

The logo for Vyond, featuring the word "VYOND" in a bold, orange, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a light gray surface. The background of the slide is white with light gray geometric shapes and a solid orange bar at the bottom.

Create Memorable Content That Moves

Taylor Morgan, Head Video Producer

Agenda

- 1. The impact of video**
- 2. Planning your video**
- 3. Making your video**
- 4. Scaling your videos**

The Impact of Video



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- The human **brain is visually-dominated**--neurons for visual processing take up 30% of cortex.

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- Employees **75% more likely to watch video** than read text.
- Video makes it **easier for learners to build mental connections.**
- Video forms an **emotional connection.**

Sources: Discover, Forrester, YDraw

The background features a white field with light blue geometric shapes, including a large L-shaped block and a smaller trapezoidal block. In the top right corner, two overlapping triangles are outlined in light blue and orange. A solid orange bar runs horizontally across the bottom of the image.

VYOND

Anyone Can Make
Video



Planning Your Video



Goal Setting and Considerations



- Training goals
- SME
- Budget
- Timeframe
- Shelflife
- Types of video

Outline

AD TYPE	AUDIENCE	MAIN RESPONSE
POST PROMO AD (Post your video, then promote this post with an ad)	People who interact with posts a lot	Likes, comments and shares on the post
VIDEO VIEW AD	People who watch a lot of videos	Video views
WEBSITE TRAFFIC AD (Video instead of image)	People who click on links a lot	Website traffic
WEBSITE CONVERSION AD (Video instead of image)	People who convert on websites	Leads and sales and other conversions on your site



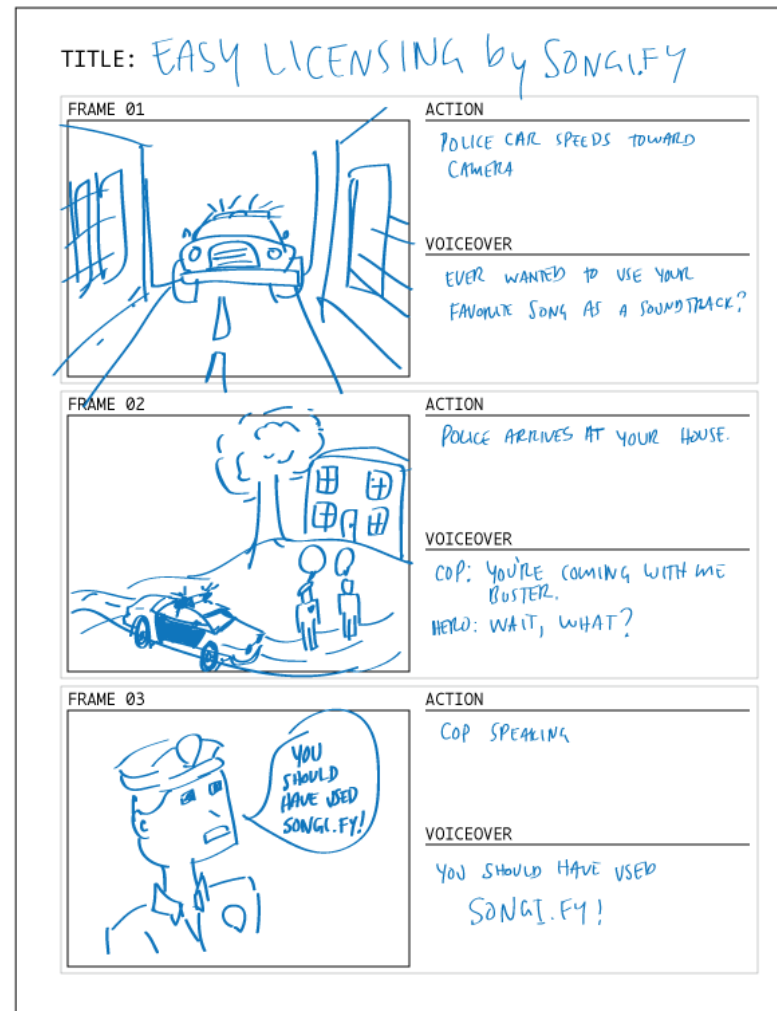
Source: [Brian Carter Group](#)

