



E-BOOK

The Complete DIY Playbook For Creating Killer Video Content From Home





A Playbook For Creating Video In 2020 And Beyond

Everyone knows you need video content for marketing, sales and customer service. Most people admit they are visual learners. In fact, 60% of people score themselves as visual learners, so they would prefer to watch than read.

This means you need video content to be front and center in your revenue generation strategy.

Video for marketing should include videos:

- From your CEO sharing company strategy
- From your product people explaining new features
- From client services talking about how they helped clients in specific industries
- For social media
- For paid ads
- For your website
- For email campaigns
- From customers talking about their experiences with your products and services
- From your team members talking about how you're responding to a crisis



Video for sales should include videos:

- From sales reps to specific prospects
- With answers to prospects' questions
- Highlighting product features
- Showcasing specific applications for your products or specific solutions for your services
- Featuring references from actual customers

Video for customer service should include videos:

- Answering frequently asked questions from customers
- Showing or illustrating how to use your products
- From customer service leadership
- Spotlighting company culture
- Introducing customer service reps to customers
- Showing customers how to leave reviews
- Helping cross-sell and upsell products or services

The use of video is wide and deep in companies today. Your team should be prepared to create these videos in-house with a new suite of tools, applications and capabilities.

What you might be missing is experience with video. This guide is designed to give you the knowledge necessary to create videos that drive prospects and encourage customer engagement with your company, your products/services and your brand.



Planning

If nothing else, we are consistent. *Don't do anything without a strategy.* Strategy before tactics could not be more important when it comes to video. If you don't know who you're creating the video for, what questions they have and where you're planning on using the video, *stop*. Don't go any further.

Who will be watching this video?

This is vitally important. Understanding who is going to watch your video helps you tailor your story and delivery. Is it an engineer? They probably need data and graphics. They will need facts and figures. Is it a creative type? They'll need engaging stories and examples.

Is it a CFO? They'll need financial examples and stories about saving money. Is it a CEO? They'll need the short story, and they'll need to understand the big picture, not the details. Is it a VP of sales? They'll want to hear about how similar companies sold more, closed faster or increased close rates.

If the video is for a particular industry, make sure it's full of specific examples from that industry. Who's watching the video is critical to creating video that people watch and then act on.



What pains, problems, challenges or questions do they have?

A lot of our clients ask: What should we make a video about? It's a good question, and it's one that usually hangs people up. One of the best ways to figure this out is to list the pains, problems or challenges your prospects and customers have when it comes to products and services like yours.

If people need data faster, that's a challenge. If they need reports with more graphic views, that's a challenge. If the current providers are slow to respond to requests for help, that's a challenge. If their products are inefficient, that's a challenge.

Once you know at least five to 10 common business challenges your prospects and customers are dealing with, you'll start to know what topics you should consider for your videos.



Another way to approach this is to ask sales and customer service to list the most common questions people ask during the sales process and when they call.

Here are some for our agency:

- How do I evaluate a digital agency?
- How long will it take to get results?
- What is inbound marketing vs. demand generation?
- Do you write content for me, or do I have to do it myself?
- Wouldn't it be better to hire in-house rather than use an agency?
- Who are some clients I could talk to about Square 2?

You might notice that some of these questions are early in someone's buyer journey (what is inbound marketing vs. demand generation?), while some are later in the buyer journey (how long will it take to get results?).

Don't take a shortcut here. Identify as many questions as possible. When we do this for clients, we come up with close to 100 questions at all eight stages of the [Cyclonic Buyer Journey™](#).



Once you have these questions and you know what stage of the buyer journey they fall into, you can use video to answer those questions. This is one of the best ways to strategically map out your video requirements before you press the record button.

What action do you want them to take?

While creating videos is fun, they have a very specific objective — to get people to act. You have to know what action you want them to take before you start shooting, and this should be part of your planning process.

For every video in your plan, what do you want the viewer to do when they finish? Do you want them to:

- Click and visit a landing page?
- Fill out a form?
- Visit another page on your website?
- Chat with a sales rep?
- Book a meeting with a sales rep?
- Watch another video?
- Be presented with another piece of relevant content?
- Subscribe to your email campaigns, blog or podcast series?
- Schedule a demo?

Get the idea? This is very important. Video needs to be integrated and orchestrated with all of your other marketing campaigns, marketing assets and sales processes. It needs to be a strategic component of your mapped out and planned buyer journey experience.



