

Video Tips for the Faint of Heart

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SET IN MOTION MARKETING & MEDIA LLC

MAY 14, 2020





Connection

Why do video?

It's the hottest marketing ticket going these days.

Video will account for 85% of internet traffic this year.

This means that people are looking for you on video
no matter *where* they are looking

- Social media
- Your own website
- YouTube
- Your marketing newsletter



Why do video?

Facebook Live

Facebook Live lets businesses create video content quickly, for free, and to a huge audience.

Proven to drive page engagement

Video content is being rewarded by FB's algorithm

- no small thing
- 500 million FB users are consuming video

Who else?

Since Facebook Live was launched, everyone is getting on the bandwagon:

- Instagram Live
- YouTube Live
- Snapchat Live Stories
- LinkedIn Live
- Twitter Live giving it a go.

You can even stream live on multiple channels or Facebook Pages with software like [Restream](#) and [Live Leap](#). And you can now stream live from your zoom control panel.



Why do video?

High Retention Rate

Viewers retain **95%** of a message when they watch it in a video compared to **10%** when reading it in text.

Think of this in terms of ROI

If you are spending 5 hours, 10 hours, writing/editing and fussing over written content, only to have them retain 10%....



Your Reflection

Three Important Parts to the Set-Up

Sound Quality

Camera Angle

Light

Sound Quality

Your Choices

The *Sound of Proximity* is important

Laptop microphone

Standard headset microphone w/ earplugs

This is the wired or bluetooth mic that comes with your smartphone

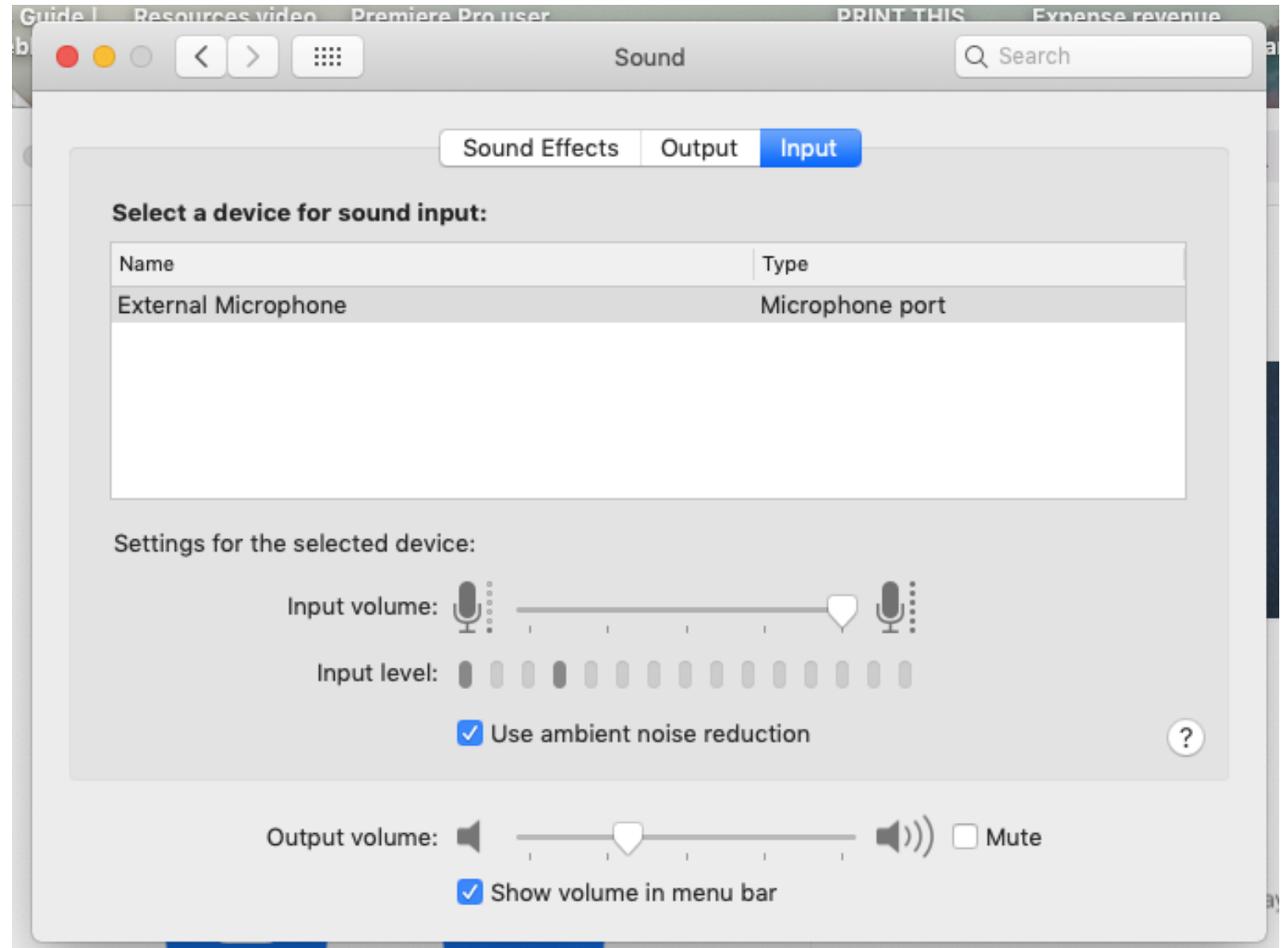
Over-the-head earphones w/ microphone

Omnidirectional microphone

Lavalier microphone (recording only)



Make sure you check your settings before you start the call or the recording.



Equipment

Sound (Amazon prices)

Blue Snowball

starts @ \$36

Lavalier microphone

starts @ \$9



Equipment

Sound (Amazon prices)

RODE Omnidirectional
Microphone for
smartphone recording

\$56



Your Reflection

Your Reflection: Light Quality & Direction



Video slides deleted

Equipment

Lights (Amazon prices)

