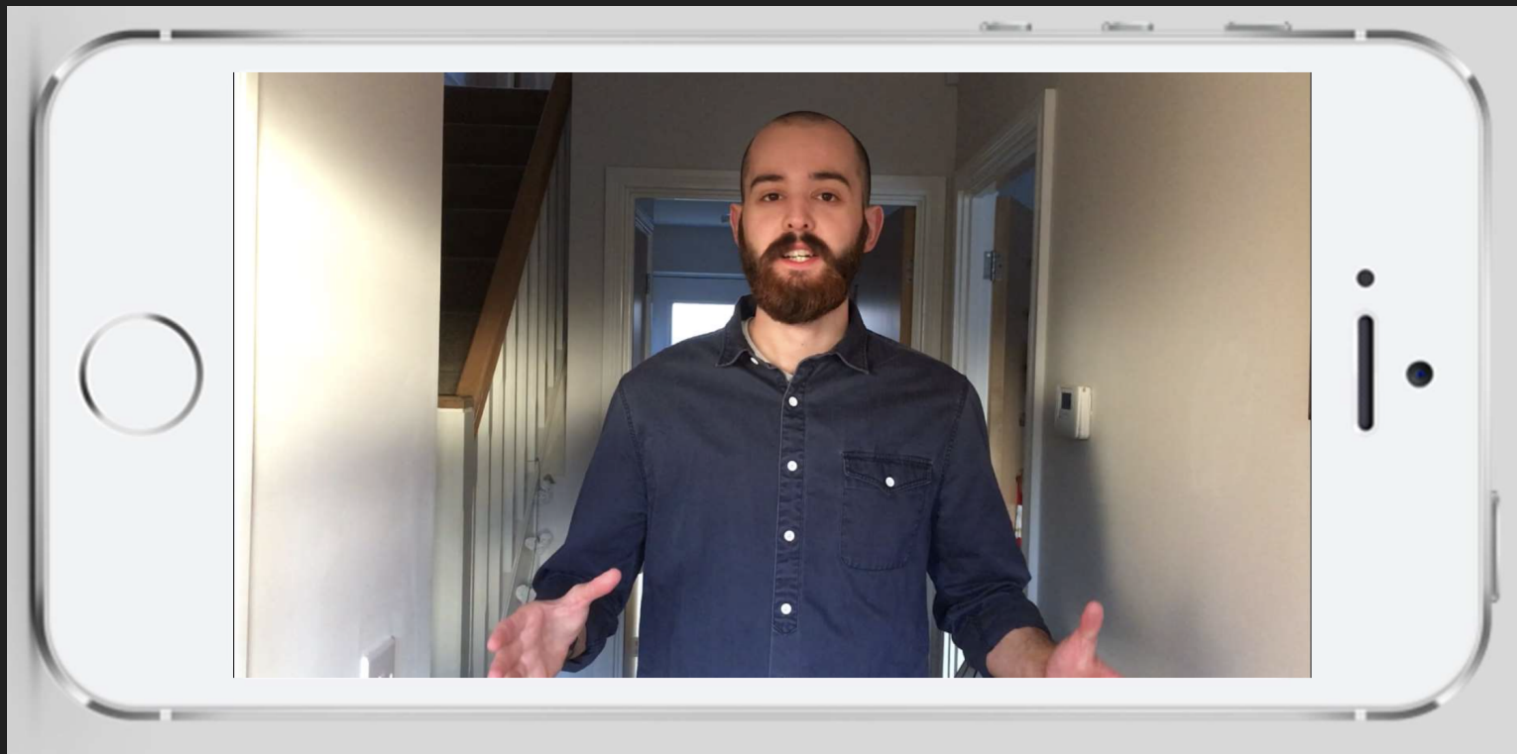


Not looking at your audience

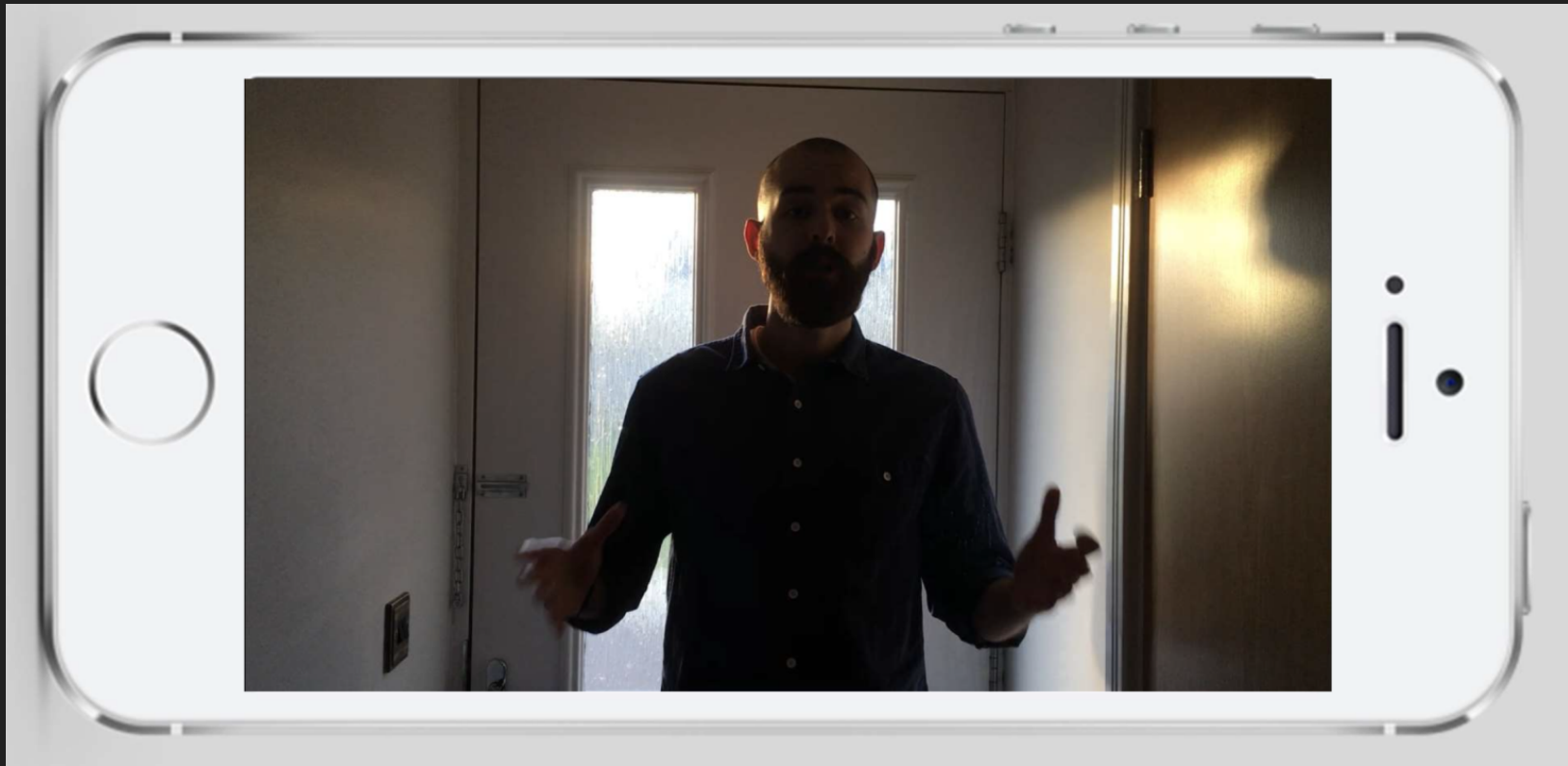


Lighting

Make sure to face the window!



You DON'T want this!



Same applies when outside!

