



6 WAYS TO CREATE GREAT (AND LOW COST) VIDEO CONTENT

Video is consistently ranked as one of the most powerful forms of marketing communication, with 8 out of 10 B2B marketers planning to increase their use of video content in the coming year. However, cost and know-how are regularly cited as the biggest barriers to using video more widely – despite the tools and technology becoming more accessible and less expensive.

These days there is an enormous spread of video production quality and costs, from iPhone user-generated content to professional helicopter fly-past, so getting the level right for your content is more important than ever and will ensure you get the most cost-effective outcome. Here are 6 helpful tips to enable you to create more impactful, more cost-effective video content:

1. Film multiple pieces at the same time

The cost of hiring a video production crew and equipment and setting up in your offices is roughly the same whether you film for 5 minutes or 2 hours. At a minimum, go for a half-day shoot and you should be able to capture around 7-10 pieces to camera during this time depending on the format. A full-day shoot achieving 10-15 pieces to camera will bring the cost per video down even further, you'll just need to schedule different presenters throughout the day to get the most out of it.

This approach should bring the cost per video down to a few hundred dollars, and if you combine this with some of the tips below you'll get even more bang for your buck.

2. Use the interview technique

People who may be incredibly articulate and well informed on their given subject can come across as dull, wooden and uninteresting when trying to present to camera. The best approach is to seat an interviewer (e.g. Marketing / Comms Manager) to the side of the camera and film over their shoulder. That way the talent is effectively just having a conversation with the interviewer, and the camera and production team are ancillary. This approach is guaranteed to deliver a more personable, warm and comfortable delivery than trying to turn them into a newsreader.

3. Forget about media training

The best TV presenters excel because they make a personal connection with the viewer through the camera, it's the feeling that they're speaking to us individually that gives them star attraction. That ability to reach through the camera as if they're speaking directly to us can take years to develop, and the easiest way to replicate that with your talent is to have them speak from the heart. The talent should be encouraged to speak naturally rather than trying to recite a script – it may not end up word for word what you wanted but the benefit of a natural delivery is far greater.

4. Get a production partner, not a supplier

A good production partner can take a simple piece to camera, add some stock footage and graphics to make a \$1,000 production look like it cost \$100,000. Conversely, trying to create video content on the cheap can end up with product that looks cheap, undermines your brand and it will most likely gather dust without ever being used.

A lot of the value is added in post-production (i.e. editing), by splicing in multiple camera angles, b-roll (location footage), graphics and stock footage (off-the-shelf video scenes to show what you're describing).

So, find someone who has produced work that you like, that can deliver reliable work to your budget and stick with them! If you commit a year's worth of content to a single provider, even if it's just one filming session every month, you will get greater value for money and more reliable and higher quality content.

5. Do-It-Yourself

We all carry HD video recording devices in our pocket (i.e. smartphones) that have the potential to produce fantastic, low-cost video content. If you doubt the quality of the output, check out the video advertisement that Bentley Motors shot for their new \$600,000 Mulsanne entirely on iPhones and edited on an iPad in the back of the car!
(<https://www.youtube.com/watch?v=lyYhM0XIlwU>)

Many professional services firms have turned unloved internal meeting rooms into their own in-house video recording studio. With a simple camera, light and microphone coupled to a MacBook with editing software you can create surprisingly professional looking content.

The key to successfully setting yourself up with in-house studio capability is to have professional support to get the equipment to do what you want it to. While the cost of buying the hardware and software has come down to the kind of level that is appropriate for even small firms, unless you have a professional helping you set it up and provide training on an ongoing basis the quality of the output won't justify the investment.

6. Capture presentations

One of the easiest ways to build depth in your online video catalogue is to capture existing events and presentations that you're hosting or speaking at. Professional services organisations often host dozens of thought leadership or client events during the year, and by capturing the relevant ones and editing down to a digestible online format you can really extend the shelf-life of that presentation and extend the audience indefinitely online.

Equally, if you're sponsoring or speaking at a conference or event, talk to the organisers about getting a recording of your presentation. It shouldn't cost you much extra at all and again will help you leverage that sponsorship investment and add to your body of rich online content.

What to do with your great video content

Good rich media content will help you attract interest and maintain engagement across all your communication channels. Simply using the word "video" in the subject line of your emails increases click-through by up to 21%. *And 71% of consumers surveyed confirmed that watching a corporate video left them with a positive impression of the brand, service or company.*

This is the tip of the iceberg when it comes to the potential of online video. If you want to learn more you can contact me at nick.whitehead@viocorp.com.