Halo lights

start @ \$22

ProMaster LED

\$150

Neewer LED (small, fill) \$32



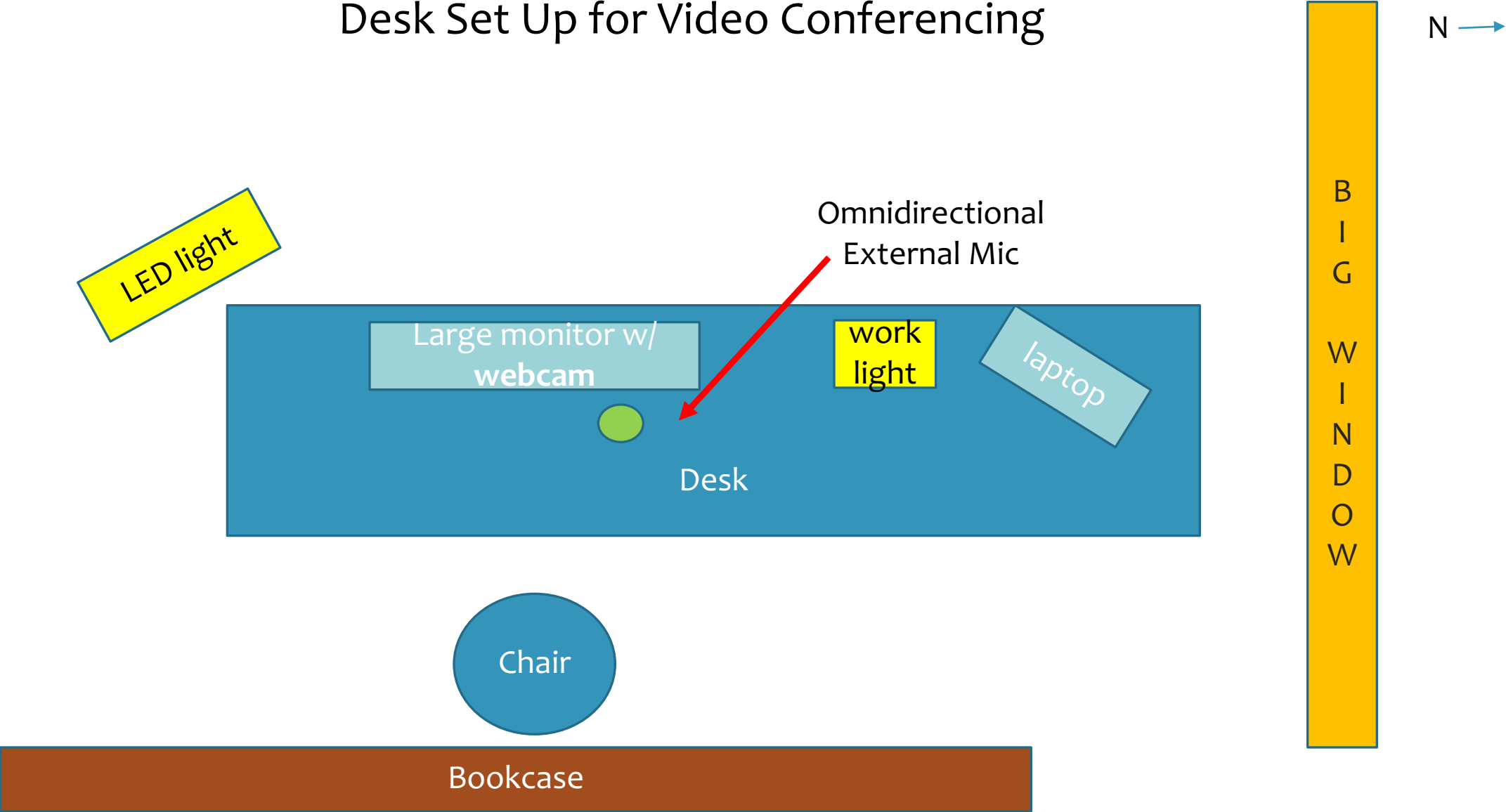
Your Reflection

How you look on a video conference call

A solid teal-colored horizontal bar spanning the width of the slide at the bottom.

Video slides deleted

Desk Set Up for Video Conferencing



Camera, Resident or External?

Cameras on laptops

- Good quality

- Difficult to move/elevate if you need to use the same keyboard.

Cameras on smartphones

- Very good quality

- Please use it on a tripod.

- Try not to walk around with it. Moving background = motion sickness

Cameras, external webcam

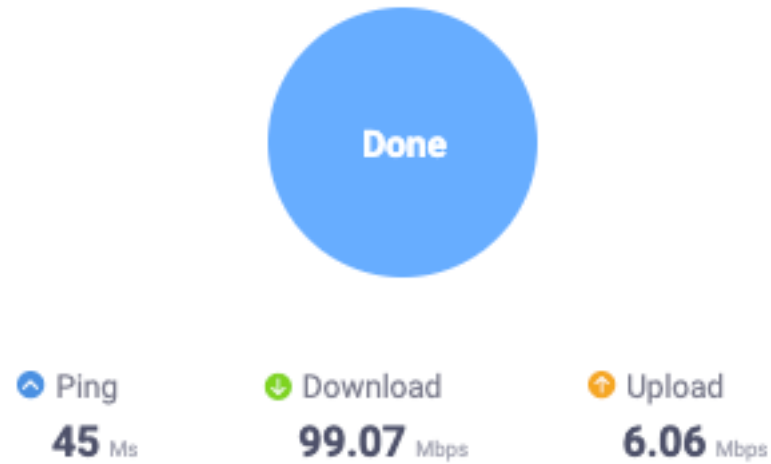
- Excellent quality when it is at least 720p resolution.

- Top rating: **logi c922 Pro Stream** HD 1080p (~\$100)

Internet Speed

600 mpbs to 1500 mpbs is best

Upload speed affects your video conference platform performance



My internet speed at 2 pm today

Your Reflection

Makeup

Remember you are reflecting light

- If you wear foundation, use a matte texture for higher reflection
- If you have light complexion and light hair, mascara is good, eyebrow pencil is good
- If you have darker skin, it is imperative that you have good lighting to differentiate your features
- Blush is good, but don't over-do.
- Lipstick: if you normally wear pinks or coral, wear darker for video

Your Reflection

Neckline

Keep the neckline within the frame of the screen
No scoop neck, please
Avoid turtleneck sweaters, too

Your Reflection

Jewelry

Keep it to a minimum

Necklace, like neck**line**, keep it within the frame

Bracelets, ditch them – rattle, scrapping

Earrings

Do

Light or bright, sparkly

Preferably small

Don't

Nothing dangly

Nothing that swings around

Nothing that makes noise

Your Reflection

Background

Avoid being outside

- Noise
- Bad lighting
- Wind
- Trees sprouting out of the top of your head

Your Reflection

Background

Simple patterns, reduce distractions

Watch for reflective surfaces, high gloss surfaces (distracting)

Set In Motion Marketing & Media

is a digital styling coaching service helping business owners and entrepreneurs get confidence in front of the camera.

Customers want to do business with people they know, like and trust. Video gives you a natural platform with which to do that whether you are doing video conference calls, live video for social media or longer-form video for education and information.



Questions?

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