

# Video for your Business

Simple ways to utilize video within your  
small business or organization.

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Lucia  Video  
[www.LuciaVideo.com](http://www.LuciaVideo.com)

- 5 years as a video journalist with ABC local affiliate WSET.
- 10 years producing marketing videos.
- 20 years producing video content.
- 100's of broadcast television commercials.
- 1,000's of fully produced videos.
- 1,000,000's of views.



## Why use video?

3.37 Billion Internet Users consumed video content in 2022.

82% of global internet traffic came from either video streaming or video downloads in 2022.

Affordable & Accessible

Analytics

Attention

A...Personal

According to data collected by Statista, there were over three billion internet users watching streaming or downloaded video at least once per month in 2022. This number is projected to increase annually, ultimately reaching nearly 3.5 billion by 2023. In the U.S. alone, there were approximately 244.4 million video viewers in 2020.

**Affordable and Accessible:** How many of you have a smartphone? How many have a video camera on them? Laptops & Desktops. Accessories are cheap. Not everything requires a professional.

**Analytics:** Does anyone use print ads? How many people saw your ad? Video is trackable, sometimes down to things like age, gender, location, etc. Have you ever talked about something and suddenly you scroll through facebook and an ad comes up. It's here and it isn't going anywhere, so you may as well utilize it for your business. You can also target your video to the types of customers you have.

**Attention:** 8 seconds is now the average attention span, down from 10 seconds a few years ago. TikTok, Vine, 5 second ads on YouTube are evidence of this. Video connects us. Why are we using Zoom? Why not just a phone call? Video is the next best thing to being in person.

**A....Personal:** Video connects to two of our five senses: Sight & Sound. Think about texting for a second. How many times have you read a text wrong? It helps us

communicate our message more effectively. It also taps into our other senses. If I can see it and hear it it's easier to imagine the other senses. How does that burger taste? How does that cake smell? How soft is that fabric? There are fewer blanks to fill in.

Video is also an effective way to tell your story. The story and people behind the business is what sets you apart from other businesses.

## Content Ideas

Tip of the day.

Meet the staff.

New products.

Testimonials.

Announcements.

Hiring.

General Information.

For any of these you could film 10-20 in an hour one day. Toss some music and your logo on it and have them ready for the next few weeks or even months.

Don't be afraid to reshare older videos frequently. Not everyone may see them the first time around.

Don't delete them unless there is a reason.

What do you need?



All you need is a smartphone! New smartphones can take very good quality video. You can also easily edit the videos, or use different apps to add music or text.

# Additional Tools: How and why to use them

Storage

Tripods

Microphones

Lights

Stabilizers

Drones

Editing software

Live Streaming Hardware & Software

Stock footage, photos, audio, etc.

**Storage:** There are many types. Storage on your device, cloud storage, SD Cards. Make sure you have enough space to record. Clear up space if needed.

**Tripods:** Tripods create stability, and enhance the quality of your video. Some are as little as \$10. But they can also be free! Set your phone against a bookcase, or prop it on something handy. Stability is everything. Stay still! Watch some camcorder footage from your childhood and see how enjoyable it is.

**Microphones:** If I can't hear you, I'm not getting the message. You can purchase affordable (\$25) Lavalier mics that connect to your phone Bluetooth. Having a mic allows you to get wider shots, get more creative, be further from the subject. If you don't have a mic, be aware that sound is directional. Speak towards your phone mic and be aware of background noises such as wind or traffic.

**Lights:** This is one I would put low on the priority list. We have a free light...it's called the sun! Most smartphones shoot incredible video in natural light. If you need lights however, there are many affordable kits available.

**Stabilizers:** Stabilizers are mounts that allow you to walk around and keep your recording device stable. If you want to add a lot of movement, a stabilizer is a good investment. It makes selfie shooting much easier. An example is, DJI Mobile for \$159.

Drones. \$299 you can get a GREAT drone. This would be a good investment for a realtor. You need to research getting a drone license.

Editing Software: Many smartphones have great basic editors. You can crop off beginnings or ends of video, even add music (keep is subtle and royalty free).. Add your logo or text info but keep it simple and legible. Limit the effects.

Live Streaming Hardware & Software: If you are getting very serious with your videos, you may wish to invest in live streaming hardware and software. Stock footage can be your friend IF you use it right. Don't take away the personality of your business by using too many stock images.



# Filming Tips

Portrait vs. Landscape

Settings (Frame Rate, Resolution, File Type)

What's in the frame?

Is there dead space?

Is there headspace? (Don't be afraid to go tight)

Mirrors, windows, other distractions

Subjects - into the camera vs. off camera

Let the energy fill the frame.

Portrait versus landscape. Film in landscape because that is the way most platforms show videos. Then you don't have deadspace on the sides. Be sure to start your video in landscape. Most recordings will not flip in mid recording. Before you record, check the timecode, it should be at the top. Either way, DO NOT turn it in the middle of recording.

Settings. Frame Rate (24p, 30, 60) Resolution 4k, 1080, 720. 4:3 vs 16:9. File type (mp4, mpeg, mvi, mov). HDR. It's best to film in 30 or 60, 1080, with an mp4 file. Those are the most compatible with the most platforms.

What's in the frame? Don't just look at your subject. Is there a McDonalds cup in the frame? Is there a random person? Is the tv on? What's the computer screen behind you doing? Look at the whole screen to make sure the image is nice to look at.

Is there empty space? Try to find contrast. UNLESS your background is meant to be a background...like black or brick, etc.

Is there headspace above the subject speaking? Is their too much space, too little?

