



# Video Tips

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Creating Online Content



LEMMONTREE  
MARKETING GROUP

# Video Tips for Creating Online Content

Think of meaningful content like:

- Customer/Member testimonials
- Money tips by your staff
- Success stories by business partners
- Virtual tours of products/services
- Virtual tours of your locations
- Welcome messages from board and management
- Light-hearted spoofs for holiday greetings

While high quality video productions are best for branded messages such as television commercials and special messages on serious topics related to your organization, the influence of YouTube, Facebook, Hulu, and other social networking sites has changed the game. Gone are the days of having all video messages be perfectly lit with a fabulous background.

Actually having “too perfect” of a video message that is meant to engage someone, to encourage commenting or interaction, actually makes it less believable, less credible than a scripted, professional message.

Another idea – think of tools that you can utilize with video such as:

- Video conference for webinar or other meeting
- Capture video to play during an online webinar
- Message for distant employee as staff meeting or organizational announcement
- Create training with PowerPoint slides or handouts and audio track



Having written and directed many television commercials and videos for clients, LemmonTree President, Nicolette Lemmon, has provided great tips for creating video content even with no budget!

## Consider Your Strategy

While it's easy to stick a video camera on a mini tripod and start talking, the purpose needs to fit in with your marketing strategy. Here are the questions to answer before picking up a video camera:

- Do you want to get more leads, more interested prospects from your website?
- Is there value in doing demonstrations on video of various products or services that you offer to get consumers more comfortable with them?
- Have you had changes in policies or shifts in the way you operate that need a personal approach?
- Do you have the talent in your senior management team, your marketing department or front-line that can be clear, believable and interesting on camera?
- Are you interested in feedback from customers/members in the form of video comments or testimonials?
- What is the age range that you are targeting for video messages?

While these are a start, the concept can be formed from delving into what you want the video to accomplish as part of your marketing strategy.

## Few Tips of the Trade

There is a big difference between an informal, believable video and an amateurish video. The example of a convincing commentary from a front-line individual would be where he/she can clearly convey the benefits of a product or service with a big smile and easy to understand terms. All in a short, concise clip.

The amateurish video is one where the individuals involved think anyone with a script and suit on can make an interesting video. One credit union created several video clips with two people standing and talking outside their building, never looking at the camera, fairly stiff in their postures. There were several videos in their channel on YouTube, however, they all had the same two people, standing in the same place, talking to each other – basically ignoring the audience.

Here are some tips to get your videos to be engaging, whether you have a professional videographer or want to try your own.

- 1. Script** – The purpose for the video needs to have either the questions to be answered or a short script to stay on message. Short video clips that answer one question on a topic that you know, or your volunteer knows, very well can be more spontaneous. However, for demonstrations, serious messages or product descriptions, using a script will come across more professional than off the cuff.
- 2. Location** – If you are doing a solo video, choose an area where you can have the camera about 3-4 feet away on a tripod or someone to hold the camera about that far away. The key is to have enough distance to be able to see you from the waist or chest height up. The background should be plain, clutter free. If you are going to stand, remember not to move or step outside the framed area of the video lens.
- 3. Lighting** – Once you have framed the spot, take a few video clips to test the lighting in playback to see if fluorescent lights have caused a “green” effect or if the area has too much ambient light (from windows) that washes out your face.
- 4. Audio** – Then, having the framed spot and the lighting to be good for a first take, practice a couple

times by running the video to hear yourself on playback. The ability to modulate your voice to work best with the video camera microphone may take a couple of takes.

- 5. Clothing** – Wear solid colors, Earth tones of rust, peach, browns, darker greens look good on video as well as darker blues, burgundy or some reds. Do not wear white or cream shirts (or dresses for women) because these tend to wash out the color of the person wearing them. Bring 1 or 2 changes of clothes to see what looks best with the lighting you have. Avoid loud patterns including stripes, plaids or dots. For close-up, waist or chest high video clips, both men and women should wear shirts/blouses with sleeves. Finally, do not wear any shirts/blouses/dresses with logos unless it is your company’s logo for branding purposes. Often people do not think of the emblems or screen-printed images that could be considered trademark infringement if showing on camera.
- 6. Recommended Makeup** – Depending on the lighting, if it is bright and you perspire easily, it is nice to be prepared with some powder applied by brush for resolving shine on the face. For women, wear a foundation and lipstick with a little color to avoid looking pale in the lighting. Bring makeup for touch-up if you are doing your video later in the day. For men, be clean shaven with hair neat.
- 7. Editing** – Once you have the clip, you can use a variety of editing software to clip it or have a videographer edit the clip for you. Generally, editing



Keep the camera 3 to 5 feet from the talent to give a better perspective than the “talking head” version.

is per hour and not as costly as having the entire shoot held with a videographer. Having him/her create titles and an intro with your company logo, plus formatting it to the correct file type, is worth the money!

*More...*

*Continued*

## **Finalizing Your Video**

Most video cameras use the QuickTime file which is a .MOV file. You can also use an .AVI file or MP4. The issue for loading is to have the video as small a file as possible which is why .MOV files are popular.

For the easiest upload, using YouTube and getting the URL for linking to the video or the program code to embed it on your site is the ticket! If you want to actually limit the video only to run on your website, you can choose.

The benefit of having the video link is to include in emails and the ability to embed gives you the option of including the video in a blog or on a website page.

Now, get started experimenting with this fun marketing tool!

*LemmonTree Marketing Group is a marketing consulting firm that is an oursource partner for all things marketing including planning and implementation, market research, database analysis, e-marketing, online marketing and web solutions.*



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