



MARKETING PHOTOGRAPHY & VIDEOGRAPHY

EVERYTHING YOU NEED TO KNOW



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Visualizing Your Brand's Story

Stories are an integral part of the human experience and that's true in marketing as well!

The narrative around your brand, product, or company is always more important to your customers than the stats or data about your business. And that's one of the best reasons to incorporate video and photo marketing into your brand's strategy! Visuals let you capture your end user's attention and tell a captivating story, one that they'll remember much more clearly than any other medium.

Try to visualize these images. Six Marines raising an American flag on a rocky hilltop on Iwo Jima. Michael Jordan, tongue-dangling, taking off from the free throw line in the 1987 slam dunk contest. A US sailor kissing a young woman in Times Square at the end of WWII. These visuals are so well-known that most of you can probably see these images without even viewing the shot in question! That's what video and marketing can do for your business – cement you in your customers' minds. Great views will linger in your clients' memories, much like the images we listed above, and leave your brand at the top of their minds.

If that's not enough for you to consider incorporating visuals into your marketing strategy, consider the following stats...

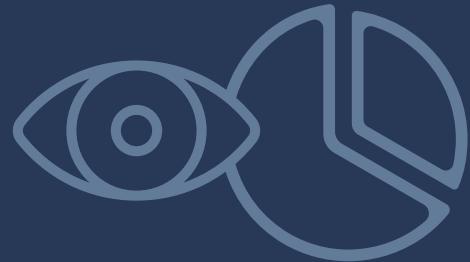


Most consumers claim to remember key messages of video ads.



YouTube mobile video content rises by 100% yearly, according to HubSpot.

A third of all time spent online is spent watching video content.



Video content on Facebook reaches 135% more people than photo content. Photo content, in turn, reaches more people than posts without visual content.



90% of ecommerce buyers say that product quality is the main factor in their purchasing decision.

And it's only going to continue! By some estimates, 82% of internet traffic will be video by 2022. Not using visual content as a business is a huge opportunity cost!



The Advantages of Video and Photo Marketing

Clearly, video on the internet isn't going anywhere. To add to that, here are some of the biggest advantages of video and photo in a marketing context.

VIDEO MARKETING AND PHOTO MARKETING ARE EXTREMELY ENGAGING

Like we said earlier, people love visuals and love stories. Written content is still an effective way of reaching your customers, but video and images are still the best option for grabbing the end user's attention. For instance, Facebook videos report 2x the number of clicks as static images, which report more clicks than posts without any visuals! And it's not just for social media. By some estimates, including video in your marketing emails can double clicks to your website. Some estimates show that video can even triple your click-through-rates. If you want to compete for your customer's attention in a competitive world, you'll need amazing visuals.

VIDEO MARKETING LEADS TO BETTER RECALL IN CUSTOMER MINDS

Think of how many ads the average American sees in a day. Some estimates believe that most of us see between 2,000 and 4,000 ads in an average day. Cutting through all that ad noise and making a lasting impression on your end user is difficult, which might discourage you from using digital marketing in the first place. What's the point if your ad is just one of thousands, right?

Well, the good news is that video marketing has been proven time and time again to increase the percentage of people who remember your ad and how much of the ad's message they recall. By some estimates, people remember 80% of what they view. Nielsen and Facebook even determined that

the number of customers who recall your brand and your ad's message increases with every second of video watched! (That doesn't mean that longer is necessarily better. Don't worry, we'll discuss the specifics of duration later!)

VIDEO MARKETING IS A GREAT OPPORTUNITY TO ESTABLISH YOUR BRAND'S PERSONALITY

You can, of course, establish a killer brand personality and marketing tone of voice in written content, graphics, logos, and brand slogans, but video is a dynamic medium! You're able to articulate and demonstrate so much more via video and you can often joke around and have a lot more fun too! Pair that with the fact that your customers are more likely to remember your videos than your written content and video becomes the best way to showcase the fun, interesting, and thought-provoking aspects of your company.

VIDEO MARKETING LEADS TO HIGHER CONVERSIONS

Oftentimes, your customers will not call or make a purchase the second they finish watching your video. However, video marketing is a great resource for your potential customers when they're considering your brand. It can be costly to reach potential customers; by developing video for them to view, be it through email, YouTube, your social media, or your website, you're letting the customers do the research before they purchase! For reference, one study estimates that those who view product videos

are over 100% more likely to purchase that product than those who don't. Another study found that adding video content to your website could raise the number of conversions received by 80%!

VIDEO MARKETING AND PHOTO MARKETING EXPAND YOUR ORGANIC REACH:

No one wants to spend more money on their marketing than they must spend. Paid advertising is a great way to reach your customers, but it does require an ad budget, which can be a barrier for smaller businesses. That's one of the biggest benefits of organic marketing – your customers can use their social media platforms and email to market for you. By producing quality content that your customers want to share on Facebook or forward to friends, you're reaching more and more new potential customers in the process. Usually, paying to show an ad on YouTube, Facebook, or Google will be more expensive than the cost of producing a video that your customers will share for you.

