

HOW-TO USE VIDEO TO BUILD  
TRUST AND BOOST SALES

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**BAITING THE HOOK**





**I MOVED TO MKE**











# WHY VIDEO?





# THE STATS ARE IN

76% of marketers say it helped them increase traffic

80% of marketers say video has increased dwell time on their website

72% of people would rather use video to learn about a product or service

81% of people have been convinced to buy a product or service by watching a brand's video

85% of people say they'd like to see more video from brands in 2018

SOURCE: HUBSPOT



IT ISN'T ABOUT FACTS  
AND FIGURES

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VIDEO



IT'S ABOUT EMOTION!

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**VIDEO**



A warm, cozy scene featuring a white ceramic cup of coffee on a matching saucer. The cup is filled with a frothy beverage, and a wisp of steam rises from it. The cup and saucer are placed on a dark, textured surface, possibly a book. In the background, a soft, brown blanket is draped over a surface, and a window looks out onto a blurred, sunlit street with buildings. The overall atmosphere is peaceful and inviting.

TAPS EMOTIONS

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# STORYTELLING



100% OF VIDEO PRODUCERS HATE STATISTICS

SOURCE: ME

**STATS STINK!**







# ROB BIESENBACH

## Communications Expert





# SETH GODIN

## Marketing Guru







# **DR. JANE GOODALL**

**Primatologist, Conservationist**

**“We can never win an argument by appealing to the people’s heads. It’s got to be in the heart, and I use the power of storytelling.”**



# ABOUT US VIDEOS















# ABOUT US VIDEOS



# TESTIMONIAL VIDEOS















**TESTIMONIAL VIDEOS**



# PRODUCT & SERVICE VIDEOS













# PRODUCT & SERVICE VIDEOS



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## WHERE TO FIND STORIES

- FAQs about your business





## WHERE TO FIND STORIES

- FAQs about your business
- tell your employees' stories





## WHERE TO FIND STORIES

- FAQs about your business
- tell your employees' stories
- what makes you unique?





## WHERE TO FIND STORIES

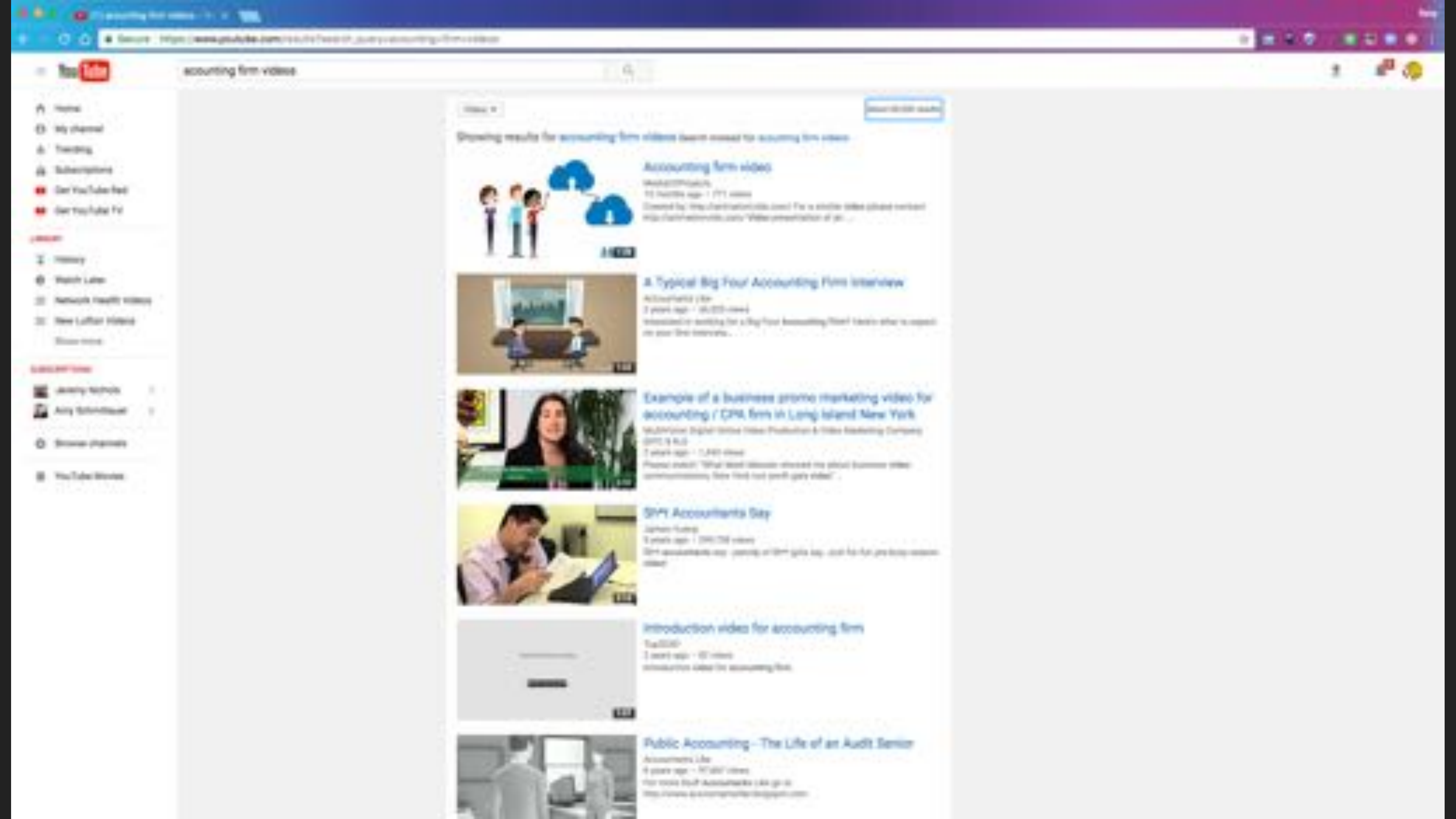
- FAQs about your business
- tell your employees' stories
- what makes you unique?
- follow current events, relate them to your business















