

Video Doesn't Have to Be Scary!

The Guide to Quickly and Easily Creating Online Video Content

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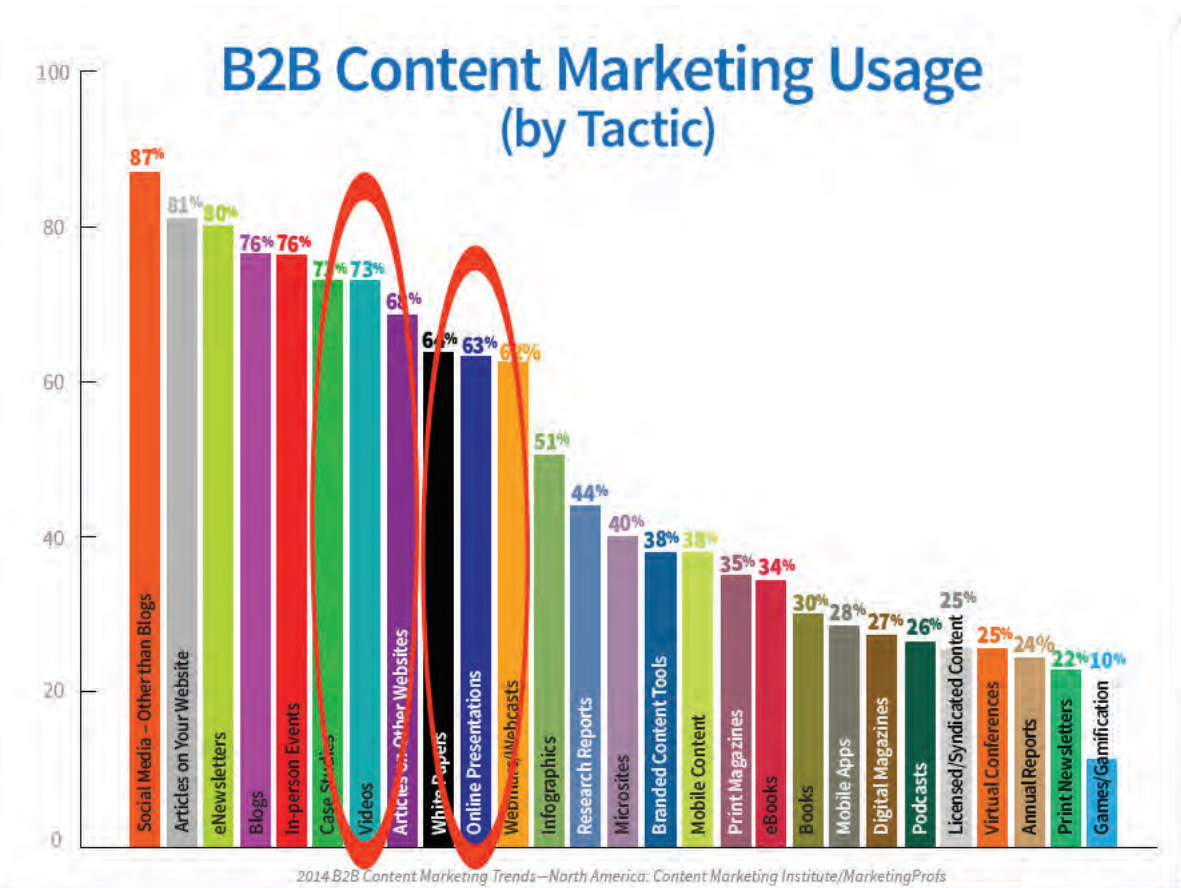
What's the big deal about video?

According to the Content Marketing Institute 2014 B2B Content Marketing Research Report, 73% of B2B Marketers are using video now

Demand for online video is growing in every sector of business—from content marketing and sales enablement to learning and training; from corporate communications to investor relations. Video content is the new black, but it's more than a passing fad. Marketers are expected to utilize video in all avenues of corporate marketing.