Script

Why You Should Add Video to Your Trade Show Marketing - Script

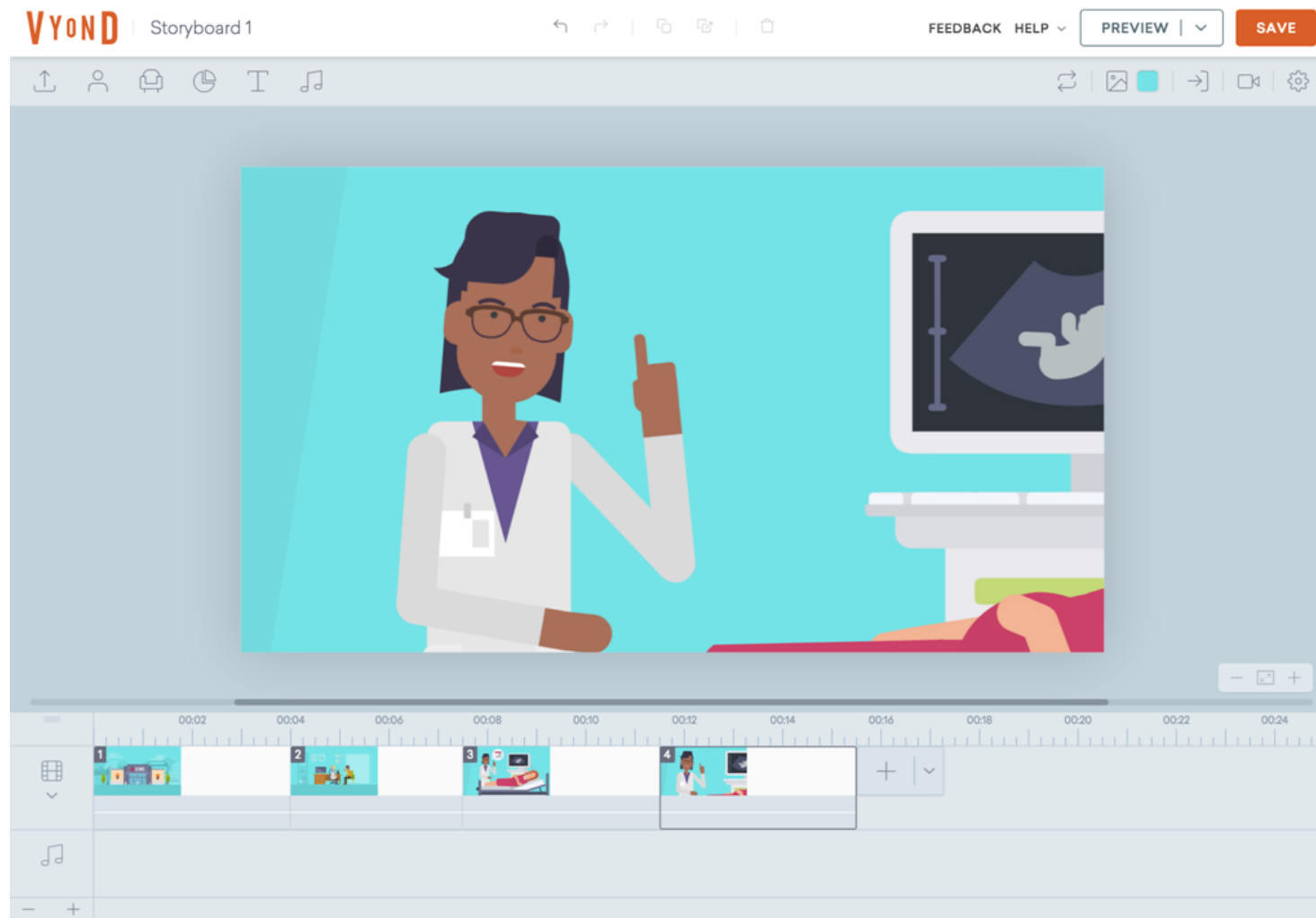
Column 1	Column 2
Visuals	Narration
<i>Office setting with tent and table props set up to look like booths. Characters have neutral expressions.</i>	It's easy to be cynical about conferences—they're long, expensive, and, we know,
<i>Conference audience template with several characters looking down.</i>	they can be exhausting.
<i>Office building template.</i>	But these trade shows are actually worth your business's time. Why?
<i>Two characters shaking hands.</i>	Because they're an opportunity to win new customers.
<i>Characters conversing in earlier conference booth setting (tents and tables).</i>	Every business has a chance to form a new lead when they engage with a conference attendee.
<i>New white screen, video camera prop at center.</i>	And there's no better engagement tool than video.
<i>Multiple characters watching videos on their smartphones.</i>	People today love watching videos. The average viewer watches 1.5 hours of video per day. On Facebook alone, 500 million users watch video every day.

