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PRODUCTIONS**



**VIDEO FOR**

**TAKE YOUR MARKETING  
TO THE NEXT LEVEL WITH  
PROFESSIONAL VIDEO**

**BUSINESS**





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# CONNECT WITH YOUR CLIENTS IN A WHOLE NEW WAY THROUGH VIDEO MARKETING

**Why choose video?** Think back to the most memorable marketing campaigns in recent history; most of them use video. Whether your business is large or small, your clients will connect with video marketing on a deeper level than almost any other type of content. There is a human aspect to videos that photos or text simply can't replicate. Connecting with your clients on this level will lead to more trust, more engagement, and most importantly, more sales.

**How should I incorporate video into my marketing?** There are so many ways to use video, it's hard to know where to start. From the obvious brand awareness campaign to a full length documentary with a heartwarming story, video marketing can take so many forms. Whether you have used video in your marketing plan before, or you are brand new to the concept, this book will walk you through how to get the most out of your decision to create video content.

**How do I make videos for my brand?** Hire a production company, or create it yourself. A professional production company will provide the expertise and equipment to create your dream video, but if they're outside of your budget right now, there is nothing wrong with making a video yourself. The important part is that you are creating video content for your business, period.

To learn more, enroll in our "Video for Business" online workshop at [www.rollfocus.thinkific.com](http://www.rollfocus.thinkific.com), where our team will walk you through the entire video production process from start to finish.



A video creator wearing a cap and a dark jacket is filming a group of three people walking on a pier. The group consists of a woman in a dark coat, a man in a blue jacket, and a woman in a dark coat. The background shows a body of water with a boat and a city skyline in the distance. The scene is dimly lit, suggesting dusk or dawn.

# GETTING THE MOST FROM YOUR INVESTMENT IN VIDEO

NEXT UP ARE SOME KEY THINGS TO CONSIDER WHEN ADDING VIDEO MARKETING TO YOUR BUSINESS. AFTER YEARS OF WORKING WITH CLIENTS TO MAKE THEIR BRAND COME TO LIFE, IT'S ALWAYS THOSE WHO FOLLOW THIS GUIDANCE THAT FINISH THE PROCESS WITH THE BEST POSSIBLE PRODUCT.



# 01

## THE RIGHT APPROACH GOES A LONG WAY

Though it can be a tough pill to swallow, it is important to recognize that what you wish to showcase isn't always what your customers want to see. It's important to take a step back before starting your journey into video marketing and think about what it is that your audience needs to know, and the best way to deliver that content to them.

Now, this isn't to say that every piece of video that you produce has to be a blockbuster hit with an amazing storyline - some of the most useful content for your customers may be instructional videos or simple scenes of your products in use. The most important thing to remember at this stage is to think like a potential viewer. Is this something that you would want to watch?

Approaching your video marketing the right way is important to ensure you are getting the most from your investment, whether you are paying a production company or producing it yourself. Setting clear parameters and goals for each video is paramount to maximizing the effectiveness of any campaign. Try to keep things as simple as possible - your video shouldn't try to do too much.

For example, if you are planning on using a video to explain how to use your product, why your product will be the next big thing, and the future plans for your company, then perhaps it makes sense to create a series of videos rather than trying to convey all those messages within one. Each video will then be able to target a key demographic and your viewers will find the content that is specific to their interests.

Focused messaging is key in an era of short attention spans. But just because you only have a few precious seconds to convey your message to viewers doesn't mean it can't still be extremely effective. Try not to get lost in the weeds of adding more - instead, think about what you could remove while still maintaining the important message.



## 02

**TELL A STORY**

**STORIES CONNECT US ALL - AND THEY WILL CONNECT PEOPLE TO YOUR BRAND. EVEN THE MOST SIMPLE MESSAGE COULD BE TURNED INTO A MEANINGFUL STORY.**

Whenever possible, try to include a story in your concept. Again, you don't need to write an Oscar-winning script, but starting the process off with a solid story that relates to your message is a great way to get the most out of your video. If you can identify some key "characters" and build a video around them, your viewers will relate to the content much more than a jumbled collection of key points. Perhaps you have a client that had a unique interaction with your company, or an employee with a special skill or heartwarming story - look for great starting points to use as the crux of your story. How that story relates to your products or your brand is what will make your viewers remember you.