Online video brings your message to life. It engages your audience. Video drives action where other mediums no longer do. According to the Content Marketing Institute's 2014 B2B Content Marketing report, the use of video and online presentations is rapidly increasing.

Without a modern approach to producing online video content, you can devour your precious content budget before you know it. This paper will introduce a strategic approach for creating video content within budget and with production methods appropriate to the intended use.



Simple strategies for creating online video

1. Slice up your video needs into three segments, and employ different production approaches in each tier.

Imagine you have \$60,000 in your annual content budget earmarked for online video. Would you rather spend your entire budget on three Hollywood-style online video assets at \$20,000 a pop, or can you live with just one video masterpiece and save the remaining \$40,000 to create dozens of perfectly good videos for scores of different uses?

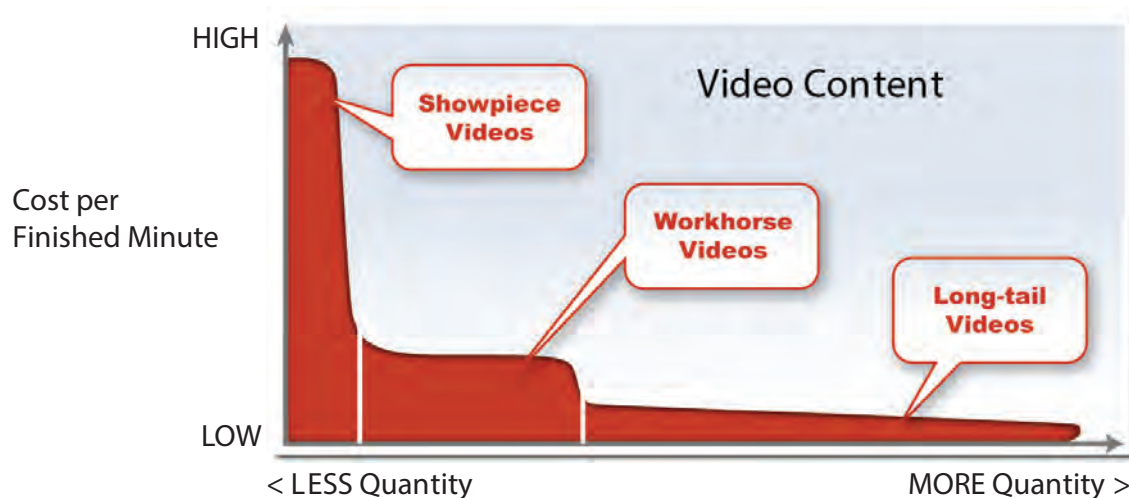


Fig. 2. Showpiece, Workhorse and Long-tail Videos

"In my experience, marketers, trainers, and corporate communications professionals are well-served by dividing their video efforts into three tiers - each with different levels of visibility, production methods, and expenditure/effort per segment."

- Michael Kolowich, CEO of KnowledgeVision

Showpiece videos

These are the splashy pieces that grace the front door to your website. They play in your trade show booth. They kick off your sales meetings. They energize new hires. They are meant to turn heads, grab attention, to get the heart pounding, and to stop a viewer in his or her tracks. Pull out all the stops on these videos, as they help define your company and the aura that surrounds it.

While showpiece videos are not inexpensive, it's likely that your organization needs just a few and they won't require regular updating. Hire an expert video production house to tackle showpiece video.

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Imagine a showpiece video showing big, dramatic scenes of glistening corporate buildings with clouds streaming by, designers burning the mid-night oil, close ups of sculptors shaving microns of unwanted clay, and cutting-edge technology being harnessed to produce the vehicles of the future. Impressive, high-dollar stuff. That's what your showpiece videos should look like. And in fact, online showpieces will break some of the network TV boundaries over time, by becoming more interactive and engaging and non-linear.