Softboxes - £30-100



Ring Light - £20-50



Audio

In-built Microphone

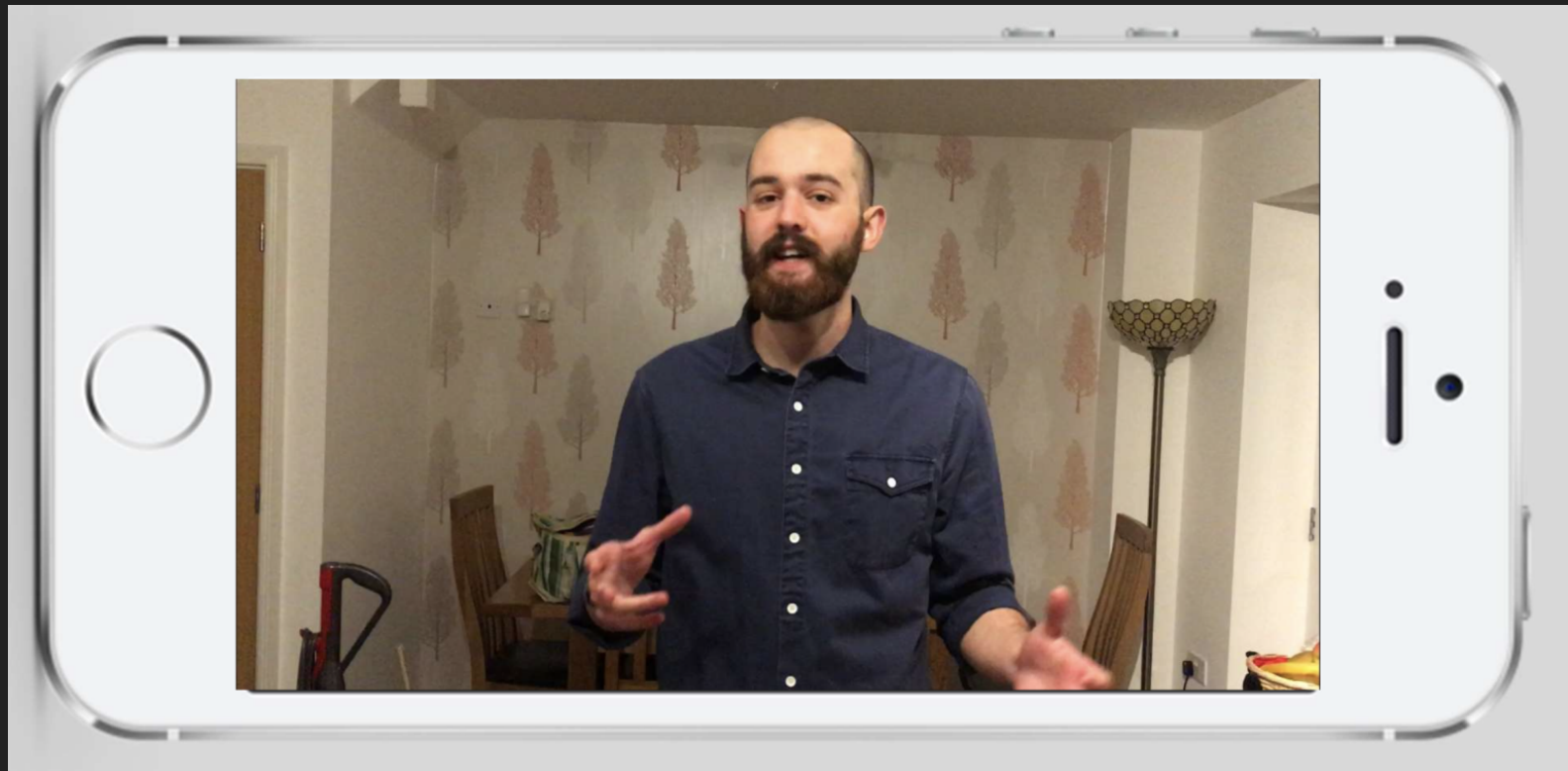
Using Headphones

Using a Lapel Microphone - £15-30