How do you want them to feel?

This is probably going to make you a little uncomfortable, but it's also important and frequently missed when people do video on their own.

Your prospects and customers make purchase decisions emotionally. To get them to pick you, your video needs to make them feel something.

You might want them to feel:

- **Scared**, so they take action and contact you
- **Nervous** about their current provider, so they want to get to know you better
- **Doubtful** that they're doing everything they should be in their role, so they want to learn more about what you could do for them
- **Grateful** that you're giving them additional education
- **Excited** to learn about new ideas they might have been missing
- **Relaxed** because you're offering to help them with something that has been challenging

Scared, nervous, doubtful, grateful, excited and relaxed are all feelings.

Understanding how you want people to feel will help you create a video that delivers the intended feelings. Those feelings cause people to act quickly.

Where will you be using the video?

Are you going to be using it on the website? Are you going to be posting it on social media? If so, on which sites (Facebook, LinkedIn, Twitter, YouTube, etc.)?

Are you going to have sales send it to prospects? Are you going to have customer service send it to customers? Are you going to be using it at a trade show, conference or event? Maybe you are going to use it at a [virtual trade show booth?](#)

Are you hosting it on your YouTube channel? (You have a YouTube channel, right?) Or are you





hosting the video in your marketing automation or CRM platform? (You have those too, right?)

Are people going to be watching it on their mobile devices? This is critical, because a lot of people watch videos on their devices and they keep the sound off. This is why we always recommend using closed captions on all of your videos.

Knowing where you plan to use the videos will help you with all aspects of creating video that delivers results.

Scripting

There is some controversy about whether to script out your videos or not. Some people suggest you casually talk about your topic of choice, and others suggest that scripting out your videos produces better, more complete videos.

Regardless, you should know what you plan to talk about before you sit down in front of the camera.

The benefits of scripting

One of the best reasons to script out your answers is to get comfortable with the content. Just because you write what you want to cover doesn't mean you have to read it or repeat it verbatim. People who are new to video almost always feel better when they get to see (on paper) what you want them to talk about on the video.

By scripting out your video, you ensure you won't miss any important points. Again, scripts are not meant to be read on camera. Use scripts to make sure your video covers all of the key talking points. This ensures you never miss an important point in your video.

Another good reason to script out your video is to be sure you use the right words.



Video is a highly effective search engine optimization (SEO) technique, and that means the words you choose need to include the keywords and phrases you want to be found for.

Finally, when we say scripting, we don't always mean a word-for-word script for your video. In many of the videos we use, the script includes questions to be asked and answered. One way we use questions is to ask the subject of the video the question. The subject then repeats the question (so it's on the video) and answers it.

We ask the same question three or four times, and the subject gets better and better with their answers by the time you ask the question for the last time. This gives the video editor a variety of options for editing the video and delivering a tight answer to an important question.

The benefits of NOT scripting

By not scripting, you get a very casual video, and this can be appealing to many companies. Often, scripting can make your subject tighten up and be too formal. This can produce a video that feels too produced. By going without a script, you can get people to talk off the cuff and casually address the key issue.

This approach is best used when your subject is very comfortable with video. For instance, when they are a seasoned speaker or have been the subject in a variety of videos and other formats, like podcasts or webinars.

In general, we suggest at least creating an outline of what you want your video to cover, and in most cases, a list of questions or a detailed script that you can use as an outline.



Sound

Our video production partner, New Pace Productions, provides excellent advice for making sure your sound is tight when producing a video in your home.

A great option is to get a lavalier microphone that plugs into your phone. You can easily pick one up on Amazon for less than \$100. Another option is to use your headset microphone. The final (and least effective option) is to use your standard phone microphone.

The key with sound is to test it. Run a test shoot with the sound configuration you have and make sure the sound is solid. Having bad audio is the fastest way to get people to turn a video off. You don't want to spend the time shooting the video if the sound is bad.

Make sure the sound is clear and there is no echo. This has more to do with the room you're in than your microphone. Avoid outside or background noise, and be sure no one will interrupt you as you're filming your video.



Lighting

How you light your video shoot is the next most important aspect of creating a great video at home. Try to use the most natural light possible. However, when you have too much natural light, it can be challenging to tone it back.



You can use household lamps to add light to your shoot, but these typically add a lot of background light and diffused light. Make sure these lamps are not visible in the shoot; they should be off camera and adding general light to your set.

