



# Getting Smart with Video

BY MIKE HOURIGAN

MIMAR MEDIA

# The Story of Mimar Media

An independent Irish Production  
company based in Roscommon,  
Ireland.

From idea to screen we create  
content that Entertains, Engages and  
Informs.

Documentary | Film | Commercial



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Video is an accessible marketing tool for businesses of all sizes and budgets.

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Embrace video as a way of engaging with your customers or target market  
...Your audience expects it and looks for it!

# Why create video content?

**Video is easy for consumers to digest and easy for marketers to implement across a wide variety of channels**

- **Video is Impactful**

“One minute of video has the same value and impact as 1.8 million words” *Forrester Research*

- **Video is good for your website**

The average Internet user will spend 88% more time on a website with video *CodeFuel*

- **Video will help you sell more and faster**

Customers use video to research their purchases. 64% of people buy from sites that have video explaining their product *comScore*

And 70% of marketing professionals report that video converts better than any other medium. *Marketing Profs*

# Why create video content?

## **For tourism specifically, video is critical as these video marketing statistics show:**

- YouTube is the most used site for travel videos. A whopping 79% of users are looking at personal travel options.
- Overall, the survey showed 66% of all travellers watch online videos when they are thinking of taking a trip.
- 65% of travellers watch videos when they are choosing a destination to visit.
- 54% of travellers watch video when choosing accommodation.
- 63% of travellers watch videos when looking for activities to do at their destination.

*Google's 2014 traveller study*

# Creative Connections

## Product

Traditional Crafts, Artistic, Photography, Poetry & Literature, etc.



## People

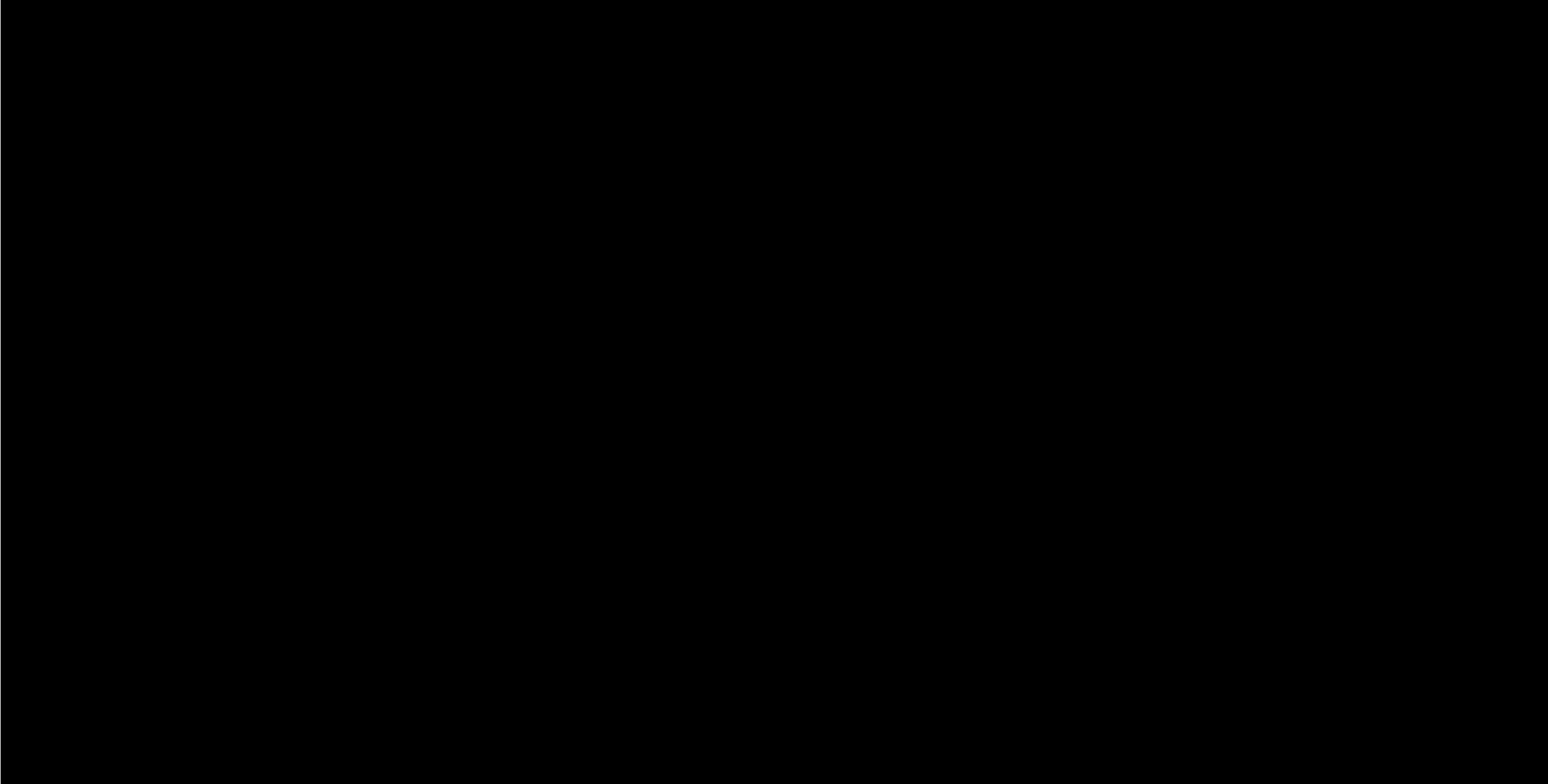
Those creating the products, Local people and Tourists.

