

# Video Marketing On A Budget

Landing Leads For Less Money

Kuno Creative September 20, 2022

# 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 Android) 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?**