THE ESSENTIAL
VIDEO
GUIDE

Quest

Introduction

Hello fellow video marketers!

Welcome to your guide on how to make a great video.

This E-book provides insights on how to make a great video in order to successfully engage your audience. You'll find that the video development process is logical and includes a range of step-by-step tips for you to follow.

Here at Quest we have successfully developed over 1,000 videos for our valued clients, from product launches to client testimonials and recruitment videos. Our team of experienced specialists have worked with some of the world's biggest production companies such as The BBC, National Geographic and The Discovery Channel.

Quest is not only producing successful videos, but also helping clients with video strategies that are delivering high engagement content and driving growth. The difference in working with Quest is that we offer full service seamless video integration into a variety of web applications which we build for you.

Use this link to find out more - https://www.quest.net.nz/video-production/
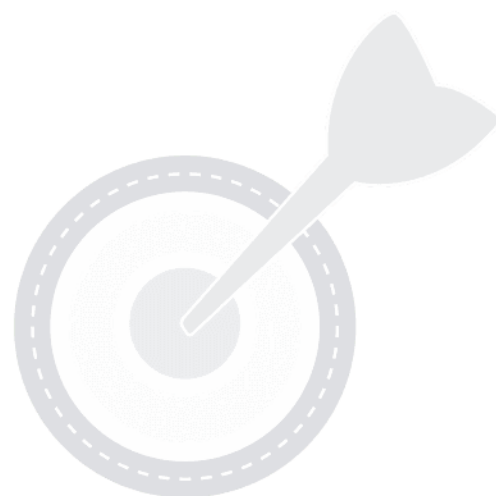
Understanding how to make a great video is critical to reach the people who matter most to your business. If you're looking to develop a great video content to help grow your business, this will set you up for success. Our thanks to Forbes, Creative Blog & Hubspot (sources).

We hope you enjoy the guide.

Ngā mihi (thanks)

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Disclaimer:
We expect that information in this guide will change periodically, so please check online links for latest information.

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Get your free SEO guide

Download our free guide,
The Essential Step-by-Step **SEO**
Guide, which feaures advice from Quest
in conjunction with Yoast SEO!

How to develop your video idea

1. Decide What Type of Video You Want to Create

There are many different types of videos you can make. Which type of video is right for your project? That depends on how you want to film your video and its purpose. Pick a video style for your project. For example, you could make a:

a.   Company overview video
b.   Animated explainer video
c.   Product education 'how to' video
d.   Client testimonial interview
e.   Recruitment video

Next, decide on the format for your video. The format will determine the video's style. Will you film in HD? Do you want to record using a 16:9 (or wide screen) aspect ratio? (or shoot in portrait using your mobile phone!) Perhaps you will create a stationary set, and use a tripod to film your video. Maybe you will hold the camera while recording. To help you decide, watch other videos to see what you like.

2. Set Your Video Goals

Creating video is a lot of fun, but as with any marketing project, it's important to set goals for the video you produce. What do you want to achieve from your video?

Suggested Goals:

a.   Increase "direct traffic" to your company's website
b.   Grow your YouTube Channel's subscribers
c.   Grow your blog subscribers
d.   Build inbound links into your website
e.   Develop company personality and brand
f.   Recruit new employees or build company culture
g.   Increase brand awareness

3. Storyboard Your Video

Storyboarding is a technique to map out a video sequence prior to filming. In true form, a video producer would draw the scenes on paper as they would appear on camera. For marketing purposes, create a storyboard in written form to plan for your video's content.

Pick your topic. What will your video content be about? This could be a simple interview subject or a complex plot and storyline. Brainstorm the topic of your video with a team. In your brainstorm, you could ask: What does our target audience want to learn?

4. Write the script

Once you've picked your topic, you need to write your script. If your video will require multiple shots, characters and scenes, script out your video in detail. Be sure to include the sets, stage actions and dialogue.

If your video will be mostly conversational, create a list of bulleted notes. It will keep you organised during filming and save you time later.

5. Decide on your video's call-to-action

Too often, marketers leave a video's call-to-action to the very last minute. Decide what your call-to-action will be while writing your script. What do you want people to do after they watch your video?