Storyboard



Source: [Visually](#)

Storyboard

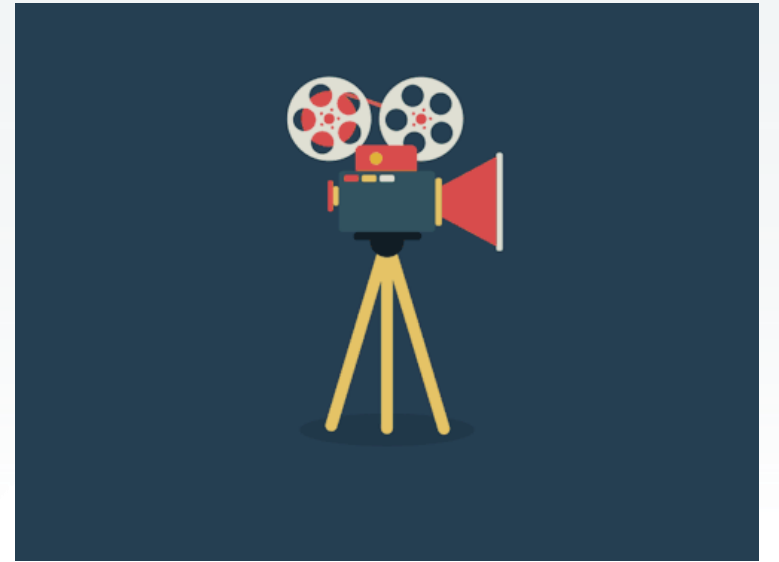


Making Your Video



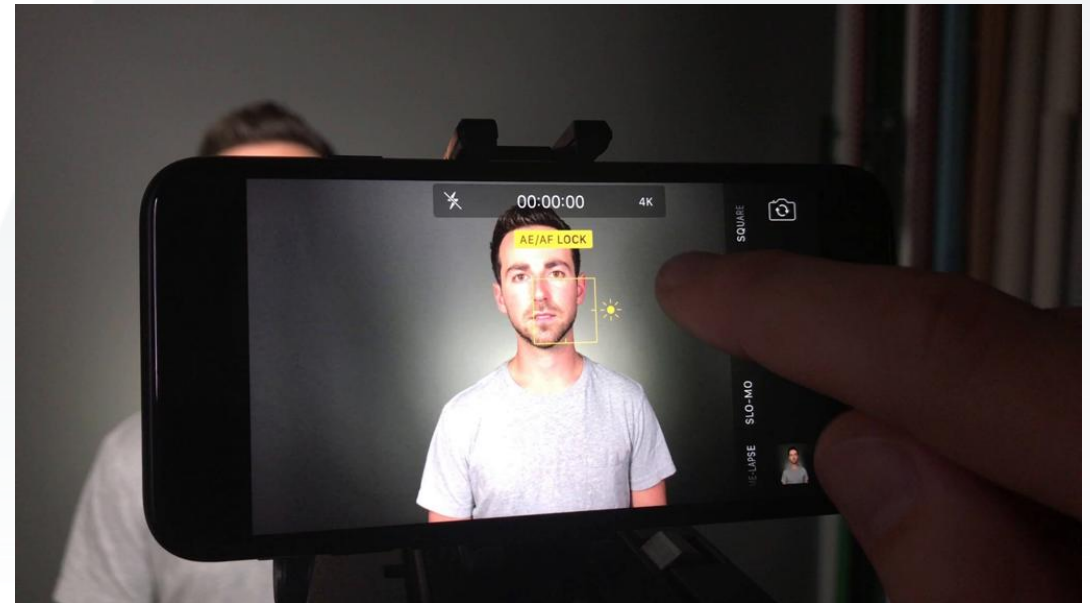
Production Team

1. **D.I.Y.** -- No budget
2. **Contractor/Video Producer** -- Small budget
3. **Video Team** -- Large budget



