

Digital Video Creation!

James Tew



About Me



Who is James Tew?

- Father of four daughters
- Videopreneur (since mid 2015)
- Online marketing since 2011
- Navy veteran of 8 years
- entrepreneur.com contributor
- Wine and cheese lover!



Enough about me



Let's talk about video!



Video is probably something that you've thought about as a part of your communication strategy.



And for a good reason!



Here's some stats

- YouTube is the second largest search engine on the internet
- By 2019, 80% of internet traffic will be video content
- 75% of senior executives surveyed by Forbes watch business-related videos at least weekly
- More than half of senior executives share business related video weekly



But it is not just the fact that the C-Suite is watching content

- Video is engaging
- Blog posts/announcements with video content encourage users to stick around for 88% longer than just written content
- Social networks are rewarding unique video content
- Easier to share your message
- Body language makes up a large portion of our communication
- Demonstrations and presentations easily shared



Video has helped me become a contributor to major publications



**And it is a perfect strategy
for media releases and
announcables**



All this is good and all but....



**there is a number of road blocks
that stop organisations from
using video in their strategy**



Some Roadblocks

- “I’m not good on camera” or “I don’t want to be on camera”
- “I’m not a videographer and I don’t know how to edit”
- Equipment is expensive and we have a tight budget
- “We don’t have the time to produce video content”
- Not sure what content to share via video



All valid concerns except...



They're not that valid



Let's talk equipment for a minute



Equipment

- Smartphone
- Tripod (\$25 - \$50)
- Smartphone clip (\$4)
- Rode Smartlav+ (\$70)
- A can-do attitude



But what about lights?



Use a window!



There really isn't any excuse that
you can give me that is valid IMO



**But if you want more
info about equipment**



<http://jamestew.me/forpurpose>



Now let's talk content



The biggest source of content is
your audience!



We all keep track of news that is
interesting to our audience



**Use video to add your
organisation's
perspective**



Or use FAQs on your website



The point is



Content ideas are everywhere!



Here is my suggestion



Use a spreadsheet

- Three columns; Topic, Objective, Why is it important
- Write every idea down
- Review once a week to once a month
- Highlight topics that need more work
- Move the topics you've used to another sheet



**Once you create one video,
it starts to get a bit easier**



And you'll see the return on effort for
the time you've invested into video
very quickly.