MARKETING MEDIA IS A GREAT OPPORTUNITY TO SHOW YOUR CUSTOMERS SOCIAL PROOF

This is one of the bedrock principles of marketing. We all expect advertisers to sing their own praises when we see their marketing materials. After all, when was the last time you saw an ad that admitted the business's customer service was "so-so at best?" It doesn't happen. The fact that advertising is so positive and promotional means that a lot of

consumers have become a little cynical about the marketing messages they see everyday.

Enter social proof. Show your customers that your marketing isn't just hot air- you're the real deal and your consumers know that. Now, great marketers can still show their clients that they're legitimate without video marketing. Online reviews, written testimonials, and product evaluations are all great ways to demonstrate that your brand is legitimate in the minds of your customers! However, video marketing is a great opportunity to showcase your reputation. Product demonstrations, customer testimonials, and Q-and-A sessions are all great ways to visually show that your advertising isn't overstating it – your brand is effective and knowledgeable, and your customers know it! Photos can be used in much the same way as well, with product shots, before-and-after photos, and reveal shots.

VISUALS LEND THEMSELVES TO OTHER TACTICS

The end goal of marketing is to create a pipeline that brings your customers from awareness to consideration to purchase of your goods or services. One of the greatest benefits of video and photography marketing is how well video content fits into the different tactics you might use to drive your customers to purchase!

A user might find the video catalogue section of your website through Google, watch a customer testimonial and then call your business to purchase. Afterwards, they might subscribe to your email newsletter or follow your brand on Facebook.

Now that they're following your business through these platforms, you can use social shorts or announcement videos in your email and social campaigns to reach this past customer.

VIDEOS AND IMAGES SUPERCHARGE YOUR WEBSITE'S SEO

If you've researched digital marketing, you've most likely heard of SEO or search engine optimization. Typically, we think of written content when it comes to SEO. However, did you know that SEO is more than keywords and content? Video and images can also be used to give your website's rankings a boost on Google and Bing. The aggregators love visuals and users do too! Companies using video receive more than 33% more search traffic than those that don't.

Plus, site users tend to stay on engaging and beautifully constructed websites longer, which is also a Google ranking factor. A few strategically shot and placed videos and images, properly tagged, can do more than just make your site pretty. They can help your website – and contact information – jump to the top of the search engines results pages (SERPs)! This means your website is more visible to Google users than your competitors, and leads to more and more people finding you online.

Common Misconceptions

We've spoken to a LOT of business owners over the years and have heard a lot about their pain points. Name the problem, the industry, the technology the problem is related to... odds are that we've heard it!

Video and photography are no different and we've heard our fair share of objections and misconceptions. We understand why – producing video and photo content is certainly not easy and we know why business owners are hesitant to pursue this goal.

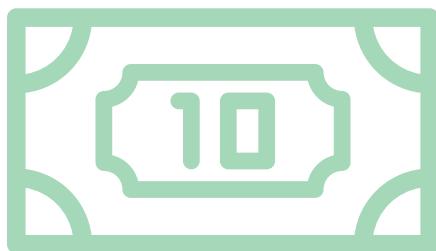
However, a lot of the issues we hear raised are based on faulty information.



SHOOTING A VIDEO AND TAKING PHOTOS WILL BE TOO EXPENSIVE

Any type of marketing is going to cost some money and videography and photography are no different. However, you'd be surprised how reasonable video and photo projects can be. The more expensive projects tend to be the more extravagant ones. A good way to prevent spending more than you're comfortable spending is to scope out the project.

In this stage, take the time to think through what your budget is and what needs to be included. Are you on a shoestring budget? If so, use employees or owners in your shoot instead of hired actors. Don't have the money to invest in equipment? You might be able to use an iPhone over expensive equipment, depending on the video. Don't have the budget for expensive animation? Then don't include animation! There are plenty of workarounds to make sure that you're maximizing budget without compromising quality!



SHOOTING IS TOO TIME-CONSUMING

Again, any project will take time. However, at JSL Marketing & Web Design we have found that shorter videos tend to perform better on YouTube, social media, and email. This means that you shouldn't be spending hours and hours shooting. We often hear this objection from companies that filmed extremely long videos in the past. There certainly are types of videos that need to be longer and thus require more time shooting – and we'll talk about those later – but that's not always the case.

If time is a limiting factor for your company, don't think that a 15-to-30 second video isn't useful. Far from it! That's the perfect length to capture user attention on social media and email. If you really don't have much time, consider shooting photos, which can also supercharge your marketing!



STOCK PHOTOS CAN WORK JUST AS WELL

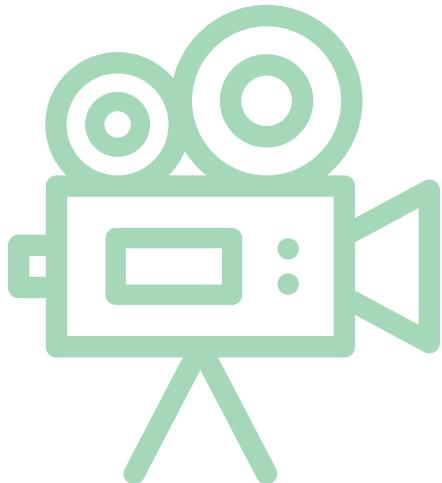
We're not going to smear stock photos. They certainly are a great option for many brands and there are plenty of free, quality images online that you can use on your website or social media.

