BREAK THE MOLD! BUILD YOUR BRAND WITH VIDEO MARKETING

WITH JOANNE DELBALSO
OF BE SOcialLY AWESOME
JOANNE DELBALSO

• Self Employed Accountant Since 2007 –
  – No Fuss Accounting Services
• Social Media Strategist
  – Be Socially Awesome

“In marketing and branding my accounting business, I found my “WHY”. I am fueled by learning and laughter; I believe entrepreneurs shine when they can share their story thru social media.”
BREAK THE MOLD!

• WHAT: TYPE OF SERVICES DO YOU OFFER?
• HOW: HOW DO PERFORM THESE SERVICES?
• WHY...... WHAT IS YOUR STORY?
• YOUR STORY; YOUR STYLE; WILL SEPARATE YOU FROM YOUR COMPETITION!
VIDEO MARKETING
WHY VIDEO MARKETING

• KEEP VISITORS ON YOUR SITE LONGER
• INCREASE CONVERSTION RATES
• BUILDS BRAND AWARENESS
• BUILDING YOUR AUTHORITY “BE THE GOTO EXPERT”
• ATTRACT AND CONVERT YOUR IDEAL CUSTOMERS
WHY VIDEO MARKETING

• WE ARE NATURALLY VISUAL LEARNERS
• WIRELESS TRAFFIC TO GROW 300% GLOBALLY BY THE END OF 2017 LED BY VIDEO!
• VIDEO HUMANIZES A BRAND
• VIDEO IS THE BEST FOR STORYTELLING
CAMERA EQUIPMENT

- SMART PHONES – IPHONE ANDROID
- VLOGGING CAMERAS – CANON POWERSHOT G7 MARK II
- DSLR CAMERAS – CANON EOS REBEL T6I
- WEBCAMS – LOGITECH HD PRO WEBCAM C920

LOOK FOR AT LEAST 1080 DPI
CAMERA EQUIPMENT

- MICROPHONE: BLUE YETTI OR BLUE SNOWBALL ICE
- ONBOARD MICROPHONE ON SMARTPHONE OR WEBCAM
- LAVALIER MICROPHONE
- SHOTGUN MICROPHONE: RODE VIDEOMIC GO
CAMERA EQUIPMENT

- COWBOY LIGHTING KIT (3 POINT LIGHTING)
- MINI RING LIGHT FOR YOUR SMARTPHONE
- USE DAYLIGHT BULBS ON ANY LIGHTING
- NATURAL DAYLIGHT IS THE BEST
- KEEP THE LIGHT IN FRONT OF YOU AND ON EITHER SIDE (3 POINT LIGHTING)
EDITING SOFTWARE

• IMOVIE (FREE) – IPHONE AND APPLE COMPUTERS

• CAMTASIA – HAS PICTURE IN PICTURE AND YOU CAN RECORD SCREENCASTS AND GREEN SCREEN CAPABILITIES

• WINDOWS MOVIE MAKER (FREE) GREEN SCREEN CAPABILITIES
EDITING SOFTWARE

• OTHER “FREE” EDITING SOFTWARE
  – *LIGHTWORKS
  – SHOTCUT
  – HITFILM EXPRESS
  – *VSDC
  * HAS GREENSCREEN CAPABILITIES
TIPS ON RECORDING VIDEOS

• FOR NON LIVE VIDEOS TRY USING A TELEPROMPTER

• LEAVE TIME TO EDIT WHEN YOU MAY NEED TO LOOK DOWN AT NOTES

• CLAP TO DENOTE WHEN YOU NEED TO MAKE AN EDIT
TIPS ON RECORDING VIDEOS

• LOOK AT THE LENSE NOT AT YOU ON THE SCREEN.