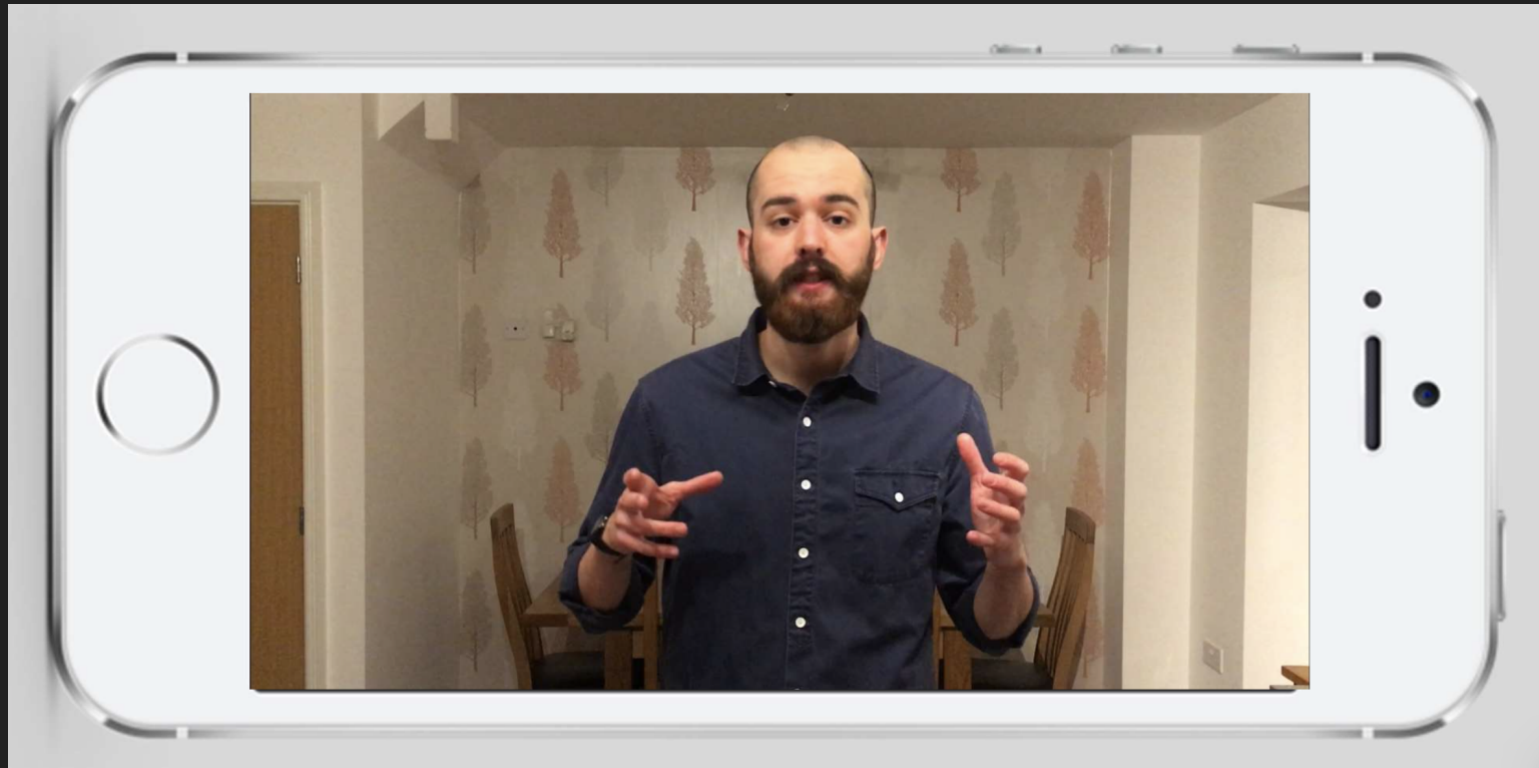


Background

Cluttered Background



Clean Background



Dressing your background



White Backdrop - £40



So You're Set up?