Cameras

1. Smartphone and Computer Cameras -- No budget



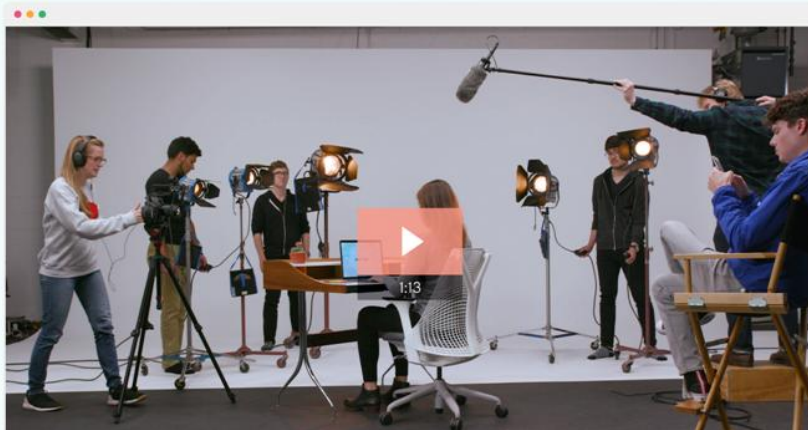
Soapbox by Wistia

SOAPBOX

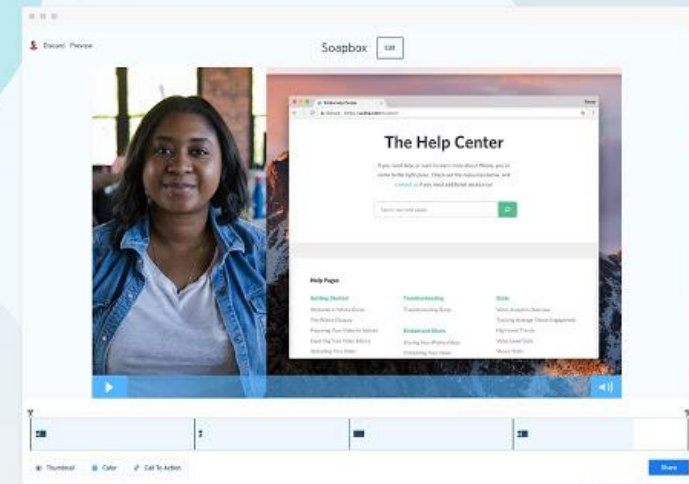
Create professional looking sales videos in minutes

Soapbox is a Chrome extension that enables anyone to record, edit, share, and measure presentation videos.

[Check out Soapbox in the Chrome store](#)



Include transitions to switch between split-screen & full-screen layouts



Cameras

1. **Smartphone and Computer Cameras** -- No budget
2. **Consumer/Prosumer Camera** -- Small budget



Cameras

1. **Smartphone and Computer Cameras** -- No budget
2. **Consumer/Prosumer Camera** -- Small budget
3. **Professional Camera** -- Large budget



Affordable Camera Options



Canon C100 MKII Camera + Lens Combo
\$3900 on [bhphotovideo.com](https://www.bhphotovideo.com)



Sony a6300 Camera + Lens Combo
\$998 on [bhphotovideo.com](https://www.bhphotovideo.com)



Sony a6000 Camera + Lens Combo
\$548 on [bhphotovideo.com](https://www.bhphotovideo.com)