Be sure to connect your call-to-action with the goal you set for your video. Here are some channel marketing examples:

a. Websites: landing page embedding with call to action (C-T-A) forms
b. Email marketing: drive messaging to your key database segments
c. Trade and Consumer Events: play as a continuous promotional loop
d. Presentations: create wow impact with prospective customers and stakeholders
e. Smartphones and mobile devices: clear, consistent, high-impact messaging anywhere, anytime
f. Social Media Channels: embedding into You Tube, LinkedIn, Facebook, Instagram and more.
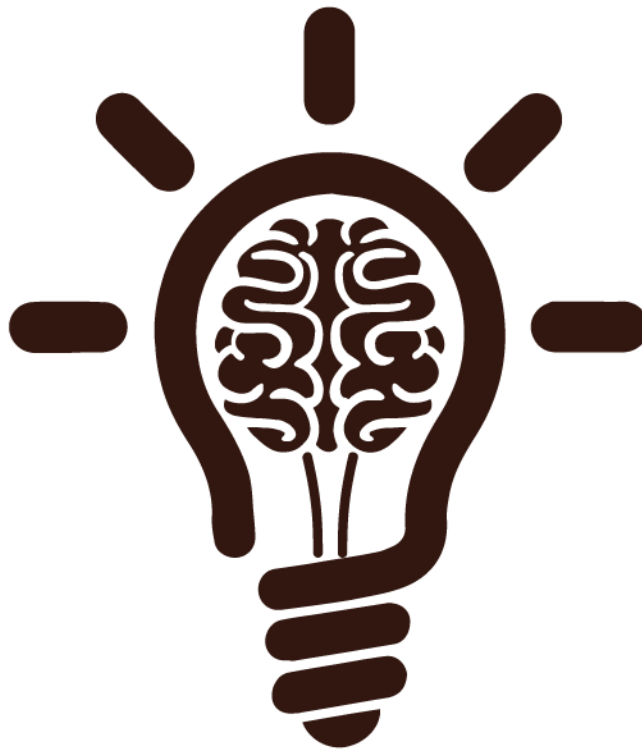
How to Record Quality Video

There are three key factors that determine the quality of your video: video picture, audio and lighting. Here's how to succeed with each factor:

1. Set the Scene for Your Video
When filming, first "set your stage." And remember, details are important! For example, if you're using a tripod, make sure it's level. Are there papers in the way? Any classified information on the wall in the background?

Also, make sure your scenes stay consistent, also known as maintaining continuity. This is incredibly important for post-production and editing. Was there a mug on the table in your first take that somebody moved in your second take? If you use clips from both takes, it will look awfully strange when a mug suddenly appears!

2. Use Specific Camera Shots and Film Techniques
How you film your video can make your content more interesting and add a touch of professionalism. When filming different scenes, think about the best angle and perspective for each shot.

Over Shoulder: This is a great angle to show the perspective of one person listening to another person. This technique could be used during a camera interview or a character dialogue. To get this shot, put the corner of the camera directly behind someone's shoulder. You can use this technique with multiple people to capture the dynamic of a conversation.

Low-Angle Shot: This camera angle is done by putting the camera below an individual, pointing up. This gives the person on camera an essence of power and strength. These shots may be great for presidential figures, bosses and heroes.

High-Angle Shot: This shot is the exact opposite of the previous shot, with the camera above the actor, pointing down. This shot makes the character seem timid, lost or young. This would be a good angle to show an adult looking down at a child or a superior looking down at a scared employee who is about to be reprimanded.

Mid-Shot: If you are filming a video interview, this would be the best shot to use. Frame your characters from the belly button up, or lap up if they are sitting. This shot is important if you need to see hand motion and interaction.

Close Up: This shot shows detail of a character's face, and focuses on a character's expression. This would be a good shot to use if a character is feeling an intense emotion or has an epiphany.

Record Quality Audio

Having high-quality audio is even more important than having a perfectly crisp picture. People need to hear the dialogue and information to understand what's going on.