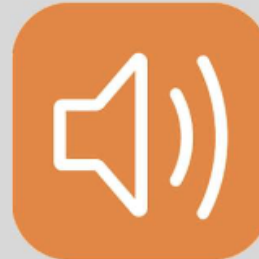
Don't leave too much headroom and keep the camera at eye-level!



Get rid of clutter!



Stand facing a window!

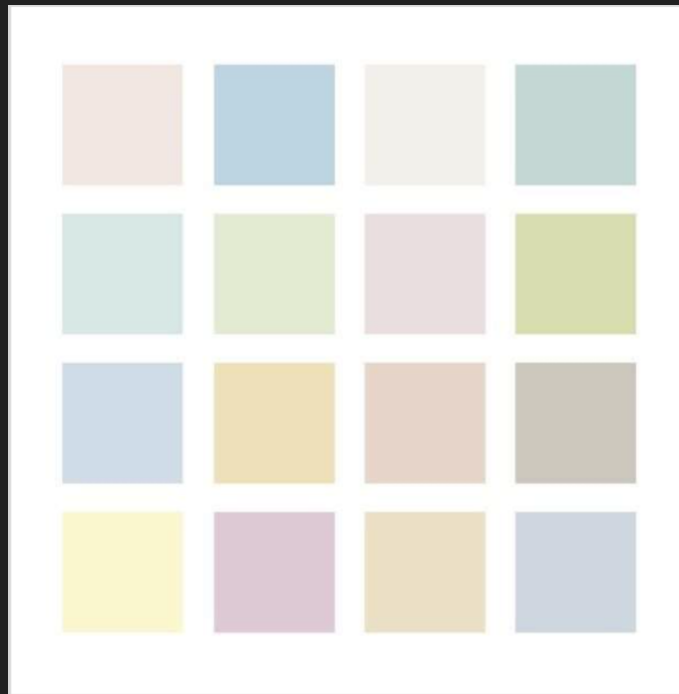


Find a quiet spot and close the windows!

What To Wear

Clothing

The Good!



Closing

The Bad!



