

Fast Start Video

10 Tips for Making Effective Business Videos

Filling Out the Video Description Boxes

Video title, description and key words or tags are added into YouTube when you upload your video. The key to getting found is to fill in the boxes they provide with lots of relevant text.

1. If you can, pick an **account name** that relates to your subject matter.

2. **Keyword** your title and include a web address. This isn't a live link but it reinforces that you have a website.

3. All promotional videos should have some kind of **call-to-action**, including a web address or contact info during or at the end of the video.

4. In the initial sentence of the description, include a **full web address** as the first item, including the <http://>, then a short intro description. The first sentence needs to grab because this is all you initially see below your video.

5. For the **rest of the description**, fill it out with a lot of relevant copy, maybe with a transcript of the video and contact info. You can really fill this area up with text. Google indexes this area so it is important to also add in your keywords to the copy.

6. Pick a relevant **Video Category**

7. **Relate Keywords or Tags** to the video and the topic, this is super important.



Bonus Tip: Share and Embed code for reposting your video on your blog, website, Facebook, and social media.



8. YouTube has a lot of **data on your video** and its performance, including demographic info, viewing locations, popularity, and keyword suggestions. All of this is located inside of your account once you log in.

9. Your video can also be **annotated and linked** to other videos in YouTube. This feature is available once you log in.



10. YouTube now **close captions** all videos and adds the text to the video file. Most videos are watched for no more than 20 seconds, so make sure your key phrase is included in those first seconds. It is rumored that Google indexes this copy and it also can be updated and corrected.

Making Your Video; the Quick Steps

- Almost any simple digital camera will do for making a video, from the Flip or Kodak Zi8, to simple pocket cameras like a Cannon SD 780, even your cell phone if it shoots video.
- A little tripod can really help with the quality.
- If you don't have a camera, then use the Save as Movie option of PowerPoint or a screen capture program like Screenflow.com or Screenr.com.
- Check out our list of basic business video ideas on page 1.
- Keep the video short. This is key; around 1-3 minutes is perfect.
- If you can do it in one take, you might not need to do any editing. If you are editing, then make each shot at least 10 seconds; (count in your head). You can also add in still images, or video from a PowerPoint presentation.
- Lighting is important. Turn on the lights or stand by a window. A dark video just doesn't look good. Watch out for backlighting. It can kill your video.
- Stay close to the camera for good sound, turn off any radios, and watch out for background noise. If your camera has a mic input, you can also add one for better quality, lavalier mics work well.
- In your video, give viewers a call-to-action: ask them to do something, call, go to a web site, suggest something to get them to your web site.
- Do some simple editing with iMovie on the Mac, MovieMaker on the PC, for more complex, use FinalCut or Sony Vega. You can even edit right in YouTube and the new PowerPoint. Many cameras also come with video editing software you can use.
- Add your web address along the bottom or lower third of the screen. Add contact info or a call-to-action at the end.
- Upload your video to YouTube, then link it to a blog, your website and announce it using Facebook and other social media sites.
- Check out our 10 YouTube Marketing Tips for maximum exposure.

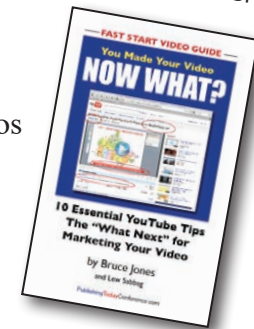
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Typical Videos You Can Make for Your Business

- Product Demos
- How-to Videos
- Testimonials
- Event Videos
- Meet the Staff
- Who, What, Where, Why, How Videos
- Introduce Your Store,
- Show Your Factory, Location
- Frequently Asked Questions (FAQ)
- News and Announcements

Download the full FREE video tips book at PublishingTodayConference.com



Sample 30 Second Script

Hello. My name is Bruce Jones of Bruce Jones Design. We are a business graphic design firm located in Norwood, Mass. We work with professional service firms, law firms, non-profits and general businesses, producing brochures, newsletters, promotional material, stationary, and websites providing solutions to your marketing and promotional needs. We also design and produce portable trade show booths, environmental wall and vehicle graphics, and business web videos. To learn more or set up an appointment, call me at 781-255-7171 or visit brucejonesdesign.com.

Most views only watch about 20 seconds of a video, so it's critical to get your keyword phrases and message right up front.

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