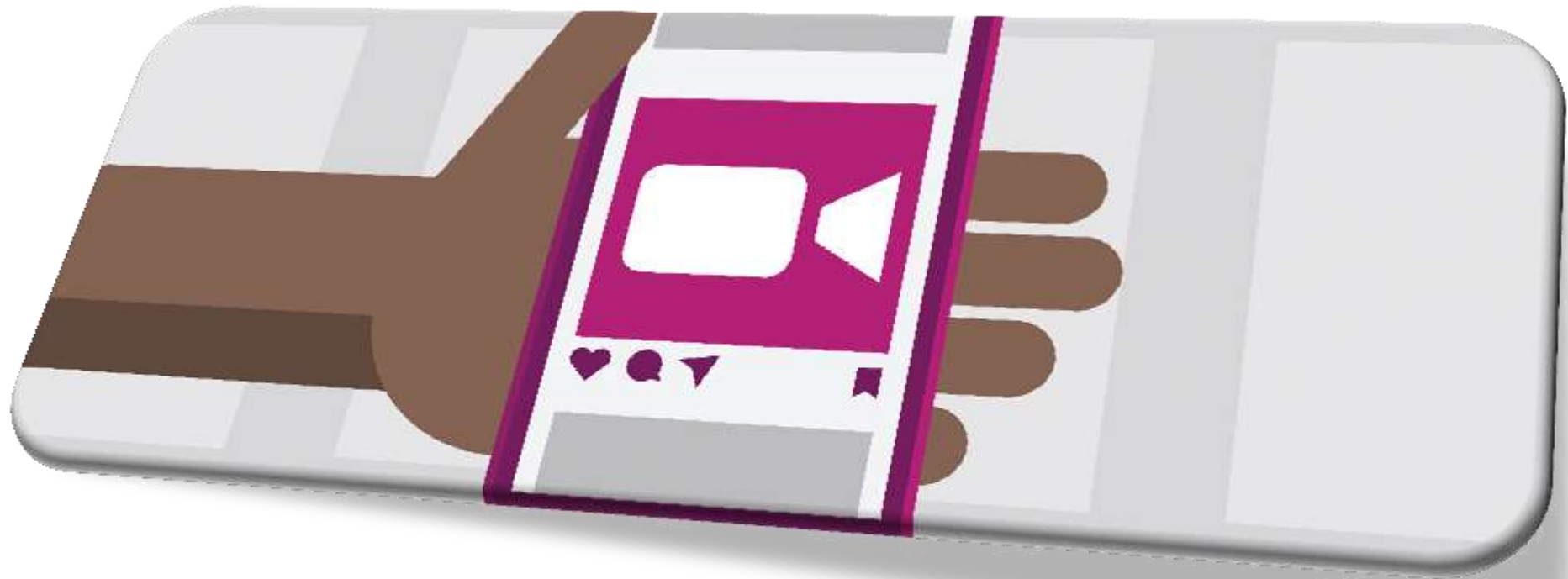


## Place

The constant between the people and the product.







Why is video so successful?





- Builds Trust

A chance for the client to witness the product/service “in action” see how it works, what it can do but ultimately video offers the viewer greater understanding.

- Builds Relationships

Putting a face to the name and seeing the people behind the brand. Learn about the business.

- Builds Credibility