Confidence on Camera

Warm-Up Tips

Stand in front
of the mirror
and pull funny
faces

Spend 5
minutes doing
breathing
exercises

Shake out,
perform neck
rolls, jump up
and down,
scrunch your
face

Focus on your audience



Confidence Tips

Start by talking
about a
passionate
subject

Spend 10 mins
doing
something that
relaxes you
before

Imagine you're
talking to a
customer /
person in need

Delivery

Delivery Tips

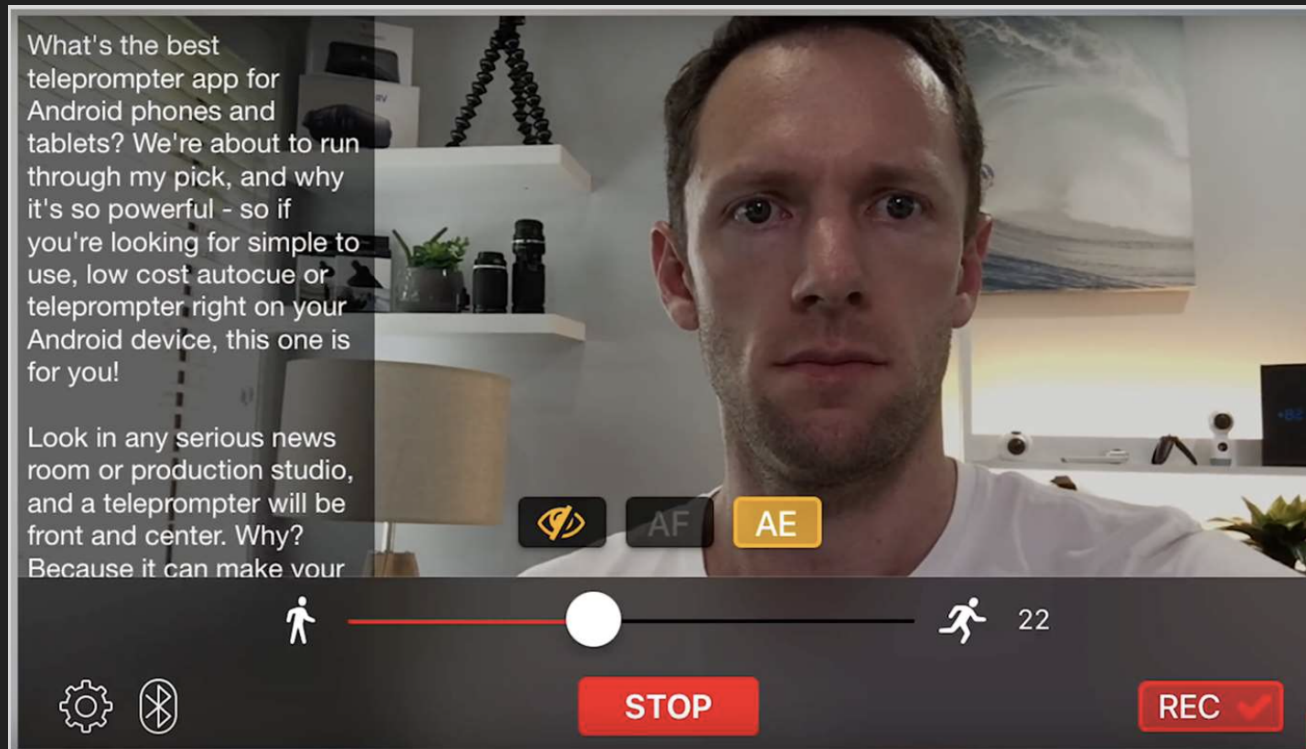
Practice in
front of the
mirror

Stand with
your arms
at your
chest

Be
enthusiastic
and SMILE

Don't worry
about
nailing it in
one take

Teleprompter









Editing


Packaging Your Video


Keep your caption short


Add a title for your video here... ↑ 100%

 So what can you expect from my training sessions? Let me tell you...


    



 **Tags** Start typing tags to help people discover your video (e.g. cat, sport, piano)





 RF Social Next


Add Video


 **Video details**
Add details to your video and create your video post.

 **Thumbnail**


 **Subtitles and captions (CC)**
Add subtitles to your video in multiple languages.

 **Polls**
Ask questions during your video to find out what your viewers think.

 **Tracking**
Add labels to help you manage and search for your video.

 **360 Director tools**
Add more detail to your 360 video with guide points.

**85% of videos are watched
without sound**

Adding your subtitles




Create an engaging thumbnail

Why I Love To Teach Social

100%

So what can you expect from my training sessions? Let me tell you...

Tags Start typing tags to help people discover your video (e.g. cat, sport, piano)




RF Social

Next

Add Video

Video details Add details to your video and create your video post.

Thumbnail 

Subtitles and captions (CC) Add subtitles to your video in multiple languages.


Polls Ask questions during your video to find out what your viewers think.


Tracking Add labels to help you manage and search for your video.

360 Director tools Add more detail to your 360 video with guide points.

Add key words


Add a title for your video here... 100%


 So what can you expect from my training sessions? Let me tell you...



Tags


- Facebook
- Digital Marketing
- Business
- Workshop
- Small Businesses



 RF Social Next

Add Video

Video details
Add details to your video and create your video post.

