

16 Step Guide to Make Highly
profitable Video Marketing
videos for Social Media



Klein
CREATIVE MEDIA

STEP 1 - UNCOVERING YOUR MARKETING GOAL

- ✓ Coming up with a message
- ✓ Developing approach (i.e. funny, serious)
- ✓ Defining your target market
- ✓ Call to Action Plan





STEP 2 - DEVELOPING YOUR CREATIVE CONCEPT

USE A 2 SIDED SCRIPT TEMPLATE

- ✓ What Story are you going to tell?
- ✓ Crafting your script from your story



SCRIPT: 3. [REDACTED]
CLIENT: [REDACTED]
DATE: 2.18.21
VERSION: 1

VIDEO	AUDIO
Visual effects from clips I have.	Movies span the globe...and so do 3D Scanners.
	But when's the last time you tried to book a scan in a country where you don't speak the language?
Making phone calls (slamming phone 15 times or more).	How many calls do you have to make to get to the right person, to make sure you are communicating in the right language, and at the right time.
Person sleeping in Europe	Producer: Hi...I'm looking for a 3D Scan
Need a Kinkos uniform - <u>Guy</u> talks with an accent.	Kinkos employee in Europe, "Yeah...I can do your scan job, no problem".
	Why go through the hassle of doing it yourself, when you can have consultant Nick Tesj on your team. He'll make all the calls, deals, and coordinate from concept to completion for the right price and on your timeline.
	If you want your international 3D scans done right... Contact [REDACTED] .com



STEP 3 - EVALUATING YOUR SCRIPT

- ✓ Create a shot list
- ✓ Create a location list
- ✓ Identify props, wardrobe, set design



Step 4 Coordinating & Communicating



- ✓ Logistics – times at location/shoot/talent, reminders for what to bring, wardrobe and props prep, makeup, equipment/gear, crew, call sheet



Step 5 – Location Scouting

- ✓ Book time
- ✓ What to look for:
lighting allocation,
availability, permits
needed?
- ✓ Pictures of various
angles – plan camera
angles you want to
share with cameraman
- ✓ Limitations
- ✓ (time allotted, lighting,
sound – construction,
neighbors, controlling
people in the
environment, furniture
moving, COVID
compliant)



Step 6 - Create a shoot plan for the crew

- Visual mapping/storyboards of set location
- Crew meeting to share information and collaborate
- Organize order of shots/shot list (it may be out of sequence so making sure you cover everything)
- Having flexibility in case location has changes of rules, or last minute hiccups



Step 7 – Equipment Check

- ✓ Clean check all gear prior to departing
- ✓ Extra batteries
- ✓ Proper functioning
- ✓ Drone – test flight
- ✓ Pack and do equipment inventory
- ✓ Back up gear – camera, lights (reflectors), sound



Step 8 - Shoot Day Procedures

- ✓ Team meeting on location to set vibe, discuss agenda, plan of attack, give crew direction
- ✓ Set-Up
- ✓ Have clear communication about eta, status updates, check ins
- ✓ Check In
- ✓ Director and Talent Conversation while Crew is setting up
- ✓ Makeup and hair, wardrobe, props & instructions for talent



Step 9 - Lighting



- ✓ 3 point lighting
- ✓ Natural lighting
- ✓ Background lighting
- ✓ Accent colors with gels



Step 10 - Choosing backdrop/Framing for shots

- ✓ Green screen, solid color background
- ✓ How to set your scene



Step II - Sound



- Turn off AC/other equipment making noise, fridge
- Different mics in different situations



Step 12 – On-Set, Action, Roll Tape

- ✓ Clear communication from Director to both talent and crew
- ✓ Communicate set language (i.e. roll tape, quite on the set, action, cut,)
- ✓ STICK to set words



Step 13 - Media Management

- ✓ Importance of file organization
- ✓ From the camera to the computer, organization is key
- ✓ Back up footage
- ✓ Organizing your media for the editor



Step 14 – On-Set, Action, Roll Tape

- ✓ Clear communication from Director to both talent and crew
- ✓ Communicate set language (i.e. roll tape, quite on the set, action, cut,)
- ✓ STICK to set words



STEP 15- CLIENT RELATIONSHIP



CASE STUDY

- ✓ Delivering first cut. Expect to receive notes.
- ✓ Don't take changes personally





Contact Us Today To Get Started:

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WHY VIDEO IS ESSENTIAL FOR BUSINESS

- ✓ 59% of Executives say they would rather watch a video than read text (Wordstream)
- ✓ Viewers retain 95% of a message when they watch it in a video compared to 10% when reading text (Invisia)
- ✓ Social media posts with video have 48% more views (HubSpot)
- ✓ Social video generates 1200% more shares than text and image content combined (G2 Crowd)
- ✓ 73% of B2B marketers say video positively impacts their ROI (Tubular Insights)
- ✓ A website is 53 times more likely to reach the front page of Google if it includes video. (Insivia)
- ✓ Having video on a landing page can boost conversion rate by up to 80% (Unbounce)



FACTS
ABOUT
VIDEO

SAMPLE VIDEOS



CASE STUDY - MARS



EXPLAINER BAMIT



MARKETING VIDEO



NON-PROFIT



GOVT. AGENCY



PRODUCT LAUNCH