



CreativeWorks
MARKETING

Trusted Process. Proven Results.

5 Tips to Guide Your Video Production





Video Marketing

Nothing is more powerful than video to truly capture or tell a story. Today, it seems that everybody and their uncle is making YouTube videos and sharing them on various social platforms to gain “subscribers” that will lead to advertisers.

In the business world, however, we can't afford for branding to be diluted with low-quality and low production value videos. Although this visual medium can have personal value, when using video to communicate with your audience, it should positively reflect your brand.

This huge increase in video is a direct result of the evolution in camera technology available on mobile phones. Popular opinion suggests that one of my staff (preferably a millennial) can simply create our next company video with their iPhone or DSLR— but why would we do that? Just as new technology in bicycles makes biking easier, it doesn't make all riders experts.

With over 16 international awards for our video work, our video production arm, CreativeWorks Productions, is a full-service video production company with seasoned producers and a skilled crew. We have decades of experience producing videos for B2B, B2C, private companies (including multinationals), and television broadcasters such as CBC, CTV, Rogers, and Alliance Atlantis.

Here are 5 of our tips to guide you through the video production process.

1. PURPOSE

Consider why you want to use video for your business. Is video the best way to reach your audience? Is your audience on YouTube or watching videos online? What do you want to achieve with this video? Are you trying to promote a new product or service, create brand awareness, or increase engagement?

The answer to why you are using this marketing tool is the key to determining if it's the right tool for your campaign.

If it's a lead generation video, make sure you've considered how and where you will promote it, and whether the call to action will lead to a landing page on your website for data capture, or ask the viewer to get in touch via email or phone. Every lead generation campaign should have a measurable component.



2. WHO

Engaging your audience is the primary reason to make a marketing video, which is why it's important to define your target audience. In addition to including their concerns, challenges, pain points and values, you should mention how your business can solve your client's problem, save them money, or improve their life in some way.

If your video is focused on creating brand awareness, ensure you have captured key elements of your brand (i.e. whether are you a "fun" brand or a more "conservative" brand, etc.)

3. PLAN

No matter the type of video—whether it’s a **live velfie** or a **short Instagram post**—it needs to be planned. If you opt for a **velfie**, consider the background, audio, composition, lighting and steadiness of your cell phone or webcam (if it has been heightened). There are a variety of less expensive green screens available that you could use as a background, which may help in planning different types of locations or creating a “set” that is consistent in every video. If you’re shooting **videos for your social platforms**, part of your plan should detail how to capture the story, and how you intend to work with the lighting and background to support the feeling you’re trying to convey.

Traditionally, a **corporate video plan** will include everything from the script, talent considerations, scouting locations, logistics for parking and/or access to the location, special safety considerations (steel-toed work boots, eye protection, PPE, etc.), permits for shooting, insurance coverage, the number of crew required, etc. Your plan needs to be a complete blueprint for the production and editing of the video. This may seem like overkill, particularly when the video is only 30 seconds, but remember that even a 30-second TV commercial may take months of planning prior to execution. Whether you hire a production company to produce your entire video, hire them as consultants for your social videos, or you decide to do it all yourself, take the time to perfect your plan before you spend any time or money producing a video.





4. LENGTH

Whether you intend to feature your video on your website, use it at a trade show or for internal reasons, the length of video is key to its success. People's attention spans have waned over the years, so less is more. The only time you may consider producing a longer video would be for education or training. Majority of the video content produced today is for a brand or individual's social media or website.

- On Facebook your videos should be no more than two minutes in length. It's better to upload your video directly to Facebook rather than including a YouTube link because its algorithm tends to prioritize native video content.
- On Twitter your videos should be no more than 30 seconds in length since Twitter currently has a 30-second limit for its video content.
- On Instagram your videos should be 30 seconds because they'll be posted to IGTV if they exceed 60 seconds.
- On YouTube your videos should be around the two-minute mark to receive optimal engagement. Consider YouTube to be your "digital library" where you store all of your video content. Here you can build an impressive catalogue of visual assets that will engage and help the audience you're trying to reach.

5. PERSONALIZATION

Quality video production content is a great way to distinguish your brand. Almost three-quarters of consumers today actually turn up their noses at generic messages that do not specifically relate to them. That's why more than half of marketing experts feel personalization is crucial for increasing their leads. Tailoring content (especially in your video marketing) helps build relationships with customers and prospects while making your brand more memorable and recognizable.



How can we help?

Besides our awards, we have been producing videos for almost three decades. Armed with the backing of our full-service marketing agency, we are uniquely positioned to create, plan, shoot, edit, promote and measure your video solution to align with your goals. We know a thing or two about videos– the ups and downs and contingencies– and believe us, they are many! Whether you are looking for a corporate video, video content for social media, animations, VR solutions, an interactive training module, or general video consultation and advice, give us a call to help you engage your customers and convey your story.

For over 25 years, CreativeWorks Marketing has been providing full-service marketing expertise, including branding, strategy, planning, social media, and content creation to small and medium-sized businesses.

Our team of in-house experts, including our expert web designers and developers, work as an extension of your own business to create a website that reflects the professional, competitive edge of your product(s) and service(s). As an award-winning agency, CreativeWorks Marketing has a proven track record of offering solutions that maximize your online impact, delivering effective results.

Are you ready to work with an agency that can get the most out of your online presence through an impactful, professional website? Let's talk!

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