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HOW-TO HIRE A PRO OR DIY VIDEOS THAT  
MAKE A DIFFERENCE

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**VIDEO MARKETING  
ON A BUDGET**



# WHAT IS A LOW COST VIDEO?





# VIDEO BUDGETS

BIG BUDGET: \$10,000+

GOOD SIZE BUDGET: \$4000 - \$8000

SMALL BUDGET: LESS THAN \$3000



# HOW-TO PRODUCE LOW COST VIDEOS







# VIDEO PRODUCTION COMPANIES

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# #1



# CHECK THEIR WEBSITE

Low cost options?

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ne more for good measure.</h1>  
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"glyphicon glyphicon-chevron-left" aria-hidden="true"  
"sr-only">Previous</span>  
  
t carousel-control" href="#myCarousel" role="button"  
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col-md-4"></div>  
col-md-4"> <h2> FEATURED CONTENT </h2> </div>  
col-md-4"></div>
```





# SHARE YOUR BUDGET

**Saves you time.**







**WATCH EXAMPLES  
OF THEIR WORK**

**Pass on their "sizzle reel."**





# INDEPENDENT PRODUCERS

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# #2





# WHO ARE THEY?

**Video pros for hire.**







# GET VIDEO EXAMPLES

**Make sure it's their work.**







# DO-IT-YOURSELF VIDEOS

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# #3



# MICRO-BUSINESS SOLO-PRENEURS

**Zero marketing budget.**







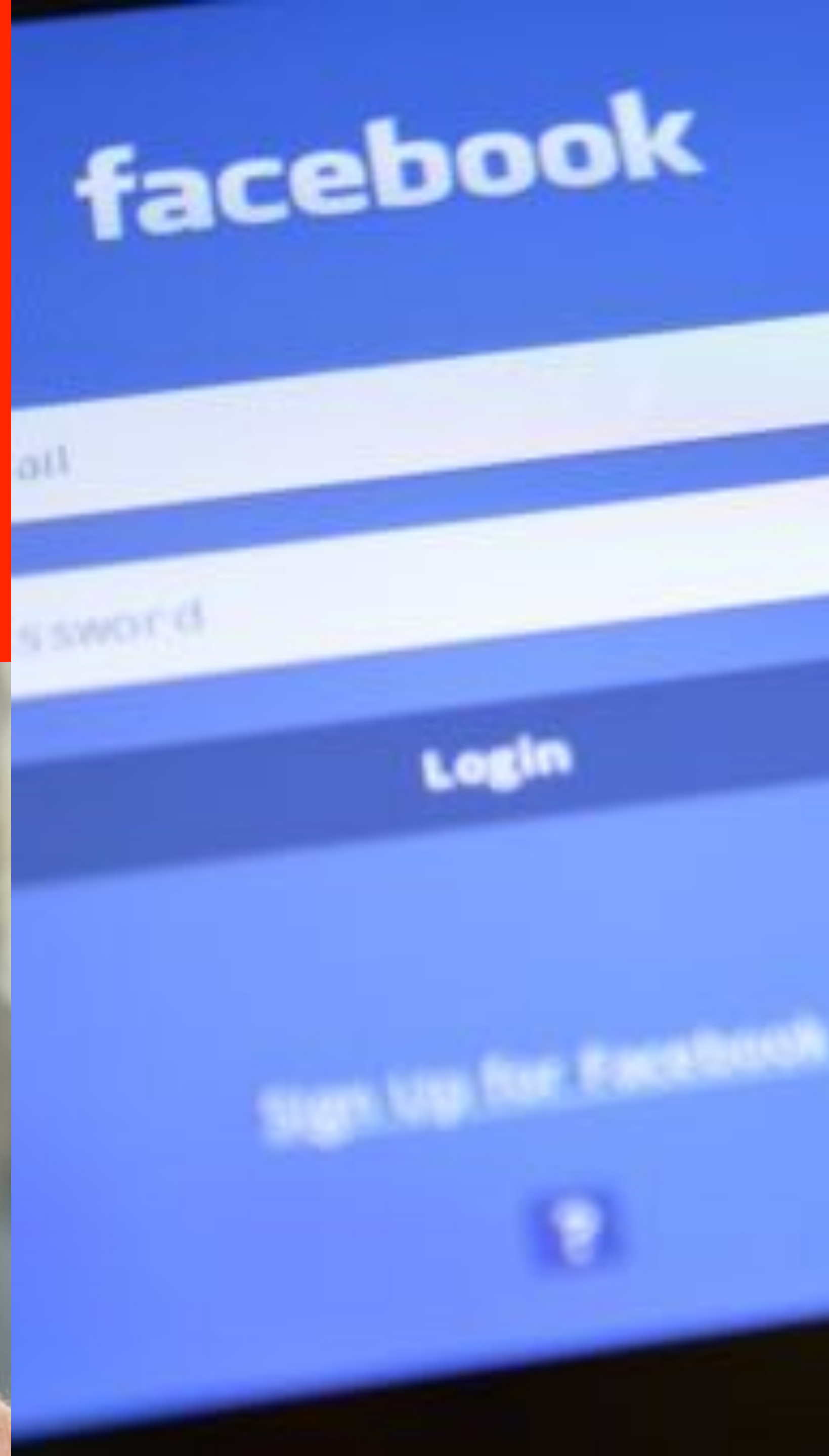
# KITSCHY COMPANY

**Customers are in on it.**



# FACEBOOK LIVE INSTAGRAM

**Short social media videos.**







**EVERYONE ELSE...**

**Hire a pro!**





Important advice:

**DON'T BITE OFF MORE  
THAN YOU CAN CHEW**



# LOW COST VIDEOS:

3 tips to save your  
marketing budget!

Types of DIY Videos:

# VLOG





## VLOG SHOOTING TIPS

- Camera at eye level or slightly higher
- Light in your face
- Use a microphone
- If you sit, use a small uncomfortable chair





Types of DIY Videos:

**ABOUT US**





Types of DIY Videos:  
**TESTIMONIALS**



# DIY VIDEO GEAR

- camera