Another option is to grab a ring light (like the one shown here) on Amazon. These are inexpensive, and they often come with a tripod and phone holder. This can be great for close-up shoots and for rooms with limited light or lighting challenges.



Square 2 offers a video kit that includes a mic, ring light, tripod and phone holder. We ship this kit, clients do their recording, we grab the footage via an app and we handle all of the editing. This is a great way to not have to worry about sound and lighting while still getting home-shot videos produced.

Staging

Something to consider as you set up your shoot is the rule of thirds. It's a concept in video and film production in which the frame is divided into nine imaginary sections.

The sections create reference points that act as guides for framing the image. You want your subject to be in between the first and second sections of the vertical divide.

This also allows you to use the third section of the video for any graphics or text that help tell your story or emphasize key points in the video.

Going back to the strategy component, keep in mind where you're going to use the video. If you're using video for Instagram, you want it to be vertical, but if you're using it for YouTube or LinkedIn, you'll want to take a horizontal approach.

Background

This is important, as your background can be a major distraction for people watching the video. You want your background to be as simple and clean as possible. If you can't achieve that, consider using a backdrop. A basic white sheet or white poster board also works well. If you have a green screen, you can do a lot more with your background.



Try standing a few feet away from your background, as that will add depth and give your video a more professional look.

If you're using Zoom to shoot your videos (this isn't ideal, but it's an option), consider the background feature in Zoom. We're even creating custom Zoom backgrounds for clients that allow them to brand it with their company logo and colors.

Having a customized background means people will never know you're at home. We can even create a customized background that looks like an office or office environment.

Stabilization

This is an important production consideration and one that we see people missing almost all of the time. If you're going to shoot a video at home for business, get a tripod. These come in all shapes and sizes. Even mini tripods (like the one shown here) will work well.

As mentioned above, most ring lights come with the tripod.

What you don't want to do is walk and shoot at the same time. We see tons of these walking videos, but they distract from the content you want people to see and hear.





If you can't set up the shoot properly and you can't control the sound, you'll end up with a subpar video experience. If you just want some b-roll to be edited into your video, that might be a situation where you can take your phone on a tripod and walk it around to collect the footage you need.

But when it comes to people talking, stick to static, staged shots for the best results.

Post-Shoot Editing

OK, you did your shoot. You have your raw footage. You handled the sound, the lighting and the set design. You prepped your on-camera expert so she was ready and articulate. You know where you want to use the footage, and you created a perfectly aligned video for use in your marketing, sales and maybe even customer service.

Now what? Is it ready to go? Of course not.

It's going to need some editing love and care. You want your logo displayed at the beginning and the end. You might want some music, too. You should have a call-to-action and maybe a link to send your viewers to after the video is over.

Not to mention you likely have some flubs, some mistakes and some issues with a few of the takes. No worries, because it all can be fixed in post-production.



To get your final video ready for prime time, you're going to need some editing. The good news is that today, post-production editing can be done remotely, and if you shot your video on an app, your editing team might already have access to your raw footage.

Confused a bit? Not surprising, since video editing has changed a lot in even the past 12 months.

For example, when we do video shoots with clients using their phones in their offices or homes, we log into an app with them and help them through the shoot, just like we were in the room together.

We make sure the sound is right and the lighting looks good. We handle the directing role during the shoot. Once we're done, we get immediate access to all of the footage, and we start editing based on client direction and our video planning effort.

In about a week, the final video is finished and in the client's hands. This is something you could do, too. Several remote video editing options are available when it comes to creating videos at home, and while we prefer our approach and our team, video production companies are all adapting to today's new normal for video.

In just a matter of days, you could be using video for email marketing campaigns, sales calls, website pages, social media, company communication, customer cross-sell and upsell programs and customer testimonials. It really is that easy.

For more information on Square 2, visit
www.square2marketing.com.



ABOUT SQUARE 2

Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution.

More specifically, we help our clients with strategy, tactics, analytics and technology to build revenue generation machines that produce month-over-month revenue growth in a scalable, predictable and repeatable way, so their business grows.

We use our Cyclonic Buyer Journey™ model to help clients map their prospects' buyer journeys to the right sales, marketing and customer service tactics. We use our AI-powered recommendation engine software, [MAXG](#), to drive a more scientific set of recommendations for our clients.

In addition, we provide clients a dedicated team in which one client team works with only one client at any time. This allows us to deliver six months of work in just 30 days, and it allows us to accelerate results for our clients from months to weeks or even days.