However, they aren't ideal. The main reason is that EVERYONE is using stock photos. If too many other businesses in your industry use the stock image you choose for your website homepage, you run the risk of looking run-of-the-mill. That's not what you want your potential customers to think.

Plus, studies have found that most people just gloss over stock photos anyway!

The Nielsen Norman group found that most web users ignore photos of models. (We've all seen the generic photo of smiling customers on a white background. Apparently, most web users have too.)

However, that same study found that web users do prefer seeing people in photos on the web – if they're real! Real clients, real students, real employees, real product users, etc. Stock photos are to your marketing what fast food tacos are to your diet – they're quick, cheap, and easy, but they're not the best. There, of course, is a time and place for \$1 tacos, just like there is a time and place for stock photos. Just remember to use them sparingly.



IT'S HARD TO MEASURE THE ROI OF VIDEOS AND PHOTOS

This one is just simply not true. Most marketers can use video and images, which makes A/B testing or A/B/C testing simple! Do you want to know if the branded photo and video short you created are worth the cost? Segment your customer email list into three segments of equal size and send three emails, one with a stock photo, one with a branded photo, and one with the video embedded. Then, sit back and measure the click-through-rates of all three! The same can be done on social media.

WE'VE NEVER DONE VIDEO OR PHOTOGRAPHY IN THE PAST AND WE'VE DONE OKAY

Well, that may have been true, but, as mentioned previously, times are changing. The move to video and branded photography is the dominant trend in digital marketing right now – and there's no sign that this will change in the next few years. The way the last few years have gone, video will continue to dominate.

Remember, 82% of website traffic will be video by 2022, by some estimates. If you don't utilize compelling media in your emails, on your website, and on your social media platforms, your business rivals will gain a huge competitive advantage.



VIDEO ISN'T COMMON IN MY INDUSTRY

We'll admit that different industries will have very different media needs. It wouldn't make a lot of sense for a law firm or a chiropractor's practice to be on TikTok or Vine. However, that chiropractor's practice could benefit from a series of common FAQs on posture and joint pain, tagged for the search terms they want to rank for and uploaded onto their YouTube channel and website. Similarly, that law firm could use a video blog or "vlog" to announce important events on social media and through their email marketing. (The arrival of a new associate, the conclusion of a big case, a holiday announcement, an upcoming firm event, etc.)

Inversely, imagine a company that sells shoes to college students. Uploading video content to TikTok and Vine is a great marketing decision for this brand! It all depends on the specific needs of your business and trends within your industry.





What Type of Video Should You Shoot?

We've talked about the benefits of putting visuals into your marketing strategy to galvanize your potential clients to action. (And there are a lot of them!) But what types of video and images should your business use to drive those clients to put their purchasing faith in you?

Well, like many marketing questions...it depends! Each business, industry, and demographic is special and various photos and videos should be shot differently. However, the following are a few examples of different types of visual marketing your brand could use.



EDUCATIONAL VIDEOS

There are two main benefits of informative videos. The first is that they let you demonstrate to your prospects that you're a thought leader in the industry by providing original and relevant video content. The second benefit is that Google and other search engines LOVE video content. If your video ranks on Google, a user searching for information on how to tell if they need new brakes might find your video content. And if you're able to prove that you are knowledgeable, informative, and reliable, your video just might result in a sale!

WELCOME VIDEOS

First impressions make all the difference. You only have one chance to leave a lasting mark on a potential customer. A beautifully shot and visually-engaging video can outline the history, offerings, and purpose of your brand for your prospective clients. Put this video on your website homepage, ad landing pages, email campaigns, or social media platforms to capture your lead's interest and convert them into a lifelong customer.





FUNNY VIDEOS

Like we said earlier, videos let you take some risks and tell a story. And who doesn't love a story with some humor? This category is very open to interpretation, but that's part of the fun. You're only constrained by your imagination! However, it is important to know your audience. Your videos don't necessarily need to be church or synagogue-appropriate, but they need to be appropriate. A video about a new brand of rye whiskey can probably push the envelope a bit more than a law firm. We're happy to discuss the particulars of what you're thinking!

CUSTOMER TESTIMONIALS

You've already delighted your customers with your superior product or service. Now capture their words and show prospective clients that you're the real deal. This is also a great time to address the common fears your customers have in your testimonial or tie in a special offer.