- microphone
- tripod
- light

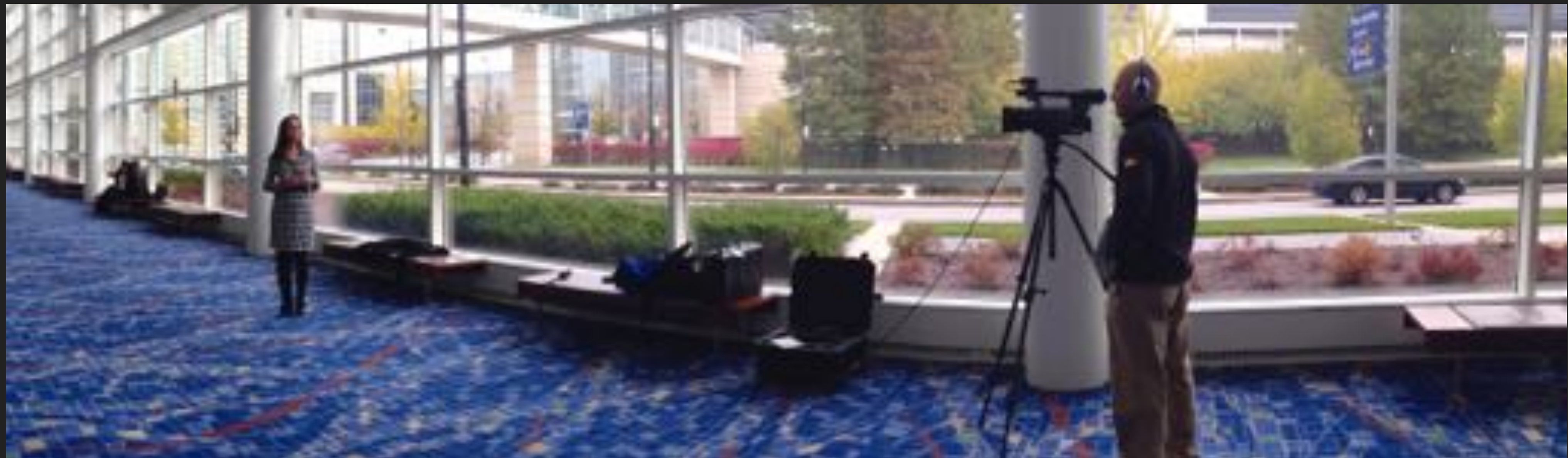




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## DIY VIDEO TIPS

- keep them short
- avoid too much headroom
- frame things slightly off-center
- wide, medium, tight





PARTICIPATION TIME

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**LET'S SHOOT A VIDEO!**





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HOW TO LAYER VIDEO THROUGHOUT YOUR  
MARKETING FUNNEL

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**VIDEO FOR INBOUND**



# THE PROBLEM WITH VIDEO





# VIDEO COST

Cha-Ching!







**GETTING PEOPLE  
TO WATCH**  
**Views matter!**



# WHO'S YOUR AUDIENCE?

**Critical to know this!**





# WHAT'S YOUR GOAL?

**Set a target.**







# DEFINE SUCCESS

**How will you measure?**



# ABOUT US VIDEOS





# TESTIMONIAL VIDEOS





# PRODUCT & SERVICE VIDEOS











## ATTRACT

- Thought Leadership
- Vlogs
- Corporate Culture
- How-to





## CONVERT

- Webinars
- Case Studies