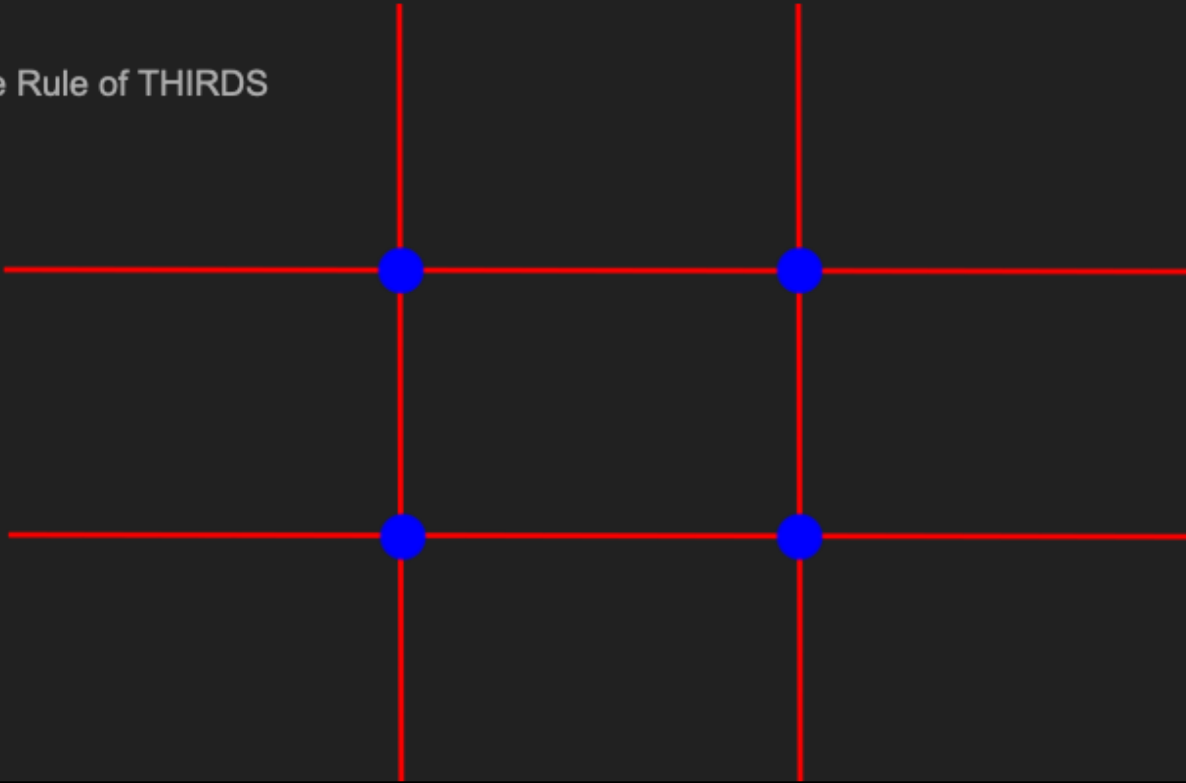
Are there any wirrorrs, windows, reflections, distractions. - Can you see the camera person? Are reflections or glare bad? If so, adjust where you are filming.

When filming someone speaking, do you want to have them looking at the camera, or

off camera? Usually having them look off camera at whomever is filming is best. It feels more natural like a conversation and it still looks good on camera.

Let the energy fill the frame. For example, if someone is facing towards the left, position them on the right side of the screen. Then their speaking energy is filling up the left side of the frame and they are not speaking towards something out of the frame.

## The Rule of THIRDS



The rule of thirds is a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open. While there are other forms of composition, the rule of thirds generally leads to compelling and well-composed shots.



This is an example of letting the energy fill the frame. If the subject were on the other side of the frame speaking towards the left, it would feel awkward.

# Social Media

Facebook & Instagram

Tiktok

YouTube

Boosted Ads

Audience Targeting

Analytics

Social media is a great way to share your video and information about your business.

Facebook and Instagram: As of December 2022, 23.7 percent of Facebook users in the United States were aged between 25 and 34 years, making up Facebook's largest audience in the country. Overall, 18 percent of users belonged to the 18 to 24-year age group. Facebook's smallest audience can be found amongst teen users, with around one in every twenty users being aged between 13 to 17 years.

Tiktok - 80% are between the ages 16-34. The Landscape rule does not apply. Most rules don't apply. 😊

Boosted Ads are a great way to get information about your business in front of new people. You can target your audience, and see analytics about who interacts most with your videos.

# Livestreaming

Purpose

Stability

Planning

Building An Audience

Interaction

Tools

Purpose. Have a reason. Don't just go live to go live. You are better off controlling the content. Although some may find they are better at live content. Ask yourself why? How long? What are you showing? Consider a schedule so that people expect it and come back regularly.

Stability. Live streams tend to go longer and usually involve movement, either showing events, touring a facility, or showing various items or people. So, get yourself stable. No one likes the Blair Witch viewing experience. Get from A to B and then stay still.

Planning. Have a plan. Don't just wing it. Have your bullet points. Know where you are starting and where you are ending. Write it out. Rehearse.

Building an audience. Give yourself time to get some viewers. Otherwise, again, ask yourself why go live?

Interaction. Pay attention to your audience. Are they asking you questions? Are they commenting? Acknowledge them. That's the point. It makes them feel heard and it makes others feel like they also matter. (You are mentioned)

Tools. Tripod. Stabilizer. Microphone. Software and hardware.

## QUESTIONS?

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