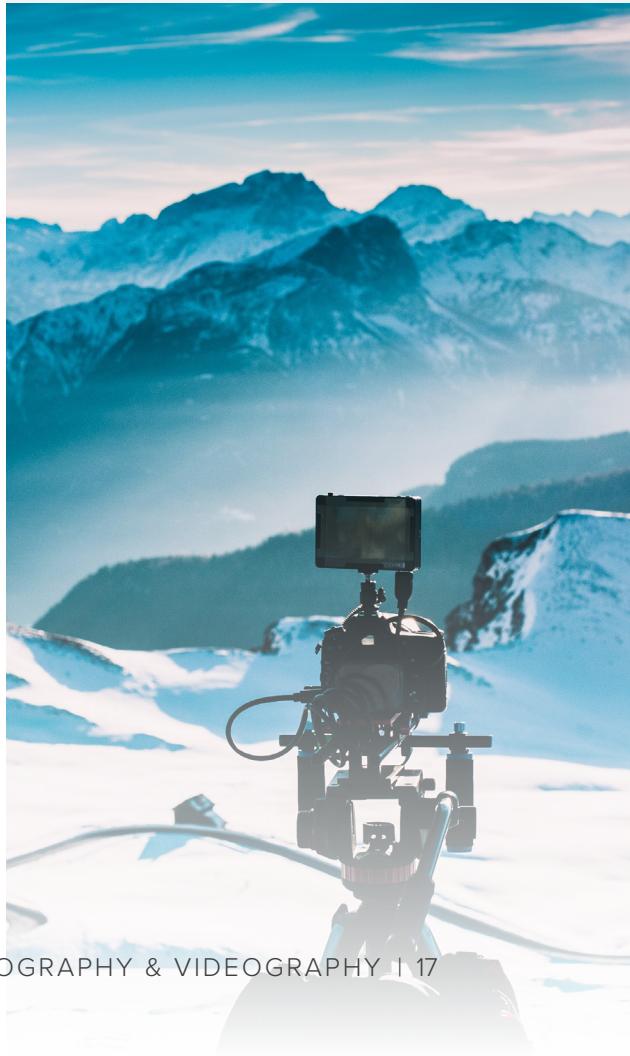
BIO VIDEOS

Of all the stories you can tell your customer, the story of you and your company is the most important. We'd recommend a video like this for your website or social media platforms. It's a great opportunity to focus your customers' attention on what makes your business tick and the WHY behind your WHAT. It's also a great opportunity to humanize your brand.

An important note: bio videos might not be the best type of footage for every business. For a doctor or lawyer in private practice, a bio video is a great way to show accomplishments and education in an engaging and easily digestible format. However, if the business is large and doesn't use the business owner's name in the company's branding, it might come across as tone deaf to focus primarily on the owner in a bio video. Our recommendation? If your business is larger, use the bio video to tell the entire story of the brand.

UNVEILING VIDEOS

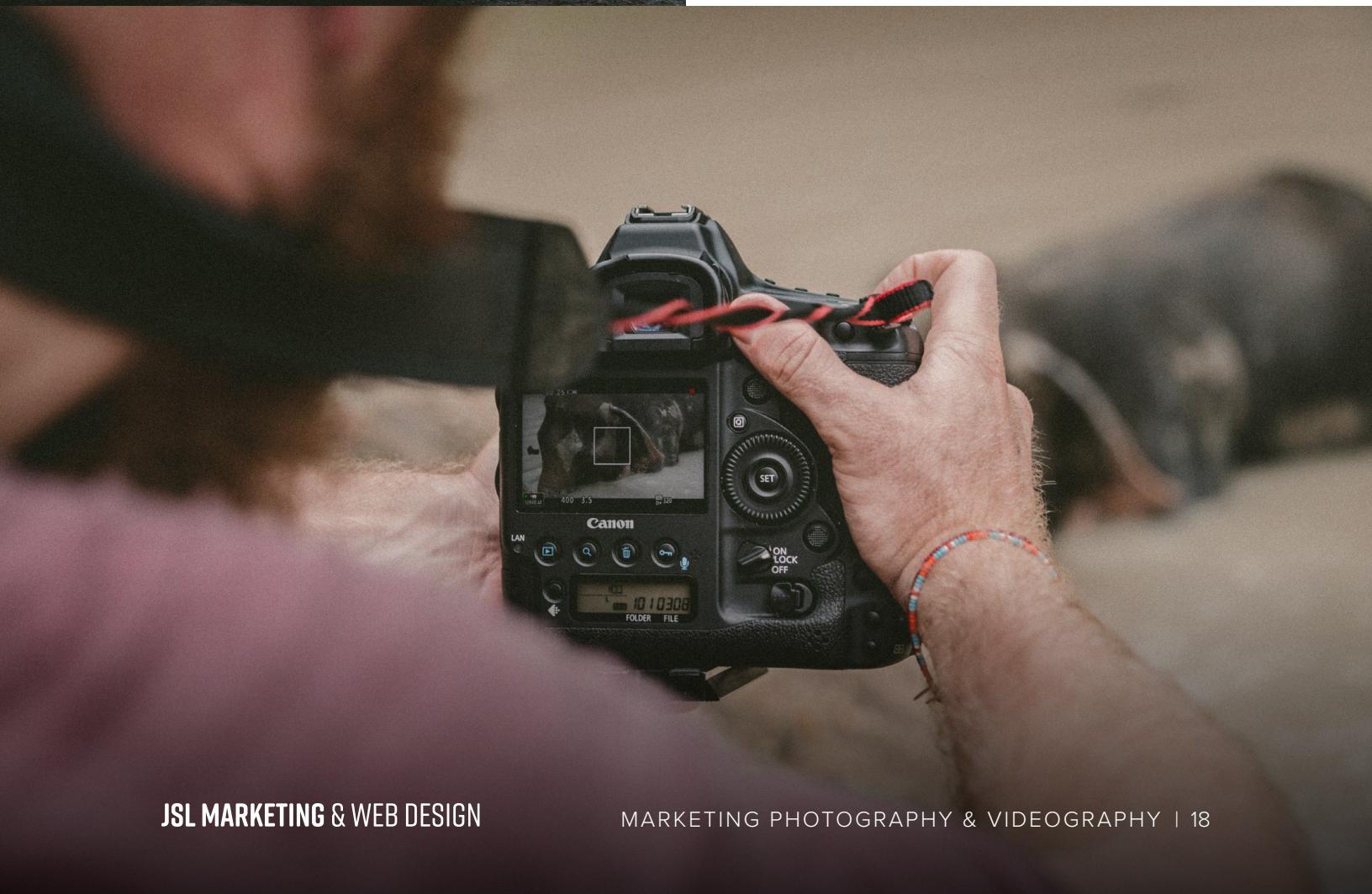
If you have a new location, product, or content series to announce, generate some buzz around it with video. Capture that exciting news on film and then promote it extensively through social media, email and SEO.