Quality Audio Checklist:

1. Plug headphones into the camera to listen to the audio feed while you're recording. That way you will be able to hear more detail.
2. Always do a sound check before you officially begin recording. Check audio levels and sound quality.
3. Remove all background noises, if possible. Check for buzzing from items like refrigerators or ventilation systems.
4. Avoid filming in open rooms with tile or other building materials that could create echoes.
5. Make sure you stop or pause your recording if you're interrupted by loud noises like sirens or construction
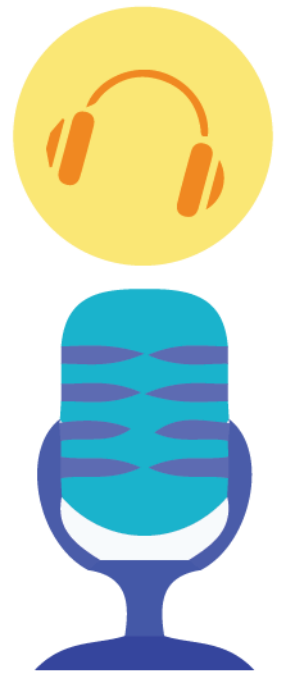
Use Lavalier Mics to Individually Mic Each Person in Your Video:

If you are recording an interview, you may want to individually mic each person to make sure the sound comes in loud and clear. For this video, use a lavalier mic, also known as a "lav" or "lapel mic." Lav mics clip onto a person's collar or shirt a few inches from a person's mouth.

1. Check what kind of audio input your camera uses. (Most likely, it will be XLR or 1/8 inch input.)
2. If you are putting a mic on each person, use a soundboard to collect all of your audio feeds. Connect the soundboard to the camera.
3. If you don't want to use a soundboard when using two mics, use a splitter to enter two feeds into one jack. However, this may decrease the audio quality or cause a slight buzzing sound.
4. For wireless mics, clip the transmitter onto the person being recorded. Make sure they turn the transmitter on!

Use a Boom Mic to Record a Scene:

If you are recording a video using a hand-held camera, you may want to use a boom mic. A boom mic, or shotgun mic, is a directional microphone that connects to the camera. For most boom mics, you will need a camera with an XLR input.

Use Good Lighting

Lighting is an incredibly important factor in video quality. Without good lighting, your video could look dark, grainy or even dis-coloured. Good light also helps remove awkward shadows and increases the clarity of your picture!

One very simple lighting technique is called "three- point lighting." With this technique, you have a key light, a fill light and a back or hair light.

1. Key Light: This is the primary light facing the person being shot.
2. Fill Light: This light is to the right or left of the person, and fills the area with light.
3. Back Light (or Hair Light): This light goes directly above and behind the subject. This removes shadows and gives the person's hair a nice glow.

What should you avoid when lighting your set?

1. Avoid recording a scene with a window in the background. This will cause your subjects to be dark and difficult to see.
2. Avoid creating shadows as much as possible. If you see people making shadows on the wall, you may need to rearrange your lighting and re-record previous shots.
3. Avoid washing out the people in your videos with strong lighting. A person who is "washed out" appears very pale on camera, making it difficult to see the detail of that person's face.

Pro Tip: Turn on the "zebra" setting on your camera. This will tell you what areas are being washed out from too much light.

How to Edit Your Footage

During the editing process, you turn your video footage into a final product! Editing is a detailed-oriented process, and small changes can have a big impact on the quality of the final product. Ask your colleagues for feedback along the way.

Use Video Editing Tools
With the right piece of video editing software, you can turn long, frustrating hours sat in front of your computer into a pain-free task with coherent movies, dynamic short films and sharable videos as a result.

1. Adobe Premiere Elements
Great all-round video editor to suit most users

Platform: Windows and Mac | **Key features:** Video stabilisation, face detection, automatic motion tracking | **Video tracks:** Unlimited | **Free trial:** Yes | **Best for:** Professionals and enthusiasts

- Easy to use video editor
- Loads of features
- Not as powerful as some tools
- Not the fastest video editor

Adobe is an instantly recognisable name to most, a great choice for both beginners and experienced editors. It isn't as complex as the more heavyweight Premiere Pro video editor (listed below), which is best suited to full-time video editing professionals. But Adobe Premiere Elements is packed with excellent features, such as face detection, audio effects and bundled soundtracks. And it's friendly to use, too.