Workhorse videos

These videos explain your most important products, introduce your key technologies, and employ your most visible people to help keep your organization on the same page, keep skills sharp, and move prospective buyers along in the buying process. They're important because they show and explain at a high level. They are crisp, clear, and are typically the videos that get passed around when a group is involved in a buying decision or when new information must be shared and learned consistently. You don't need to be splashy or cute here, just focused, authoritative, and clear...and with a style that conveys the personality of your organization.

The expenditure per minute for workhorse video can be one-fifth what your showpieces will cost. Today, powerful, cost-effective online video production tools make it easy for video producers to keep up with demand for workhorse videos.



Long-tail videos

For sales and marketing, video is a great way to draw prospects into a much deeper understanding of your products and the thinking behind them, as well as to answer frequently asked questions. And with the multiple influencers you need to touch, and the various interests of all involved in the buying decision, a high volume of low-cost, targeted videos is useful.

This is where subject-matter experts in your company can really shine -- the people in the trenches who invent your technologies and support your customers in the field. And the subject matter covered is typically on subjects of more limited interest.

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Demand for high volumes of low-cost online video is also exploding across training and corporate communications. As organizations struggle to keep up with the lightening speed of business, long-tail video is more and more vital.

And now, dead-easy, free online video tools are available that allow anyone in the organization to quickly and easily create and share long-tail online video assets in minutes.

When you don't need to sweat the cost and complexity, it's easier to experiment with video, test and refine your messages, and identify the winning content that may deserve "promotion" to higher production values – with a larger effort.

Long-tail video content can be critically important to your content strategy; the key is to preserve the power of video while keeping the expenditure very, very low.

Allocating your video content budget among these three tiers -- and making sure you spend appropriately for each video you produce -- is a critical first step. But it's just a start.

2. Broaden your definition of what a video is.

Over the course of years, network television engrained in us a concept of what a video is. It's a linear story, with a beginning, a middle, and an end. It's designed to be viewed from beginning to end. All the action happens within a 16-by-9 frame. It's a largely passive experience; watch it or turn it off. And it's got a certain "look" provided by high production values.

But what about the rest of your video portfolio, where you can't afford to do the "full Spielberg" on every bit of workhorse and long-tail video content? That's where it's helpful to broaden your definition of what's acceptable -- and even what's video.



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Short, educational mini-segments

When you discover a good, expert storyteller in the organization, take advantage of the opportunity to create a series of mini-segments. For example, create a much simpler series of “expert” videos, consisting only of an engineer and a computer.

Formula-based videos

Clothing retailer Zappos, has evolved a formula approach that takes workhorse and long-tail video to a science. The company has posted literally thousands of “video descriptions” of its products. Rather than using the manufacturer’s video, they create their own featuring the product, an enthusiastic presenter who exudes the Zappos culture and knowledge of the product, and useful features commentary. Each is less than 60 seconds, very simply produced (the budget per video is probably under \$50, since their shop produces around 60 to 80 per day, and is reported to raise conversions by between 6 and 30 percent. That’s a high ROI)!



Text-and-still videos

Every video doesn’t need to be a documentary, complete with interviews and “B-roll”. Nestle Waters, for example, has a long-tail video series that addresses frequently asked questions about bottled water. Most of each segment is just a series of text slides...complemented by still images. No voiceover required. Each segment is search-optimized around keywords reflecting the most common concerns about bottled water. And because these are highly modular, they could be created and added to the collection one at a time, spreading the effort and expense out over time.



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Man on the Street



The material you use doesn't always need to come from inside the organization. Sometimes you can get surprising results just by taking a camera out on Main Street and asking passersby to help with your content-

Total field production time: about 3 hours.