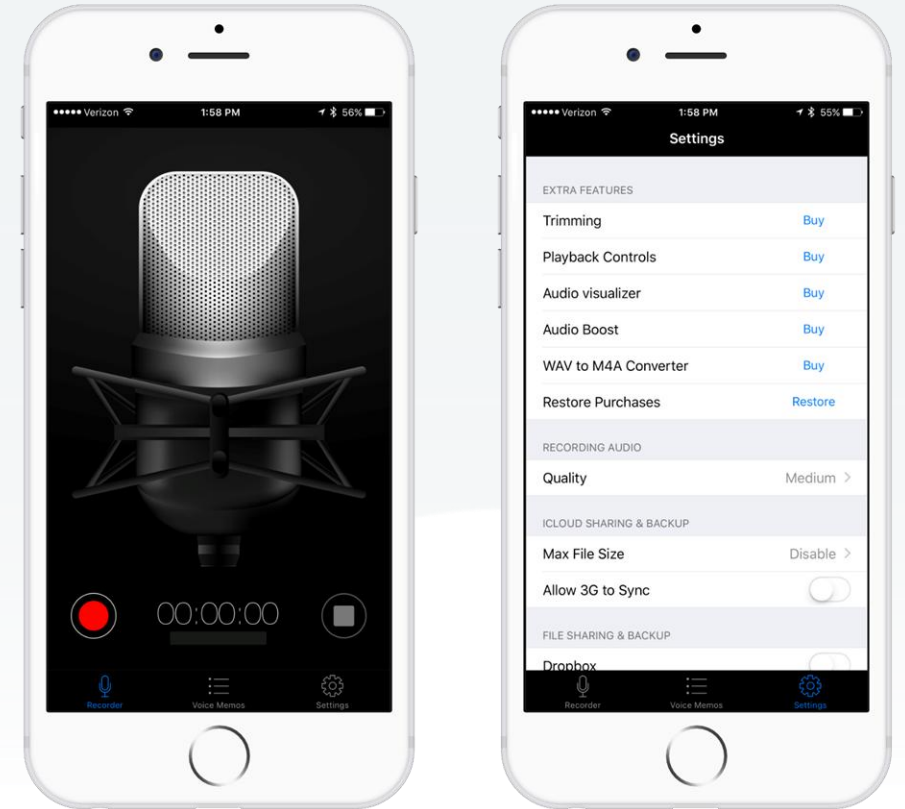
What NOT to Buy



Compact camcorders can have attractive prices, but the lack of quality is what you get for such a low price tag – You're better off sticking with your smartphone.

Audio Recording

1. Smartphone -- No budget



Audio Recording

1. **Smartphone** -- No budget
2. **Audio Recorder** -- Small budget



Audio Recording

1. **Smartphone** -- No budget
2. **Audio Recorder** -- Small budget
3. **Recording Room/Studio** -- Large budget



Affordable Audio Options



Rode smartLav+ Lavalier Mic for Smartphones

\$65 on amazon.com



Zoom H1n Handy Recorder

\$120 on amazon.com



Rode VideoMic GO On-Camera Mic

\$73 on amazon.com

Lighting

1. Windows and Existing Lighting -- No budget



Lighting

1. **Windows and Existing Lighting** -- No budget
2. **LED Panels and Fluorescent Lighting** -- Small budget



Lighting

1. **Windows and Existing Lighting** -- No budget
2. **LED Panels and Fluorescent Lighting** -- Small budget
3. **Studio Lighting** -- Large budget