- Product / Service Videos





## CLOSE

- Testimonials
- Corporate Culture
- Proposal Videos





## DELIGHT

- Educational Courses
- Product Training
- Fun Videos



WRAP-UP

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**LAST... BUT NOT LEAST**



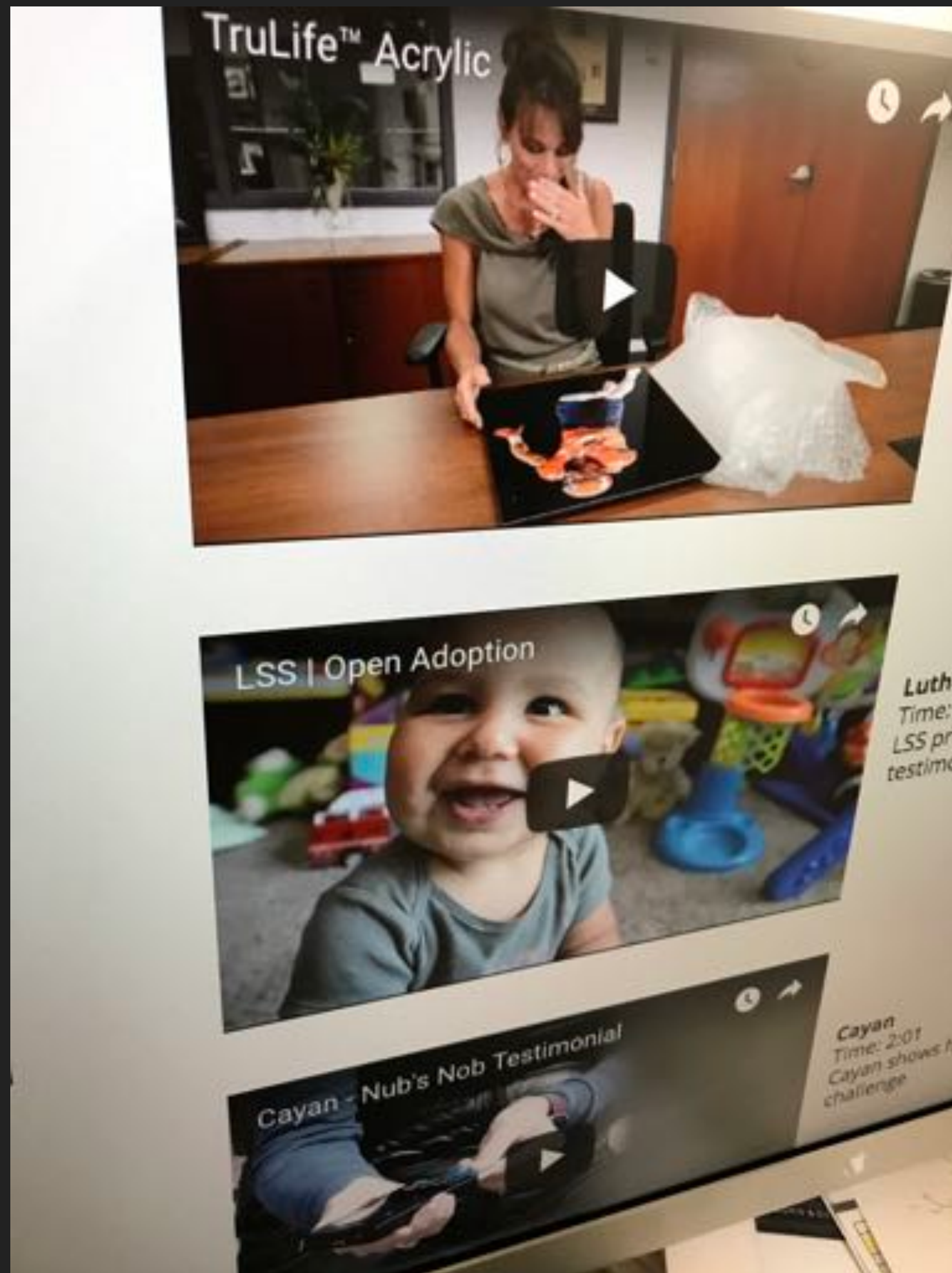
PROMOTE YOUR VIDEOS... A LOT!

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**PROMOTE YOUR VIDEOS.  
YOU CAN HAVE THE BEST VIDEO IN THE  
WORLD, BUT IF NOBODY IS  
WATCHING... WHAT'S THE POINT?!**

**Tony Gnau**





## PLACES TO PROMOTE YOUR VIDEOS

- website
- blog
- YouTube
- social media
- e-mail campaign
- your team members
- e-mail signature



PROMOTE YOUR VIDEOS... A LOT!

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# LEARN MORE ABOUT PROMOTION



**Tony Gnau**





01 HOME 02 ABOUT 03 VIDEOS 04 BLOG 05 CONTACT

# Storytelling & Video Production

for PR & Marketing

Midwest-based, serving clients  
from New York to Kona, Hawaii.



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