Thumbnail


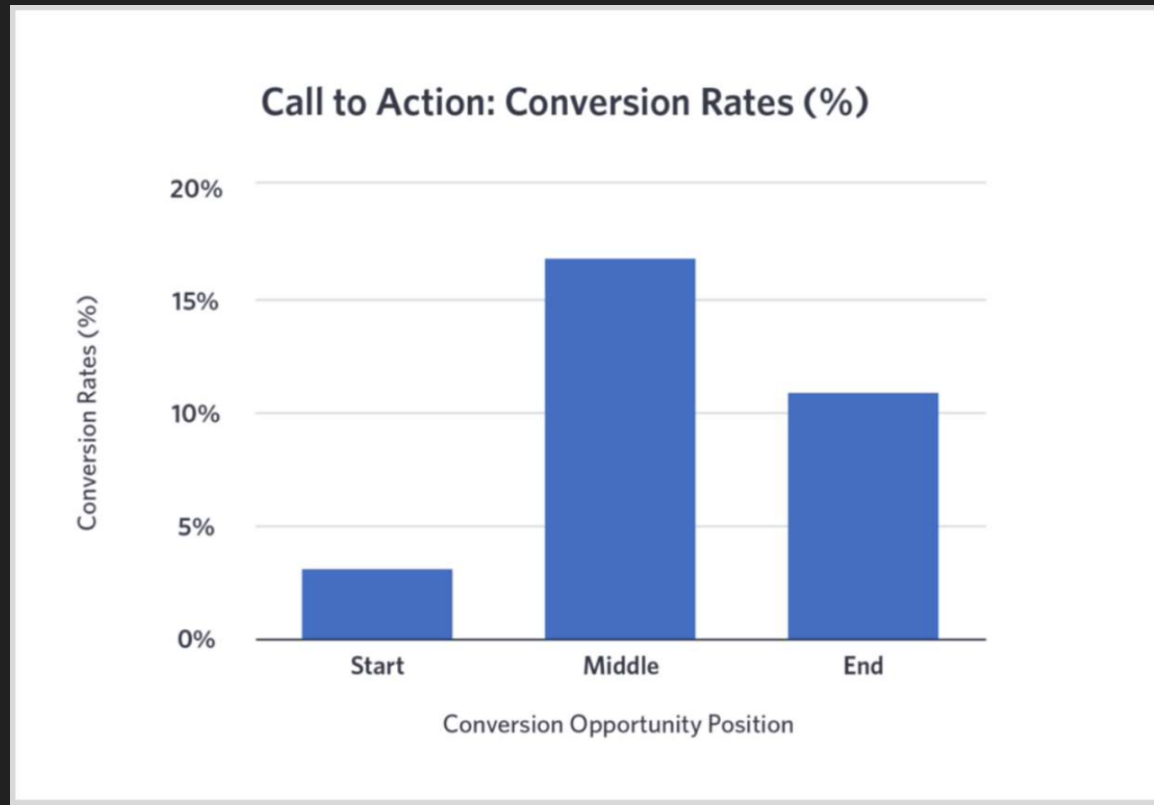
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Tracking
Add labels to help you manage and search for your video.

360 Director tools
Add more detail to your 360 video with guide points.

Add a CTA




Engage with audience



Check your analytics

Post details

Video Post Shares



Performance for your post

🕒 Minutes viewed	2,751
👤 3-second video views	9,552
👤 10-second video views	3,026
📺 Average video watch time	0:03
📊 Audience retention	
👤 Audience and engagement	

OET: OET Video Contest...
Did you take the updated test in September or October? Have you got something to say? Make a video that tells us what you think and you could win a \$200 voucher. Participate here: <https://www.occupationalenglishtest.org/video-contest/>

0:55 · Uploaded on 06/11/2018 · View permalink · Copy video ID

This video is used in 1 other post

Total views: 9.5K

Top tips

- 1 **Get your message across in first third of video**
- 2 **Short and sweet**
- 3 **Be enthusiastic**
- 4 **Mantra: Framing, Lighting, Background, Audio**
- 5 **PLAN!**
- 6 **Be yourself, and try to have fun!**