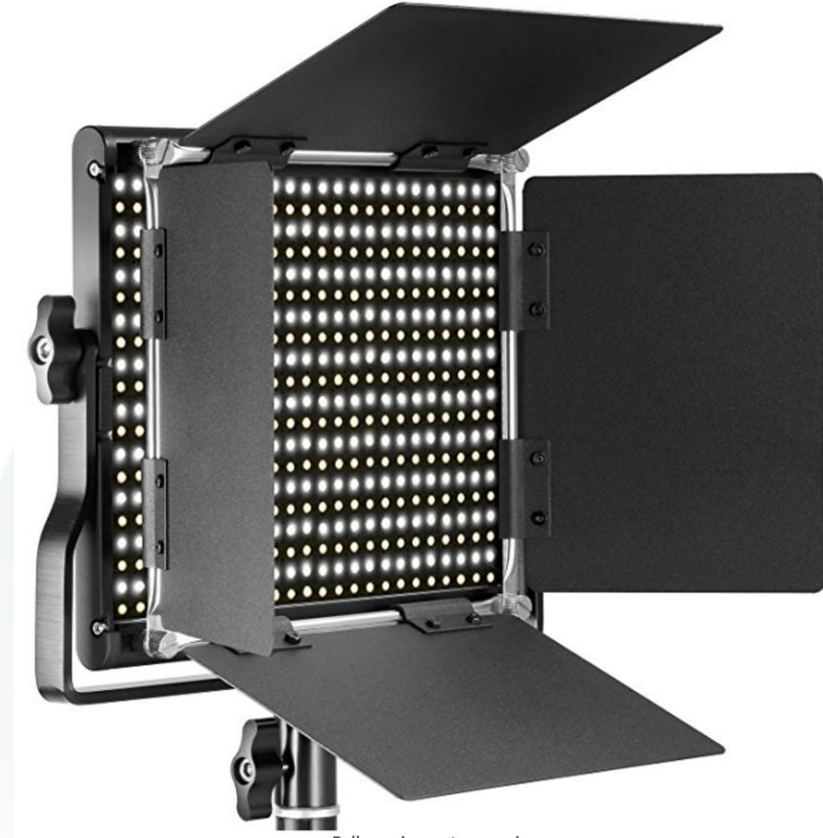


Affordable Light Options



NEEWER 160 LED CN-160 Dimmable Ultra High Power Panel

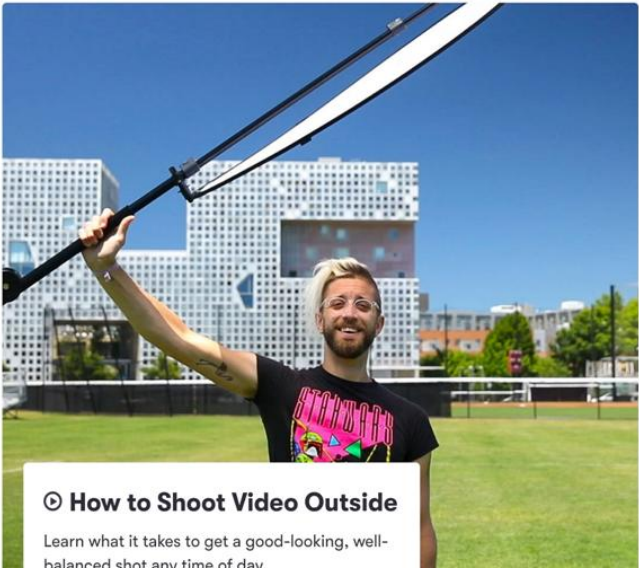
\$25 on amazon.com



Neewer Professional Metal Bi-Color 660 LED Video Light for Studio

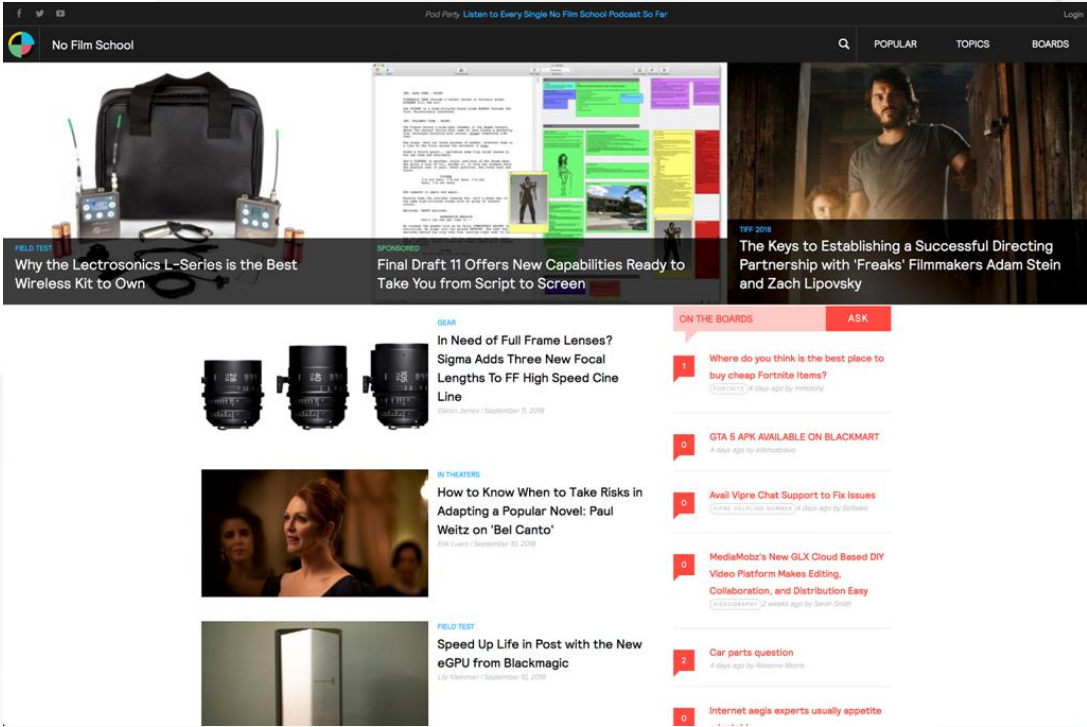
\$87 on amazon.com

Production resources



- Latest
- Monday **Why and How We Hosted CouchCon, Our Virtual Conference**
Margot Mazur in [Wistia Culture](#)
 - August 16 **The Guide to Getting Started with LinkedIn Video**
Jenny Mudarri in [Marketing](#)
 - August 15 **Tips for Shooting a Travel Video**
Trevor Holmes in [Production](#)
 - August 9 **Improve Your Marketing with Videos That “Don’t Scale”**
Jenny Mudarri in [Marketing](#)
 - August 7 **The CouchCon Quick-Take: An Interview with**

Wistia Blog



nofilmschool.com

Scaling Your Videos



Scaling Strategies

- Optimize for devices



Scaling Strategies

- Optimize for devices
- Keep updates in mind



Scaling Strategies

- Optimize for devices
- Keep updates in mind
- Build content for all levels



Q&A