2. Adobe Premiere Pro CC

The best video editing software for Windows offers a notable step up from Premiere Elements

Platform: Windows and Mac | **Key features:** Multi-cam editing, 3D editing
Video tracks: Unlimited | **Free trial:** Yes | **Best for:** Professionals and enthusiasts

- Check Amazon
- Excellent automatic functions
- Industry standard video editing tool
- Free trial available
- Pricey

Crank things up a notch to Adobe Premiere Pro CC and get an all-singing all-dancing video editor that's used by multitudes of industry professionals. And it's easy to see why it's so popular for users – it can handle an uncapped amount of video tracks, which can be imported from pretty much any source you can think of: files, tapes, cameras of all standards, and even VR.

The automatic sync is a gem when you have multi-angle shots, and it's hard to fault the fine-tuning tools that really make your video stand out from the crowd.

3. Final Cut Pro X

The finest video editor you can get for your Mac

Platform: Mac | **Key features:** Muti-cam editing, intelligent colour balancing
Video tracks: Unlimited | **Free trial:** 30-day | **Best for:** Professionals and enthusiasts

- Check Amazon
- Versatile and powerful editing
- Brilliant interface
- Makes sense for Apple users
- Expensive

What Adobe Premiere Pro is to Windows PCs, Final Cut Pro X is to Mac users. It's the best video editing software for Mac. And, as you would suspect with Apple software, the must-have editor is consummately easy to use and comes packed with enough features to warrant the admittedly high price tag. We like the grouping tools, effect options and the simplistic way you can add and edit audio.

If you're already entwined in Apple's ecosystem, you'll appreciate how Final Cut cleverly coordinates with your Photos or iTunes collections.

Edit Your Clips Together

After your clips are organised, you need to piece them together. There are many different techniques to transition between clips depending on the effect you want to create.

Fade-In/Fade-Outs: A video that begins suddenly (or loudly) can be jarring. A good technique is fading in both visual and audio of a video. Most often, you will want to begin your video with a fade-in, and close with a fade-out. A fade-in is an approximately one second gradual transition at the beginning of a clip. Fade-ins and fade-outs can also occur between clips if you are depicting the end of a scene and the beginning of something new.

Cut: A cut is a quick edit between video clips where one immediately cuts to the next without adding a transition.

Dissolve: This edit is a gradual transition between clips. From the video viewer's perspective, he or she will see a new clip appear as a clip ends. This technique is good to transition between an image and the beginning of a video interview.

Pro Tip: If you are using a simple video editor and you want to add an image at the beginning or end of your video, use PowerPoint! You can design a slide and save it as a .jpg image. Most editors will allow you to drop it right into your timeline.

Adding Music Soundtracks

Music is a great way to make your video more interesting. Add a dramatic tune during a moment of tension. Use a low, cheerful track in the background of a how-to video. However, never use copyrighted music in your videos. If you do, video-sharing sites like YouTube will remove your audio, or worse, you could get sued. Find creative commons audio files or make your own music!

Export Your Video Into a Sharable File Format

After you are happy with your video editing, you will need to export your video. Some tools like iMovie and Camtasia have simple settings that let you export your video in a format specific to the site where you will upload the video. Tools like iMovie can upload your new video to your YouTube account for you.

Pro Tip: For exporting HD video, use the original video resolution you imported for the camera. It will give you a very large file, but it will be crisp and clear. When exporting HD for YouTube, use 1920 x 1080 (1080p) or 1280 x 720.

How to Publish and Promote Video

Once your final product is complete, it's time to publish your video for the world to see. Where you decide to publish should align with the original goals of the video.

YouTube is the second largest search engine and an incredibly popular video viewing website. Twenty-four hours of video are uploaded to YouTube every 60 seconds!

1. Create a YouTube Account if you haven't yet. Edit it with your information, logo, etc.
2. Upload your first video.
3. Add an title and tags that people might use to search for a video like yours.
4. Add a URL linking to your website (or a link of your choice) at the beginning of the video description, followed by a sentence or two about your video.
5. Save and publish!

