

# THE *Do it Yourself* GUIDE TO WEB VIDEOGRAPHY



Quality videos can make or break your online presence and even your brand's reputation.

But what if you don't have the budget to produce professional grade videography? You do it yourself!

A quick look around on your favorite websites and social accounts usually reveals that killer photography or videography is at the heart of aesthetics. No amount of editing can make things look great without some of the right elements from the start.

But don't stress, your mobile phone's camera will probably suffice in most cases. Here's a quick guide to help you make some outstanding videos for your company's online marketing.

## HERE'S WHAT WE COVER:

- 1 Tips From The Pro:  
Craig Kotilinek
- 2 Types of Marketing Videos
- 3 DIY Video Best Practices



## Tips From The Pro

This guide is a collaboration with my great friend (and tennis nemesis) Craig Kotilinek, founder of CSK Creative in Orlando, Florida.

Craig is highly regarded in the commercial videography space with a client roster including the likes of the US Coast Guard, Malibu Boats, and Hewlett Packard.

I can't think of a more qualified resource for some helpful videography tips to help you showcase your organization.

If you're still on the fence about whether video is a good move, here are a few important things to consider:

### 1 Search Engine Ranking

Video search engine optimization (VSEO) data shows that strategic video production leads to more backlinks than text over time - boosting authority and improving site rankings.



Craig Kotilinek is founder and owner of CSK Creative.

### 2 Youtube

Next to Google, Youtube is the world's largest search engine. 95% of all internet users watch videos on Youtube.

### 3 Google

Google is the largest search engine, and it owns Youtube. The End.

# TYPES OF MARKETING VIDEOS

## 1 Testimonials

These are absolute gold when it comes to building customer trust and boosting your conversions. A written testimonial with a picture is great, but it's nothing compared to one of your actual customers telling other potential customers how amazing you are. A picture is worth 1,000 words, but in this case a video is worth much more.



## 2 About Us

Is your business unique in some way? Of course it is! Everyone's business is unique, and it deserves to be showcased. Walk people around your salon and introduce the stylists, or show customers your new printing press—whatever it is, it's more engaging when it's on video. This also works well with businesses that are hard to understand like wealth management firms or IT solutions.





# TYPES OF MARKETING VIDEOS

## 3 Recruiting

This is similar to about us, but it's specifically targeted toward your next employee of the month. The world doesn't know how fun your HR staff is until you show them! No one realizes what a great place your construction company is to work at until they see the video! You get the idea.



## 4 Product/Service Overview

You see these every day in the form of commercials and you can DIY your own too. It doesn't have to be anything fancy, you just need to show the consumer the benefits of using your product over the competition. Do you pride yourself on your customer service? I know we do. Does your jewelry have a tangle-free chain? Do your dog groomers keep the pooch extra-clean for longer? Let your public know!





# TYPES OF MARKETING VIDEOS

## 5 Training

This is really where the DIY video can shine. Instead of training each individual employee, you can train them all at once with a video while you get other things done.



## 6 FAQs

Frequently Asked Questions are common on just about every website, and instead of having a written response, you can let your customers get to know you and your staff with video. Just make sure your questions are resolving real world problems that your target audience is truly interested in.





# TYPES OF MARKETING VIDEOS

## 7 Office Tour

Your dental practice, industrial warehouse, or law firm's Class A office space might be the best in town, but nobody will know about it if you don't show them. Nothing fancy, just the highlights of what makes your space special.





# D.I.Y. VIDEO BEST PRACTICES

(DO IT YOURSELF)

## 1 Stability

A good video is generally a stable video. Using a tripod or just trying to focus on smooth movements will almost always get you a better video. There are all kinds of smart phone holders that attach to tripods (or almost anything, for that matter) that are really inexpensive, and the result will be a much more professional video.



## 2 Eyelines

Eyeline makes a big difference in video (where the subject is looking). If you're going for a genuine, heart-to-heart type of message like a testimonial or a message to your customers, looking into the camera's lens is almost always going to be best. Looking off-camera might come across as disingenuous. While we use it often in an interview setting at the professional level, looking off camera is generally not the best option for DIY video.



# D.I.Y. VIDEO BEST PRACTICES

(DO IT YOURSELF)

## 3 Keep Your Distance

Looking into the lens is great, but don't get too close. Smart phones have a fairly wide angle lens, so getting too close will make noses look huge. Get some distance between your subject and the camera.



## 4 Audio is a Big Deal

Consider your audio. If the background noise is even somewhat distracting when you're having a conversation with someone, it's going to be much more distracting on your video. Try to find the quietest room possible.





# D.I.Y. VIDEO BEST PRACTICES

(DO IT YOURSELF)



## 5 Light

Let there be light! And more light! Almost every shot looks better with a little added illumination, particularly with cell phones where the sensor doesn't gather much light to begin with. There are all kinds of cheap solutions for video lighting. You can go online and buy something, but it can also be as easy as using a window with sheer curtains to get nice, soft light. If possible, try to get something to diffuse the light (that's where the sheer curtains come in) because everyone looks better when the light source is nice and soft. How can you tell if the light is harsh? A dead giveaway is when the light casts shadows with sharp edges. The softer the edges on shadows, the softer your light source is and the better your subject will look.

# D.I.Y. VIDEO BEST PRACTICES

(DO IT YOURSELF)

## 6 Stay Till You're Happy

Use as many takes as necessary. The film days are gone, and good riddance. Now it costs nothing to shoot and reshoot and shoot again until everything is perfect. Don't beat yourself up if you need more takes, just edit!



## 7 Post Production

Speaking of editing, you can do it on your phone. Download one of the many free video editing apps and you'll be well on your way to creating your next masterpiece. Don't worry about your "umms" and "awws," just cut out the big stuff and move on.



## 8 Keywords

Use keywords and a detailed description so YouTube knows exactly what your video is about. Then share it on social media to get maximum coverage.





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# WHAT IS WEB DESIGN PHOENIX?

We serve as an "outsourced" web development and online marketing "department" for mid-sized organizations - managing beautiful, functional, revenue-generating websites on a 100% turn key basis.

Although it can be a lot of fun, stop wasting your time fiddling with your website, social profiles, graphic design, and marketing campaigns. We believe that your time is better spent on other aspects of your business.

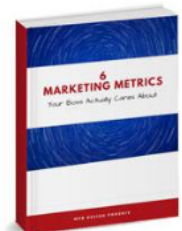
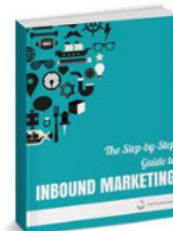
In fact, we guarantee results for your organization while minimizing business risk, cash outlay, and overall "brain damage" for you and your team.

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