• ENUNCIATE CAREFULLY
WHERE TO UPLOAD YOUR VIDEO

• FACEBOOK BUSINESS PAGE
• YOUTUBE
• VIMEO
• TWITTER (2 MINUTE 20 SEC LIMIT)
• INSTAGRAM (60 SEC LIMIT)
WHERE TO UPLOAD YOUR VIDEO

• LIVE STREAMING
  – FACEBOOK BUSINESS PAGE
  – TWITTER – LIVE STREAM WITH PERISCOPE
  – YOUTUBE LIVE
  – INSTAGRAM LIVE
YOUTUBE TIPS

• YOUTUBE IS THE NUMBER 2 SEARCH ENGINE

• USE YOUTUBE FOR SEO (SEARCH ENGINE OPTIMIZATION)

• KEYWORDS / LONGTAIL KEYWORDS IN TITLE; DESCRIPTION BOX; TAGS; AND CLOSED CAPTIONING
YOUTUBE TIPS

- MAKE SURE TITLE SEARCHABLE
- WHAT WOULD SOMEONE TYPE INTO YOUTUBE TO FIND YOUR VIDEO
- MAKE SURE YOU HAVE A KILLER THUMBNAIL
- LENGTH OF VIDEO (UP FOR DEBATE)
GOING “LIVE” ON FACEBOOK

• LIVE VIDEOS ON FACEBOOK ARE GIVEN PRIORITY IN THE ALGORITHMS
• CHAT FEATURE HELPS KEEP YOUR AUDIENCE ENGAGED
• VIDEO CAN STAY ON YOUR PAGE AFTER YOU ARE LIVE.
FACEBOOK LIVE TIPS

• GREET YOUR AUDIENCE AS THEY ARRIVE AND TALK TO THEM
• TELL YOUR AUDIENCE AHEAD OF TIME WHEN YOU ARE GOING LIVE
• USE ALL YOUR OTHER PLATFORMS TO PROMOTE THE LIVE STREAM
FACEBOOK LIVE TIPS

• WRITE A COMPELLING DESCRIPTION FOR YOUR LIVE STREAM AHEAD OF TIME

• ASK YOUR VIEWERS TO FOLLOW AND TO TURN NOTIFICATIONS

• MAKE SURE YOU HAVE A STRONG DATA CONNECTION OR ON STRONG WIFI
FACEBOOK LIVE TIPS

• TRY TO STREAM FOR AT LEAST 10 MINUTES OR MORE
• IF NO ONE IS IN THE STREAM; CONTINUE WITH YOUR VIDEO CONTENT
• BE CREATIVE AND GO LIVE OFTEN
• YOU CAN ALSO USE YOUR COMPUTER TO GO LIVE USING OBS SOFTWARE (FREE)
YOUTUBE LIVE TIPS

• OLD WAY: DESKTOP LIVE STREAMING (USING GOOGLE HANGOUTS)

• NEW WAY DESKTOP LIVE STREAMING (NEEDS ENCODING SOFTWARE DOWNLOAD)

• NEW WAY MOBILE LIVE STREAMING
  – CURRENTLY FOR OVER 1000 SUBS OR 3rd PARTY APPLICATION
YOUTUBE LIVE TIPS

• MAKE SURE TO HAVE A MODERATOR(S) WHEN YOU ARE LIVE

• GREET YOUR AUDIENCE AS THEY JOIN THE CHAT

• TELL YOUR AUDIENCE AHEAD OF TIME WHEN YOU ARE GOING LIVE
YOUTUBE LIVE TIPS

• USE YOUR OTHER SOCIAL MEDIA TO PROMOTE THE LIVE

• HAVE A GAMEPLAN FOR THE LIVE STREAM

• REMIND THE VIEWERS TO THUMB UP THE VIDEO AND SUBSCRIBE IF THEY AREN’T ALREADY (ALSO HIT THE NOTIFICATION BELL!)
YOUTUBE LIVE TIPS

• TAKE TIME TO TAKE A GOOD THUMBNAIL PICTURE FOR THE LIVE

• MAKE SURE YOU HAVE AN AUDIENCE FIRST BEFORE YOU GO LIVE. UNTIL THEN CONCENTRATE ON BUILDING YOUR CHANNEL BY UPLOPING CONTENT TO ATTRACT THE RIGHT AUDIENCE