Making Your Video, Some Quick Tips

- Almost any simple digital camera will do for making a video. This includes the smart phone in your pocket. The quality is amazing and most are connected right to YouTube.
- 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.
- 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 very good. Watch out for backlighting such as a window behind you. 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 or the new YouTube Capture app that works for iPhone. 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, Facebook and other social media sites.

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Fast Start Video

Tips for Making Effective Business Videos

Typical Videos You Can Make for Your Business

- Product Demos or New Products
- 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

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. We also design and produce portable trade show booths, environmental wall and vehicle graphics, and business web videos. We provide solutions to your marketing and promotional needs. To learn more or set up an appointment, call me at 781-255-7171 or visit brucejonesdesign.com.

Most videos are only watched for about 20 seconds, so it's critical to get your key message right up front, then go into more details.

Boston Internet Marketing Meetup http://www.meetup.com/Boston-Internet-Marketing-Meetup/

Fast Start Video

12 Tips for Setting Up Your YouTube Channel and Videos

Setting Up Your YouTube Channel

Your YouTube Channel is your home for all your videos

1. If you can, pick a **Channel Name** that relates to your subject matter.
2. Have a great **Video Trailer** to introduce your Channel
3. Organize your videos around **relevant playlists**
4. Design your **YouTube Header** to reflect your branding.
5. The **Header should include** your web address, contact info, a live web link and your social media links.

YouTube Channel Support https://support.google.com/youtube/topic/16549?hl=en&ref_topic=4355169

Boston Internet Marketing Meetup

http://www.meetup.com/Boston-Internet-Marketing-Meetup/

Setting Up Your Videos

The key to getting your videos found in YouTube and Google search is to fill in the boxes YouTube provides with lots of relevant text when you upload your video. This includes the video title, description, web address and key words or tags.

6. **Video Title**, have a good descriptive video title, include your main keyword.
7. 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.
8. Add a full **description**, fill it out with a lot of relevant descriptive copy, maybe with a transcript of the video. Include your contact info. You can really fill this area up with text. Google indexes this area so it is important to also add your keywords into the copy.
9. **Add Keywords or Tags** that Relate to the video and the topic, this is super important.
10. **YouTube is a social media platform,** this means share your video on all your social media platforms and interacting with people who comment on your videos.
11. **Use Annotations** to connect with other videos, make additional comments or give information.
12. All videos should have some kind of **call-to-action**, including a web address or contact info during or at the end of the video.