OTHER

One of the biggest benefits of video is that it's all up to you. You're only restricted by your imagination. You might have a genius idea that is not listed here or know of a video trend in your industry that we didn't mention. That's great! We love it when businesses think creatively and have their own ideas to offer.



The Different Types of Photos

Your photography needs, like your videography needs, are as unique as your business. The list below is by no means an exhaustive one. However, it is a good starting place for most of our clients when they begin to think about the types of photos they need.

Head Shots: Professional photos of the founders and your team will go a long way in humanizing your brand and helping your customers connect more with your product or service.

Product Shots: Ecommerce photography is perhaps the best way to drive online sales. 90% of customers want helpful, detailed photos of the product in question.

Location Shots: Few things are as useful for brick-and-mortar stores as pictures detailing the actual locations. Show your customers just how beautiful your buildings are with clean and professional photography. If you have standing specials or hours, these can be promoted via customized photos as well!

Web Imagery: There are so many different aspects of your website that need to be perfect to help your website rank at the top on Google and other search engine results pages (SERPs). You may have heard about linking strategy, load speed, and relevancy when optimizing a website for search engine reading, but did you know that imagery is just as important? One of the best ways to keep users on your website and reading your content is to use crisp and professional imagery to keep their attention. Use photography to make your website visually stunning, whether it's a welcome header for your homepage, a custom blog graphic for your content, a scene from a client site, or one of the other types of photos discussed above.

Social Media Imagery: Do you ever find yourself scrolling just to scroll on social media? It's okay to admit it – we all do it. In fact, a recent study determined that the average person's attention span on social media is as short as 8 seconds. Your social media content is competing with every other bit of information on your end user's feed. Grab their attention by using the best possible social media graphics.

Advertising Images: Like video, the sky is the limit! Is there another place where photography could shine for your business? Talk to our team to explore the wide world of advertising photography, whether it's for merchandise, printed content, or trade dress.



Tips & Tricks for Videography & Photography

When you’re getting ready to begin planning and shooting, keep these tips in mind. There might be some exceptions to these rules, but they’ll serve you well and help you create amazing, quality content!

Story is More Important than Sale: Video, will of course, increase the number of conversions you receive. However, it won’t generate sales as quickly or efficiently as say, Google Ads. Remember, your viewers are interested in the story of your video. Use your videos to tell a captivating story and then highlight the key value propositions of your brand. Don’t worry – the sales will come! Just make sure you have a story worth telling before you start pitching your contact information to the viewer.

Shorter is Better: This rule, of course, depends greatly on the tactic, but the general premise holds true. 15 second video shorts will be great for social. In that same vein, an engaging and well-shot website welcome video could be up to 3 minutes long. However, you shouldn’t be putting 5-minute-long videos on your social media. A video between 1 and 2 minutes in length is generally versatile enough to function on websites, social media, YouTube, and in emails.

Again, there will be exceptions. A video of FAQs for your sales team as support material could easily be 3 to 5 minutes long. Similarly, if your business decides to shoot webinars or lectures, 15 minutes to 60 minutes is reasonable. However, these are exceptions, not rules. For most businesses, a 1 to 2-minute duration is perfect!

Show, Don't Tell: Again, too many words defeat the purpose of video or image. Putting subtitles in a video is a great idea to make sure that users can still digest your video without audio. Don't think that we discourage subtitles; far from it! However, if your image has too much text, then maybe you're doing too much telling. Remember, if your customers wanted to read about your offering, they'd explore your blog or website content.

Keep it Simple: A lot of times, clients come to us with big ideas for extravagant videos. We're always excited to see that, but a lot of times, these ideas come without much attention paid to budget, time, editing, and equipment. Bad audio quality and lighting can't be saved by a great story or idea. We're not saying that you shouldn't have big, exciting ideas. Far from it. However, it is important to do the basics extremely well.

Imagine a basketball team that has no star players or three-point game, but moves the ball well, plays good defense, and out rebounds their opponents. That's kind of how it works with image content.

It's more important to have a reliable camera, sound editing, clear lighting, and discernable audio quality than to have slick Hollywood effects or an Oscar-worthy script.

Every Scene Needs to be Purposeful: While users will remember your content better if they view it rather than read it, there is still a limit to how much content they are willing to watch. That's why it's so important that every scene in your video is purposeful and relevant. Filler just increases the likelihood that your user doesn't finish your video.

Make sure that you have a well-thought out storyboard and script before shooting and get honest feedback. There might be aspects of your business that you consider to be essential that your viewer might not need to know. (Or, at the very least, doesn't need to know now.) This is why the editing process is so critical. Get honest feedback and cut all the filler out, leaving only the most pertinent info in frame. Your video's viewers will thank you!