Show that you are a leader in your field and demonstrate that your products or services are worthy of the viewers consideration.

- Educates

Video is the easiest way to learn. People want to learn! Brands are tapping in to the tutorial or ‘How-To’ video trend.

- Easy to Re-Watch & Share

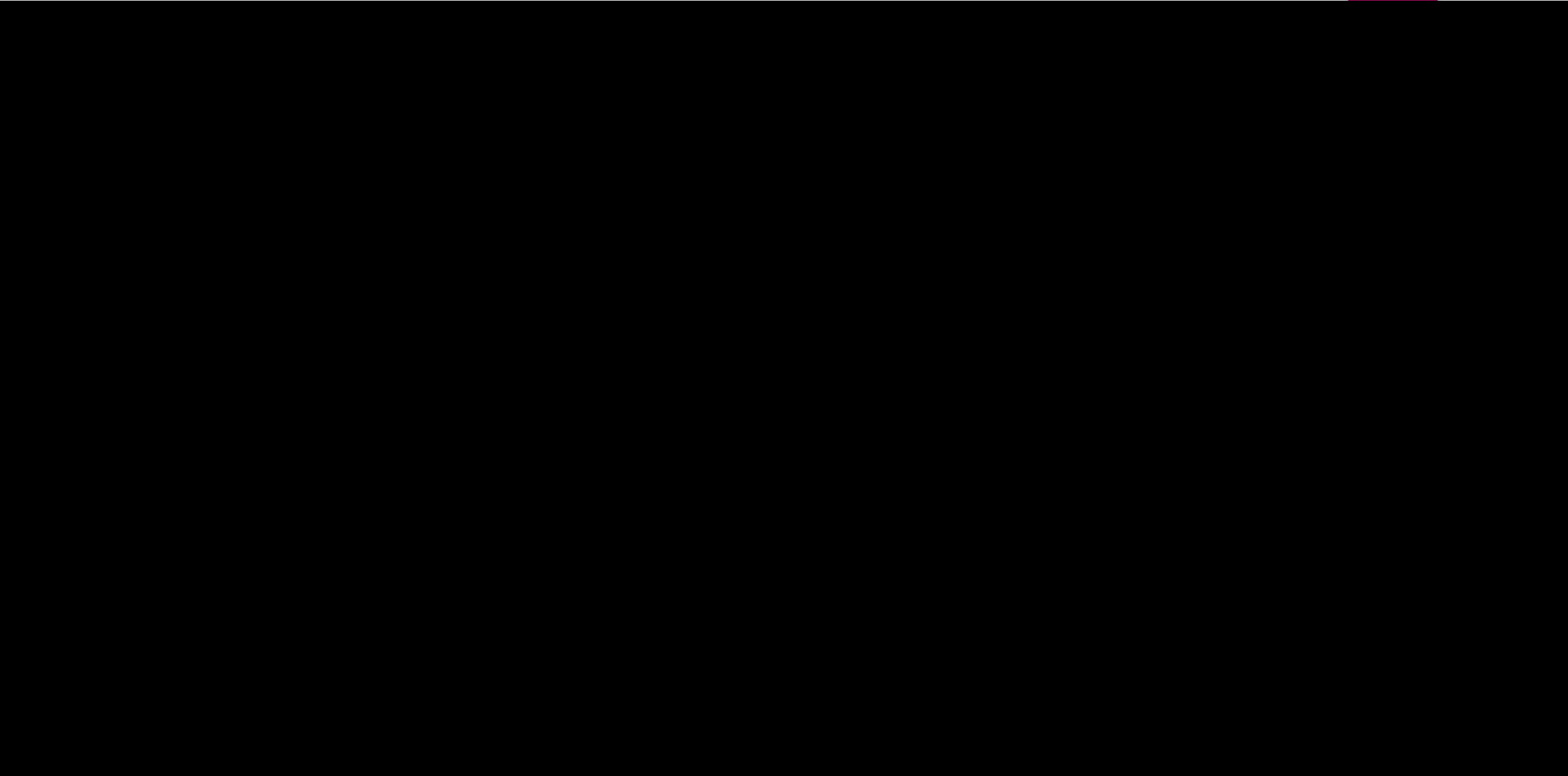
It is a lot easier to re-watch a video than re-read about the same topic. People are eager to share content they enjoyed or found useful. 88% of people claim forwarding or sharing after watching a video.