Drawing + Screen capture

Salman Khan, hedge fund analyst-turned global educator, has made a huge splash in online learning with Khan Academy, which features nearly 3,000 online, on-demand video courses. He develops each lesson by combining simple screen capture and drawing software. But Khan's revolution is not in the tools themselves, but in the way this form of on-demand video lectures can be used to turn education on its head. By assigning the video lectures as homework, students can pause and repeat and learn the background information at their own pace. Subsequently, students and instructor can use class time for more interactive group problem solving and discussion. This "flipped classroom" has great potential in corporate e-learning and training for cost savings, as the core materials can be distributed online worldwide, allowing for scale, progress monitoring, and self-paced learning.

Inflation Overview : Basic understanding of Inflation

← Previous Video: Mortgage Interest Rates Next Video: Basics of US Income Tax Rate Schedule →

Year 1 Basket of Goods + Service \$20,000 → Year 5 Basket of Goods + Service \$22,000
+2,000
+10%

CPI ↑ by 10% *Price Inflation: 10%

Inflation

Monetary Inflation - Increase in money supply

Year 1 ? Year 5 House: \$660,000
× 1

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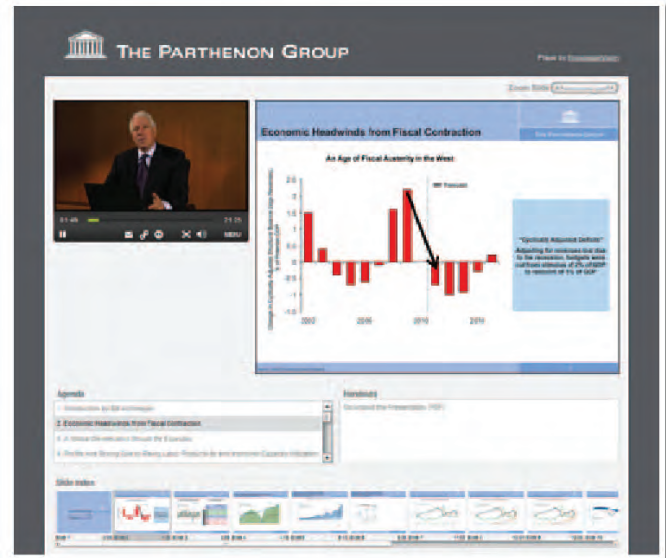
<http://www.wolframalpha.com/input/?i=10000+1050+usd>

Online video presentations

Perhaps the easiest way to make video assets is by taking PowerPoint presentations, combining them with your best communicators, and weaving them together into online video presentations. What organization doesn't have a library of presentations and a really great storyteller for each of their products, technologies, policies and concepts? For example, the international strategy consulting firm Parthenon Group uses KnowledgeVision to put out a regular video series featuring its chief economist, Roger Brinner.

These are simple to produce but powerful in effect, because they combine the detailed analytical charts with the authority and color that the commentary provides.

These are just some of many ways to create video content without pulling out all the stops. The key is to keep it simple, while at the same time not compromising on basic production values like good sound, good lighting, and a steady camera.



3. Don't be scared of video. Use new tools to easily create videos.

You can produce great online video by yourself with a mobile device. Many companies are bursting at the seams with valuable, re-useable digital content, and great storytellers. Use these resources! Let your subject-matter experts focus on the content, and assure them that you'll take care of the rest.

Every time an executive keynotes a conference, a product manager gives a briefing to the sales team, a technologist gives a customer briefing, that's potential marketing, training, or corporate communications content. Smart organizations keep their antennae up, watching for opportunities to record these sessions for re-use.

Conclusion

No matter what ideas you are trying to sell – from marketing messages to new training concepts, creating video for any type of business communication doesn't have to be hard. And it doesn't need to be expensive. By dividing your content needs into tiers and matching production process to these tiers, you too can stay within budget AND unleash the full personal engagement and persuasive power of video on your prospects, employees, and partners. When you start to rethink your definition of online video, explore new tools, and leverage the value of your internal subject matter experts and existing content, you don't have to be afraid of video!