Plus, this approach will be more time-and cost-effective for your business. A clear purpose from the beginning means less time shooting footage and less time in the edit room.

Watch How It Flows: Too often, companies fixate on the technical aspects of the video rather than the natural flow. Every scene might be well-edited – but does every scene flow together?

Does it make sense to the viewer? Is the action happening center screen? Is the story consistent? Is it too long or too fast? You'd be surprised how often videos are greenlit without anyone really analyzing the dialogue and flow.

But Vary the Shots a Bit: If you're standing in front of a white background and say twenty words, you're going to produce a dull video. So dull, in fact, that your viewers might ask "Why couldn't this be a picture or an email?" You'll ideally want to find a balance between simply standing in front of a wall and constantly changing shots on the user. Use Goldilocks and the 3 Bears as an analogy. Not so varied that the user is confused or 'rushed,' not so boring that they drop off before completing the video.

Get the Quality Right: Imagine receiving a business card that was full of typos. That's not a good look. Poorly edited videos are like that business card. They'll make you look unprofessional and that will harm your branding efforts. Most brands spend more time shooting than they do editing, but ultimately, the editing stage is where good videos and photos became GREAT. Take the time to edit. Your bottom line will thank you for it.

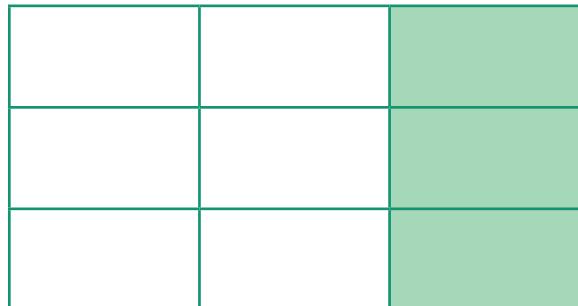
Make Sure the Branding is Crystal Clear: Your video or image should always make your contact info readily apparent (if appropriate). This, of course, includes the video borders, your phone number, and any on-screen graphics you decide to use. However, this also applies to the content and tone of the video. Don't put fun and upbeat videos on your website homepage and then technical product demos on your social media profiles. We're not saying that you can't change your tone slightly from video to video, depending on the context. However, we are saying that your users expect your videos to match the tone and messaging of your other videos.

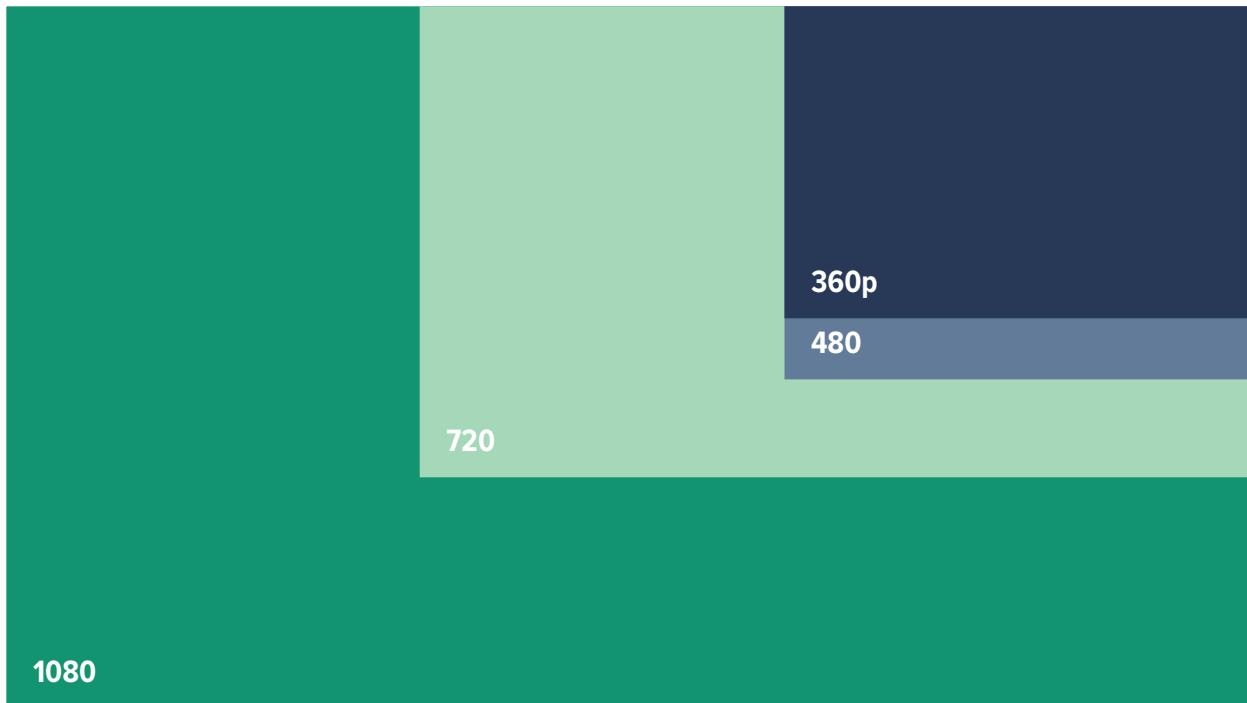
Video & Photo Terminology for Dummies

You most likely aren't a video or photography guru. That's okay! You don't have to be! However, it is always helpful to have a general knowledge. It just makes the planning and shooting process that much easier. Here are some of the key terms you should know.