Building a story is simple, telling the story in the right way is the hard part. We all learned the key pieces to a story in school: the introduction, conflict, and resolution. Use these to shape your story and make sure that your video plan is built around this basic framework. Use the main "character" in your video to shape your story. This can be accomplished in a few ways. First, you could have them act out scripted scenes like in a television commercial, which allows you to tell an elaborate, impactful story but it is the most difficult method to pull off and requires talented actors. A more simple option is using a teleprompter for a scripted presentation, as a news anchor would - a technique that requires much less planning but the presenter can seem stiff and rigid while delivering the lines if they are inexperienced. Lastly, a favourite of ours is the interview method, which involves setting up cameras to record a conversation between your star and an interviewer, which is the best way to capture honest, organic lines for your video.

Including a second voice in your video can also be effective. Your main character may be telling the bulk of the story for your video, but it is important to validate what they are saying from an outside perspective whenever possible. This could be an industry expert, a customer, or anyone else who can add to the story in some way. If you plan on using this method in your video, it is also beneficial to brainstorm some scenes for your video where your main character and this additional character could interact in some way - a crossover that will help the viewer understand how this new voice fits into the story.



## 03

# PLANNING, PLANNING, AND MORE PLANNING.

Being prepared when producing video is key. If you are having a video production company make your video for you, planning out the key messages or necessary shots for them is important to ensure your expectations are met. If you opt to make your own video, planning out your shoot before you start recording will prevent major hiccups and mistakes along the way. Even for small productions, thinking through each aspect of the production will help things run smoothly. The more polish you put into the planning stage, the more the final product will shine.

Below is a list of key things to remember if you are planning for your next video shoot:

- 01.** Make sure everyone involved is on the same page. Nothing derails a video shoot quite like a lack of communication. Confusion about the script, the timing, or the equipment is a sure-fire way to have a stressful day.
- 02.** Plan out your locations carefully. Make sure that you are allowed to shoot in each filming location, and secure any applications or permissions well in advance of the shoot. These things can take time, so get started early!
- 03.** Make a shot list for each location. This can be a simple inventory of things to remember or a detailed record of all the camera angles you need to capture. If you are working with a production company, this is a great piece to work on together.





# 04

## GETTING YOUR VIDEO TO THE RIGHT AUDIENCE

Posting your video online, showcasing it in theatres, or displaying it on a digital billboard are all great ways of getting people to view the content you are making, but which way is the most effective? It all comes down to your audience and what type of content you created. Instructional videos or brand stories probably fit best on your website, while flashy product videos might perform well on a big screen or online advertisement spaces.

Who is your targeted audience for this video, and where do they typically view content? Targeted posts on social media are a great place to start as they allow you to narrow down your demographic to the exact people who you think will want to see your video.

Another key consideration is natural growth - any engagement your video gets without the need for targeted advertising or paid marketing. If your video has a really great story and lends itself to being shared organically online, this is a great avenue to focus on. Ensure you have an impactful thumbnail that will make people want to click on your video and a descriptive and relevant title that sounds exciting or intriguing. If your video isn't performing as you expected, experiment with changes to your post and tags first because they won't affect the video within your post, but it may get more people to watch.



# WHEN TO USE VIDEO OVER OTHER FORMS OF MARKETING

VIDEO IS A FANTASTIC WAY TO CONNECT WITH AN AUDIENCE AND GRAB ATTENTION MORE THAN ANY OTHER MEDIUM. HERE'S SOME AREAS WHERE A VIDEO CAMPAIGN CAN REPLACE OR ACCENTUATE OTHER FORMS OF MEDIA, AND SOME TIPS FOR HOW TO PULL IT OFF EFFECTIVELY.