Pro Tip: If you are uploading an HD video, keep it private while it is processing so your viewers' first impression is crystal clear video! Be careful about uploading overly promotional content to free video sharing sites. It occasionally violates the sharing site's terms of service. If you are uploading video that is purely for commercial purposes, you may want to use a paid solution.
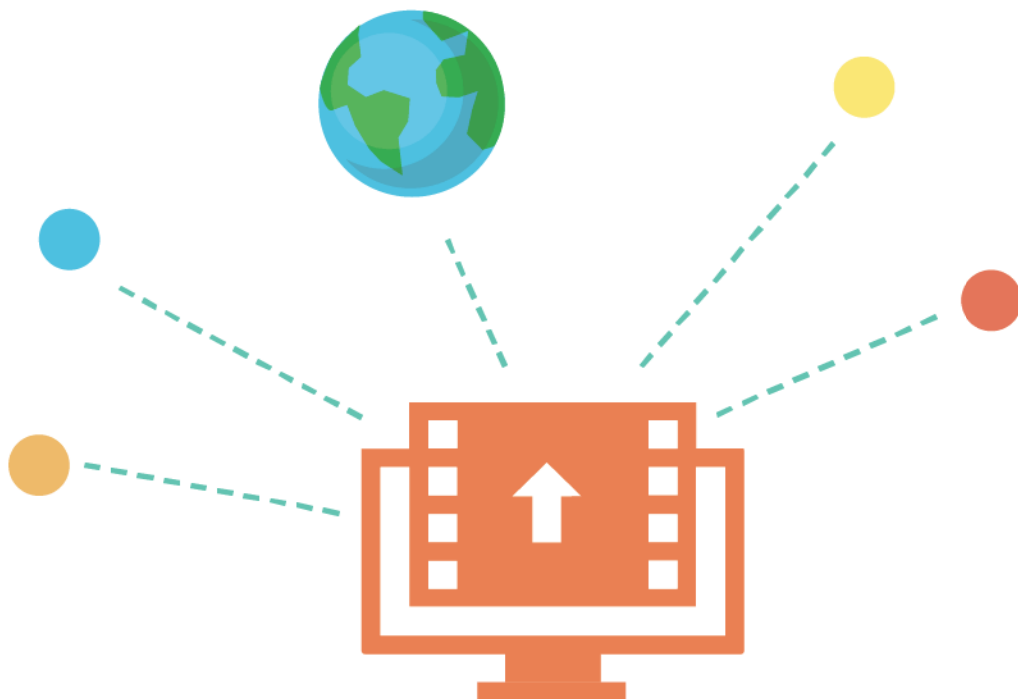
Conclusion

Leveraging video marketing is a powerful strategy to promote, brand, and grow your business online. More consumers are interacting with videos today than ever before and, it's vital to boost and ramp up your video marketing to connect with your audience.

Videos have a compelling way of fostering engagement, yielding results like click-throughs, shares, lead generation, and sales. It is indeed one of the best tactics to bring more exposure to your brand while helping you achieve your bottom-line.
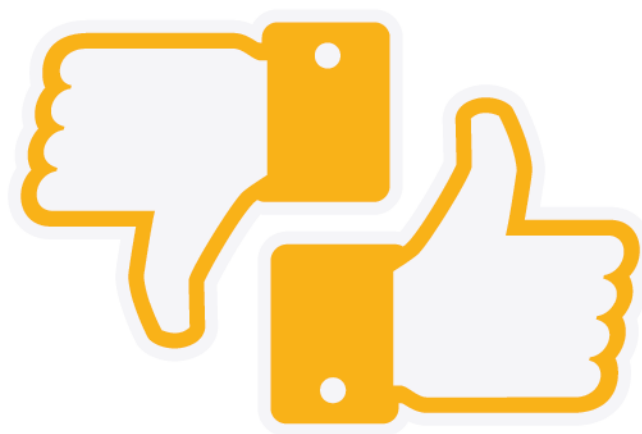
And now that you know how effective it can be, here's how you can use video in your marketing strategy. These tactics are sure to provide you with the results you're looking for. Use videos to share your brand's story. Allow viewers to experience your passion and zeal for the market you serve!

Contact the friendly team at Quest to find out how we can help.

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