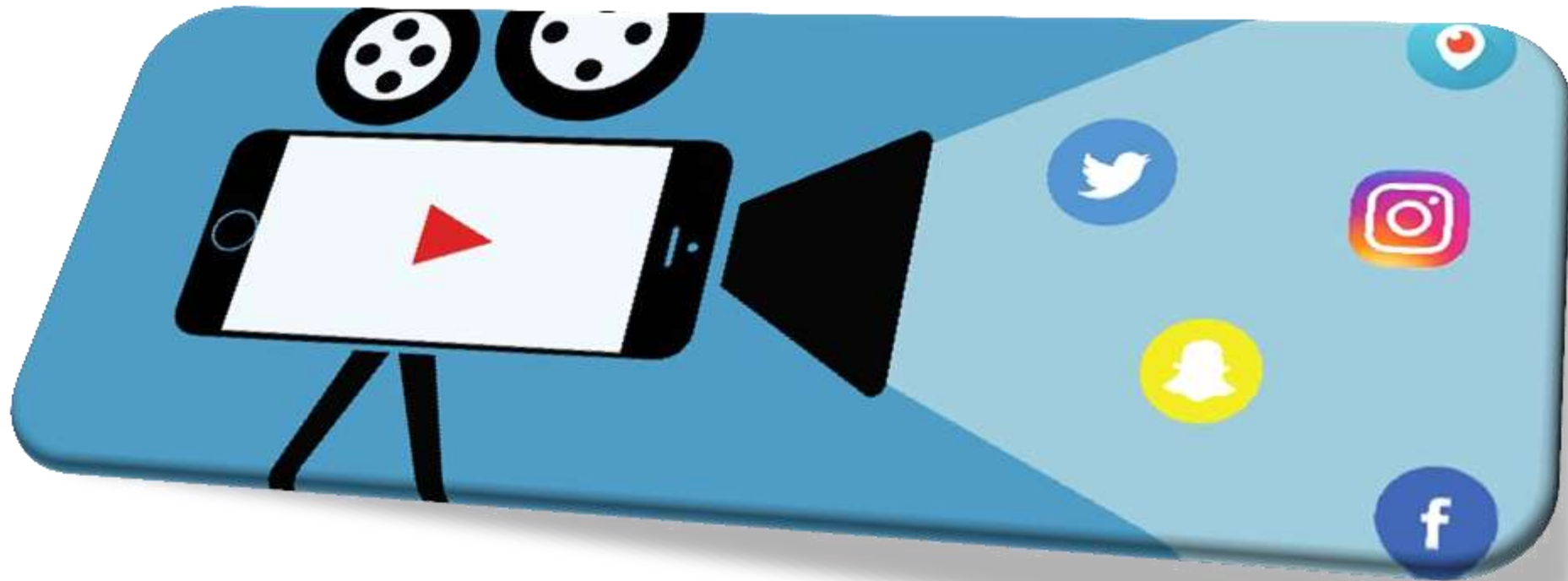


Engaging Video Content Ideas for  
your Creative Business

## Video Content Ideas

- ▶ Share a big announcement
- ▶ Film a customer testimonial
- ▶ Walk through a 'How-To'
- ▶ Provide a behind-the-scenes look
- ▶ Share the making of your product
- ▶ Introduce yourself, your business or employees
- ▶ Conduct an Interview
- ▶ Show a day-in-the-life
- ▶ Reveal a product
- ▶ Thank your audience
- ▶ Hint at exciting news
- ▶ Answer frequently asked questions
- ▶ Produce a parody

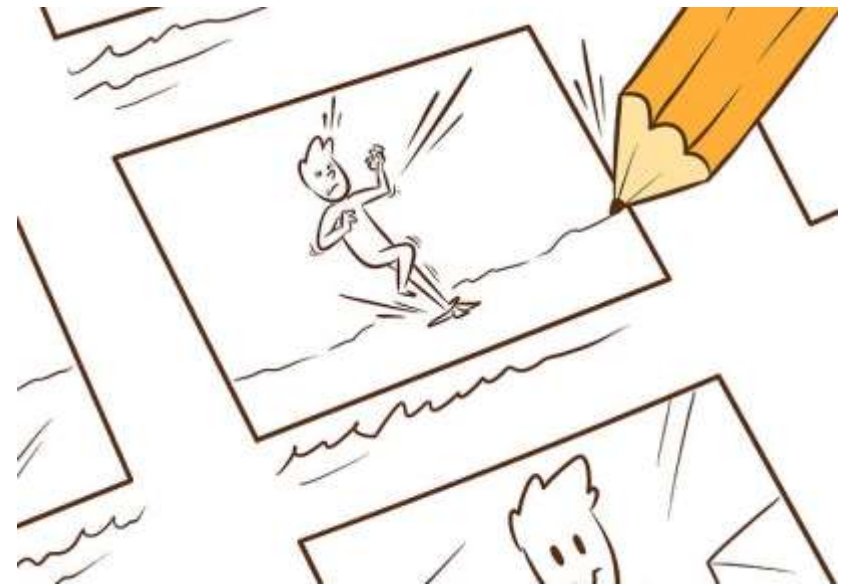




## 10 Quick Tips for Creating Compelling Videos for Social Media

## 1. Plan ahead so you can tell a story

- What is it you want the video to achieve?
- Write notes as you think of ideas
- Write a script if necessary
- Create a Storyboard of your shots
- Get familiar with your camera
- Choose a location and who to feature
- Get any permissions you might need
- Do you need foreign language subtitles or audio



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Advance planning and thorough preparation is the key to the success of any video project

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Know exactly what it is you wish to achieve before you start filming!

## 2. If audio is key to the story, consider an external mic

- People have a low tolerance for listening to poor quality audio
- Your story will pack more punch if the viewer can clearly hear all the action
- Consider inexpensive external mics for your mobile device
- Recommend: Rode SmartLav+ or Mighty Mic





### 3. Keep the camera steady

- Your audience will be able to focus better on the story if the video has smooth picture quality.
- Investing in a tripod and mount for your phone will help
- Many to choose from online, including the Joby GorillaPod Hybrid



## 4. Lighting is key

- Ideally choose a brightly lit setting for your video
- Be mindful of moving from dark areas to bright ones
- Avoid backlighting and direct overhead spotlighting
- Use available light sources such as table lamps etc.
- There are LED lights that are small and easy to use –  
Recommend: Ledgo E116C





## **5. Shoot for your intended platform**

- For most social video Landscape mode is best and generally most pleasing
- Vertical video or those filmed in portrait mode are '*mobile native*'
- Live Streaming – Facebook Live, Twitter Live, Instagram Live