# VIDEOS CAN BE MORE EFFECTIVE THAN TRADITIONAL MEDIA FOR THESE PURPOSES:

- **INSTRUCTIONAL OR HOW-TO VIDEOS**
- **EMPLOYEE TRAINING**
- **VISUAL STORYTELLING**
- **PRODUCT LAUNCHES**
- **FUNDRAISING EFFORTS**
- **LOCATION OR FACILITY TOURS**

This is most certainly not an exhaustive list, but simply some suggestions of where you could incorporate video into your brand to add to your customer's experience and perception of your company or organization.

## TOP TIPS:

- No matter where you use video, try to make it entertaining. Even an employee training video or how-to video can include some creativity, humour, or story-telling to make it more memorable.
- Know where your budget is best spent. How-to and employee training videos can often be cheaper to create, but reach a smaller audience and don't necessarily increase sales directly. Try leaning into public-facing storytelling videos to maximize your impact.
- Don't be afraid to pull inspiration from other videos. Obviously, you don't want to copy other brands verbatim but there is nothing wrong with finding good ideas or methods and then putting your own twist on them.





# WHEN TO CHOOSE A A PRODUCTION COMPANY FOR YOUR PROJECT

## LEAVING IT TO THE PROS

Not every project needs the most stunning visuals or polished editing, but to get a consistent, professional look for your brand you are always best to trust a production company like Roll.Focus. for your videos. If you prefer to fly solo, the Video for Business online workshop will walk you through our entire process to get to on the right track from the start.



# OUR APPROACH TO PROFESSIONAL BUSINESS VIDEOS

We take pride in being a business-focused production company. We do things a little differently, focusing on efficient productions that deliver measurable results. Creating videos is naturally a creative endeavor, but it is also a very useful tool that businesses can use for driving their metrics forward. Video production isn't always a cheap endeavour - it requires specialized equipment, software, and most importantly, experience. If you value efficiency and consistent results, choosing to create a relationship with a production company is definitely your best way to go.

## HOW IT WORKS:

Here is a step-by-step guide to how we work and what the experience of a typical client looks like.

- 01.** You get in touch. Reaching out to us is the first step to getting the process started. You may have a well-formed idea already or simply want to express an interest for incorporating video into your brand. Either way, we will work with you to develop an initial plan for your video project.
- 02.** We create an estimate and a shoot plan for you. Our team works together to draft out the scenes necessary, the script and the right look to accent your existing marketing.
- 03.** We capture your video footage. We follow the shoot plan and gather all the necessary pieces to take your video from script to screen. On-site, our experienced team takes care of all the visual aspects of the project.
- 04.** We craft your story. Working in concert with you throughout the edit process, we send draft versions for you to review, then we make any necessary changes. Once the final polish is applied and you are happy with the final product, it's as simple as hitting download and sharing with your audience.



# SERVICES AND PRODUCTS

Roll.Focus. Productions is proud to offer some of the highest-quality video services and educational tools in Canada. We go beyond typical video production to ensure you can get everything you need to take your brand to the next level.

## VIDEO PRODUCTION

Our longest-standing service, where we have created engaging content for brands across North America. If you want to take your marketing to effort to the next level, this is for you. We're professional, affordable, and efficient.

Learn more: <https://rollfocus.com/video-production>

## VIDEO WORKSHOPS

Online or in-person, we have developed an educational tool for the masses. Our "Video for Business" workshop is designed with you in mind and requires absolutely no previous experience to get started. Polish up your skillset and make your own videos in-house using our tried-and-tested methods.

Learn more: <https://rollfocus.thinkific.com>

## LIVE STREAM BROADCASTS

We tailor a plan for every project to ensure that your show is as unique as your brand. Our goal is to be your full-service broadcast company, designing a stream that will fit your budget and grab the attention of viewers - wherever they are watching.

Learn more: <https://rollfocus.com/live-streaming>



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