

Video Marketing On A Budget

Landing Leads For Less Money

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Why Video?

Stats Don't Lie

Wyzowl Study: 87% of Marketers
See ROI



Making Money With Video

How To Get A Return On Your Investment

- **Brand awareness:** Help others discover you, learn about who you are.
- **Product demonstration:** Teach people what your company's products can do for them.
- **“How-To” Video:** Show people how to use your product.
- **Testimonials:** Give others a chance to talk about what you've done for them.
- **Recruit:** Show off your company culture and workplace.

Additional Returns On Video

Other Ways You'll Benefit

- People prefer watching over reading: Databox survey: 74% of respondents said that videos are more effective than blog posts for generating leads.
- Time on page and engagement increases when videos are on a website.
- Convey complex ideas quickly. You can pack a lot of information into a quick video. (15-20 second sound bite packs a big punch)

Additional Returns On Video

Other Ways You'll Benefit

- Much easier to get a video in front of your target audience because the internet loves video—it's searchable. (YouTube second most-used search engine behind Google).
- Another resource for your sales team. Can use the video in presentations or at trade shows.
- Become a thought leader in your space.



Don't Need Pricey Equipment

Video Marketing On A Budget

- Smart Phone or Inexpensive Camera
- Tripod
- External Mic
- Inexpensive Lights
- Editing Software

Smartphone Camera Kit

Microphone, Light, Tripod, Bluetooth Remote

- \$150



Get The Right People Involved

Someone who is good on camera and behind it

- **Good players**
 - On Camera
 - Photogenic
 - Personable
 - Good Sales Person
- **Behind the scenes** (could be the same person)
 - Someone on staff that is interested in video.
 - Someone to manage the equipment and act as the director.
 - Someone to edit the finished product and post.

Video Editing Software



You can put an app on your phone (like Androvid) and edit on your phone or “dump” the video from your camera onto a computer and edit there.

Understanding Your Audience

Helps determine the tone of your videos

- Their pain points will help determine the topics for your videos and their personalities will determine how your videos should be done.
 - Fun
 - Straightforward
 - Serious

[EXAMPLES]

Best Practices

Determine why you're doing videos and what are your goals?

Are you....

1. Starting a video resource tab on your website?
2. Developing an educational YouTube channel?
3. Want to add videos to your monthly newsletter that you send to customers?
4. Or sales team/trade show videos?

Best Practices

- Write a script
- Find a space
 - Deep backgrounds are nice, but not necessary
- Lighting is critical
 - Front, back and fill

Best Practices

- **Quick! Get to the point**
 - Take that idea and break it down into much smaller, easier-to-digest videos.
- **Speak slowly and enunciate**
 - Assume your audience knows nearly nothing about your subject matter. This helps the video be more appealing to a wider audience.
- **Be mindful of your "scene". The camera sees everything**
 - Tuck your shirt in, make sure the space is clean and organized, etc.

Final Thoughts

- Start small
- Figure out your camera situation
- SmartPhone is OK
- Audio is 50% of video
- Don't fight the light
- Don't be afraid to have fun

Questions?