

10 Ways to Integrate Video Into Your Business



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1 Let interviews do your marketing for you

Unscripted interviews evoke real-life authenticity and are an opportunity for others to speak on your organization or product's behalf, saving you the time and cost of working with an agency to develop a scripted commercial.



2 Be specific, concise and context-sensitive

With mobile accounting for over 60% of online video consumption, relevant, short content is essential for avoiding getting lost in the “forgetting curve”. Consider breaking up videos topically to engage specific target audiences, while peppering video in the various stages of the buying cycle to ensure relevancy -- this tips the scales in your favor for emotionally-driven purchasing decisions.



3 Build a video library, not a one-off

Consider a 5+ minute video for your diehard target audience, a 3 minute homepage video, short interview clips and internal videos for your organization -- all cut from the same source footage. Consider what information is unlikely to change that can serve you for a long period of time, and what footage is likely to be time-sensitive when developing your video library.



4 Learn the digital body language of your viewers

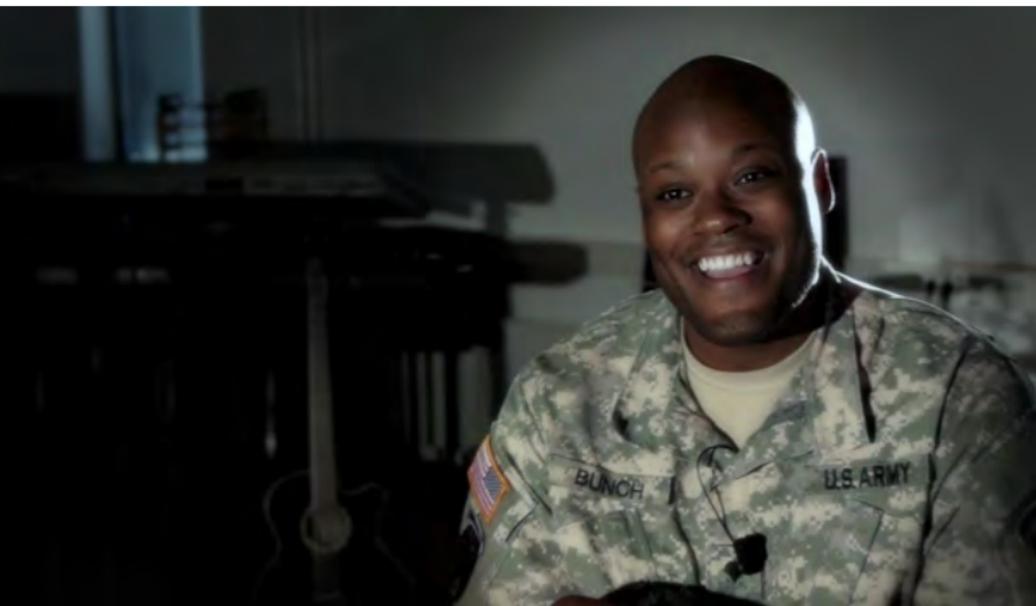
Use video analytics to understand how viewers are interacting with your video content. If people stop watching during certain segments, consider a re-edit that maintains their interest -- and your ROI.

Consider partnering with an analytics-fluent video production company that understands both production and consumption.



5 Video production project management

Delivering on-time, within budget and satisfying stakeholder requirements is where a project manager is essential. Consider working with a video production company that obtains feedback early and often to ensure the project is on-track, understands the organizational and bureaucratic challenges clients face and can quickly make new adjustments to the edit and schedule based on new information.



6 Consider modesty and objectivity over grandiose posturing

Some organizations appropriate the style and formal qualities of commercial advertisements and Hollywood films inappropriately for their audience and purpose. Consider subtlety and honesty with testimonial interviews. Sophisticated production elements like motivated camera movement, color grading, professionally-produced audio scores and aerial footage can all support your non-fiction narrative without appearing lowbrow, flashy or over-the-top.



7 Conduct stress-free, naturalistic interviews

People love to talk about themselves. When interviewing an individual for video, consider the conversation as ordinary as sitting in a coffee shop together. Make sure to sit close enough, skip the notes and riff off the energy -- ask specific questions when the interviewee gets passionate about certain topics. The lights and cameras will fade away when the subject is engaged and the conversation is flowing!



8 Gear: don't lose the moment!

In the past, high production value video often required cumbersome, heavy equipment and hot lights. Today's large sensor cameras need less light for clean exposures, compact equipment can get into otherwise inaccessible environments and lightweight LED lights generate virtually no heat. In the right hands, minimal and portable gear affords the opportunity to create subtle, non-invasive production environments perfect for naturalistic interviews, documentary-style footage gathering and sensitive, fast-paced settings like clinical and industrial facilities.



9 Be agile

With today's extremely granular analytics tools, it's advantageous to continually adjust your video strategy and make incremental edits once more information is made available. This approach avoids the mistake of spending lots of money on a few videos only to find they don't get seen by the right viewers -- or seen at all. By being agile, one can turn unknowns into opportunities for learning and rapidly adapt to fluctuations in video consumption, market shifts and new technologies.



10 Trust the process

“A video is made in pre-production” speaks volumes about the importance of understanding the organization, product and topics before the camera rolls. Combined with time-tested camera technique, lighting and sound design, you will have a solid foundation for extracting the best possible interview conversations and b-roll footage. Consider working with a video production company that provides not only solid technical and aesthetic execution, but comprehensive pre-production to ensure the capture of relevant, provocative subject matter.



LET'S TALK

Promotional testimonial videos for
corporate, industrial and medical

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