THE RULE OF THIRDS

Use this to gauge how centered and balanced any subject in frame is. Divide the photograph or video frame into equal thirds vertically and horizontally to determine the center of the image. If a human subject is in frame, their eye line will typically be in the top third. Our eyes are naturally drawn to the intersecting points of these horizontal and vertical lines, and points of interest usually fall on these lines. You'll see this in just about every photograph or movie ever made. Of course, there will be exceptions now and then, but that's typically for dramatic effect.





RESOLUTION

Common resolution sizes include 360p, 480p, 720p, and 1080p. The higher the resolution, the more pixels and thus more clarity. The number of pixels in an image is measured by width x height. For example, High Definition 1080p is 1,920 pixels wide x 1,080 pixels high, a video shot in 720p is 1,280 pixels wide x 720 pixels high, and a video shot in Ultra-High Definition 4K is 3,820 pixels wide x 2,160 pixels high. If you take all three of these images and display them on the same screen, the 4K image will be much clearer than the 720p image and be much more visually appealing.

FRAME RATE

The rate at which frames are shown in your footage. Video is basically a bunch of still images, or frames, played in quick succession. The more frames per second, the smoother the image appears. 24 frames per second is standard for movies, and 30 frames per second is standard for live TV. Higher frame rates, such as 60fps or 120fps, are used primarily for slow motion.

COMPRESSION

The process of packaging your video for easy transportation and the most efficient use of space. This can be done either within the camera while shooting or afterwards to transport. Video compression squeezes the data in your video as small as possible to reduce overall file size. This makes the video easier to playback over the internet or share with someone else. However, be careful. Too much video compression degrades the quality of the video, defeating the purpose of all that big, expensive equipment! You don't want to spend money on creating video content only to have it look like a bad video call, right?



HUGE FILE SIZE



COMPRESSION



FAST TRANSACTION

COLOR TEMPERATURE (ALSO KNOWN AS WHITE BALANCE)

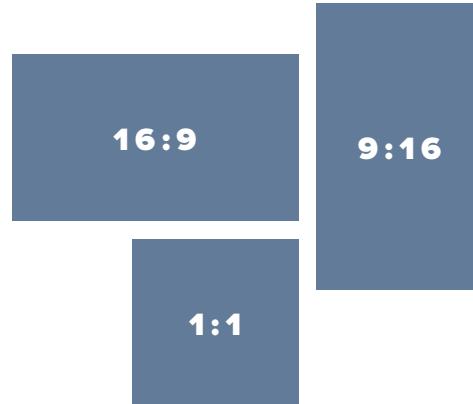
How your camera measures the color white in light sources. Any photographer or videographer worth their salt will make sure that their camera's white balance is perfectly balanced to capture quality, natural-looking images. This is how your camera measures the temperature of light in the scene. Daylight, for example, is much "cooler" and bluer than a warmer light like that from incandescent bulbs. Having the color temperature set correctly will produce the most natural looking images.

RATIO	16:9	1:1	9:16
WHAT	Serious How-Tos, great entertainment	Casual promos, bite sized content	Behind-the-scenes, live, bonus media
WHERE	YouTube, Broadcast Media	Facebook, LinkedIn, Instagram & Twitter	Snapchat, facebook and instagram stories
WHY	Show expertise, valuable engagement	Reach audience on the go.	Closeness, simplicity, casual media
WHEN	0:45 and more	0:10 to 1:30	0:01 to 0:15

ASPECT RATIO

The ratio of an image or screens width to its height. For example, 1920 x 1080 or 1080p, has an aspect ratio of 16:9. Vertical videos, like those on your Instagram feed, will often be in a 4:5 aspect ratio, or 864 x 1080 pixels. Instagram TV or TikTok will use a full 9:16 vertical video format. There are, of course, plenty of other video terms to know, but that's why you should have a video expert! These are just the basics to help give you an idea of your starting point.

Now, at this point, you've learned about trends in the digital marketing space, why video and photos are so important for your marketing, some of the types of content you can shoot, and some helpful videography and photography terms. That's all well and good, but how do you actually begin USING visual content to grow your business?



Planning Your Masterpiece: The Media Process

Make a Plan: What type of video or photo is this? Where will it be displayed? Where will it be shot? What's the budget? Is the goal of the video to drive sales immediately, make the user laugh, or explain an aspect of the business while your prospect does their research? Once you have these questions answered you can

Write the Script: It's a common misconception that the first thing you should do is storyboard. We love the enthusiasm, but that comes a little bit later in the process! Actually, writing a script is one of the very first steps. Do your planning in part one and then write down exactly what will happen in your video. In the storyboard section of the process, you'll add more detail on shots, scenes, and visuals. However, that doesn't mean that you won't add detailed notes to your script in this stage. It might be helpful to use a three-columned script. Format your script to include three distinct columns, one for the actual text script, one for audio effects, and one for visuals. See the example below:

SCRIPTS

"Welcome to Johnson Auto!"

"For over 10 years, we've been providing superior customer service and great deals to the tri-county area!"