## **6. Don't use digital zoom**

- Digital zoom can make for blurry video – just physically move closer to the person or object you're trying to capture

## 7. Use an editing app to trim unnecessary stuff out

- To showcase a quality looking video to your market you'll need edit out any mistakes or errors while filming.
- If your editing needs aren't too complex, iMovie, Windows Movie Maker or the YouTube video editor will do the trick. Some mobile editing apps to consider: imovie for iOS and PowerDirector on Android



## 8. Consider using subtitles or on-screen text

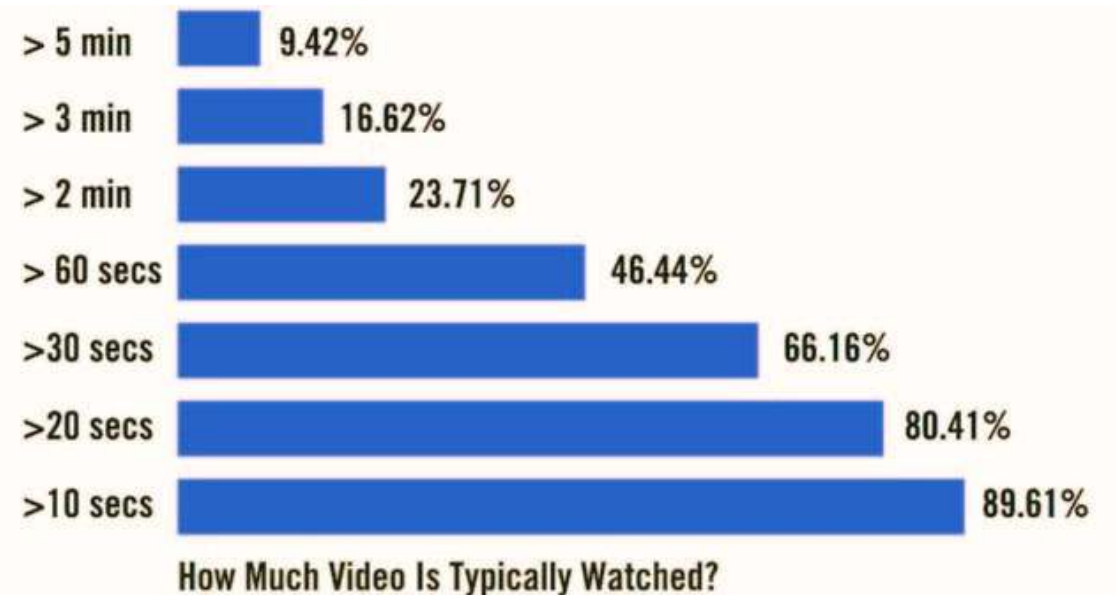
- Useful for when viewers watch with video muted or while at work.
- Allows you to add translations in other languages.

## 9. Aim to catch attention quickly

- The first 10 - 30 seconds is what matters most. If you can 'hook' your audience at start they are more likely to continue watching and engage.

## 10. Keep it Short

- A lot of content competes with your video online.
- Get to the point quickly or you will lose people.





Getting People to Watch

Just uploading to YouTube isn't enough. You have to tap into existing large followings

- ▶ **Team up with other sites** – Facebook groups, other influencers blogs and vlogs
- ▶ **Use a call to action** – rate, review, share subscribe or “help spread the word”
- ▶ **Make your video easy to find** – Give it a good title and description. What keywords are they going to search for? Be sure to add tags
- ▶ **Spend money to make money** – You can't rely on the power of people sharing your video alone. Boost posts by promoting smartly.
- ▶ **Strike a balance** – create a steady stream of content that will keep people engaged over time.

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Centre your video around the story, not the sale

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MIKE HOURIGAN

- Forget about '**The Hard Sell**' when using video marketing
- Don't repel your customers – Concentrate on the value you are providing for them.



# Thank you



[mike@mimarmedia.ie](mailto:mike@mimarmedia.ie)



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