AUDIO

Eye of the Tiger instrumentals

Eye of the Tiger instrumentals

VIDEO

Eric Johnson standing in front of dealership with two cars and three sales staff behind him.

Eric walking through the lobby. Receptionists working in background.

Gather the Equipment: Once you have the script finalized, you can evaluate the budget and materiel necessary to shoot. Hopefully, your planning and script writing considered the resources available for your shoot and you don't need to rewrite. Do you need costumes, artwork, or props? Do you have a camera and microphone? Will a newer iPhone suffice for this shot or do you need more professional equipment? That's one of the best parts of working with an agency. You'll have access to equipment and resources you might not have had otherwise!

Story Board: This is the fun part! Your script should hopefully have some vague details about what to include at this point. The storyboard is your opportunity to add more flesh to those bones and better visualize the finished product. There are a couple main goals here:

Your storyboard will help you convey ideas clearly. Have you ever tried to describe something to another person in Pictionary? It can be difficult, to put it mildly. People can interpret words in different ways, which means that a written script won't suffice for your video. (That doesn't mean that it's not a good first step! It just isn't the end-all-be-all.) The storyboard is your chance to make sure that leadership, actors, editors, camera crew, and any external partners are all on the same page and working towards the same vision.

Your storyboard helps you use time effectively. Like we just mentioned, people have different ideas. Imagine if Eric Johnson from our example arrived at the dealership to find that the cameraman didn't have the right lens to shoot the wide angle shot he'd envisioned. That's why the storyboard is so important. By getting everyone on the same page, time (and budget) can be used more effectively!

Your storyboard will keep you organized. You might have a lot of big ideas in the script writing stage, only to realize during the storyboard that only about 50% of your script is relevant. Planning out every scene can help you realize that there's too much filler and allow you to cut back. You also could recognize that your script is too short and adjust accordingly. Remember, the storyboard is your opportunity to organize those thoughts.

So we've gone through WHY you should storyboard. But how do you actually storyboard?

We're of the opinion that if it's not broke, don't fix it. We're big fans of the traditional storyboard. There are, of course, a myriad of ways to storyboard, but for most small to medium businesses, the traditional board works best. (Like we keep saying, it'll depend on your specific situation.)

Start by sketching out every scene of the video. Note the angle of the shot by each frame. If it's helpful, you can try to download a free template online to expedite the process for you. Your main goal is to leave this process with a clear map of angles, shots, and flow.

Now that you have the storyboard mapped out, remember these key tips while you shoot.

Relax: Don't be super uptight on the screen. If you have stage fright, find out how to shoot in a way that works for you. If the person in front of the camera has issues speaking, consider either media coaching or switching out actors. Remember that no one is judging you and that the video will go smoother the more laid back you are.

Test: If you have the time and budget, consider storyboarding several different versions of your script.

Edit: This is where the good video becomes a great video! Pay attention to the lighting, sound quality, transitions, and such to make sure that this is the best it possibly can be.

Edit Again: Yes, you read that right. Re-edit! Spend the extra time to make sure everything is correct and picture perfect.

Review: Get feedback from those you trust. Take the time to get that feedback and host a screening so that you can know what is working and what isn't. We understand just how hard you've worked on this video and that you're reluctant to expose it to criticism yet. We get that. That's a very normal emotion. However, to really get the most out of that video that you've spent so much time on, you NEED the honest feedback of an end viewer.



JSL Marketing & Web Design

EXPERT MARKETING VIDEOGRAPHY & PHOTOGRAPHY

Now that your videos and photos are shot and edited, what do you do? Can you just put them on your website and social media profiles and walk away?

Unfortunately, you can't just upload and leave. For instance, while video will perform great on your website, it could cause issues with your website's load speed, if not properly monitored.

That's why it's so important that videos and photos are shot as a part of a comprehensive strategy!

That's a bedrock principle for us here at JSL Marketing & Web Design. We're happy to sit down with you and review all the different mediums you're using and how video and imagery can best compliment your marketing message.

One of the best ways to use video and images in your marketing plan is to stop thinking about them. Or rather, stop thinking about JUST media. Start thinking about how media ties into all the other aspects of your marketing.

Maybe it's creating content for your social media platforms that can go viral and increase the number of page followers your platforms have. Maybe it's creating a video FAQ section on your website, fine-tuned for the keywords you want to rank for to take your website traffic up a notch. Maybe it's using beautiful graphics in your email blasts to increase clicks from the email copy to your ecommerce page. That's what beautiful media does; it supercharges all other aspects of your marketing.

*Our team has done
some great work and
our clients know it!
Their feedback on our
design and graphics
projects mean the
world to us.*

“

Sarah did a great job accomplishing all the work that needed to be done and staying within my budget.”

“

Great price and great service! Thank you for making [our website] look amazing!”

“

When it comes to working with JSL, I'd say the customer service is world class. You won't go wrong at all when you choose them.”

“

They have completely revamped our website and it looks wonderful! They are very knowledgeable and creative!”

“

Shooting video and photography can be confusing if not done correctly. Trust that process to a team who can streamline everything for you. (And has thirty-two 5-star Google reviews to prove it!)”

***Call us today at
(817) 435-1350 to
discuss your next
creative project!***



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Ready to get started on your next photography or video production
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