**Connecting With Customers Through Video**

This is a super fascinating topic for me, because as you know, I grew up professionally in the television business, and in the video production business and I have written and produced thousands of television commercials, and station promotional announcements before going into digital media for the last decade. This presentation today for me is a fascinating intersection of my past, and my presence, and I hope to make it just as interesting for everyone listening, by going over for topics that I hope will be useful, number one we will talk about how to use video as a marketing tool, that will be the why if you are of a particular age you will find some of the statistics that we go through, startling frankly. About how consumers have changed in their video consumption. We will spend a couple of seconds talking about how to find your audience, and what characteristics to look for, and then we get into the real meat of the presentation, we will talk about how to create eye-catching and effective videos. You will definitely want to have your pen and paper ready for that part. At the very end, for folks who already have their videos in place, or for people getting ready for that first big step to do their first video, we will talk about how to optimize them. To make sure that they are more effective than the original production value brings.

So let's go back to the beginning, and start talking about using videos as a marketing tool and why today it is so important. And to do that, let's start with a little flashback. Maybe some of you in the audience remember an image like this, when the television screen was the dominant video appliance , the dominant appliance in any household. Look at that poor mom, she has to sit on the floor. There was a time when broadcast television was the most powerful instrument in getting a video message across to consumers. Times have changed, they have changed so much so that we don't spend our attention on one screen, consumers now spend our attention on multiple screens, when I go home tonight, I will probably watch binge watch on Amazon video with my wife, if I'm totally honest I will probably catch a glance of the Phillies game on my tablets, while keeping up with my business email on my phone. We are definitely a multiscreen consumer society. Broadcast television is still being watched but some of the numbers are startling, broadcast television has declined 44% for 18 to 24-year-old bureaus viewers, and 30% for 25 and older over the past five years. That is a dramatic downward lines but that does not mean that people are not consuming video because there is another line that you have to see that is going the opposite direction. Streaming videos are on the rise, and 2017, 59% of American households how to streaming video prescription, compared to 30% in 2014. Two distinct lines that are crossing and now to be able to capture consumers attention with video, we now have to be in multiple places because there is no single device or single outlet that is capturing their attention. In fact Nelson says that 31% of adults 18 through 49 in the United States are considered light TV viewers, and that definition of light means they consumer two hours of less a broadcast television. Put that number in perspective, it wasn't that long ago when the average adult in the United States consumed over 7.5 hours of television per day. Is quite a drop. The other number that we see going up, is that 18% of the U.S. population has never signed up for cable. But what is happening? 1.87 billion people worldwide will watch video on their phone at least one time per month. Video consumption is still on the rise, what has changed significantly is where, when, and how people watch video. So video can be extremely powerful, for a number of things. It can be very powerful for driving awareness of your business, and like video back in the day of traditional television, video can still be very powerful for consideration, getting them to evaluate your product or service for purchase. But here is a gigantic leap for businesses, video now is very powerful to getting people to go to your website, consumers have never been closer to the action that you want them to take with video on a digital device, then they were with video on the traditional television. We are just one click away, from our video motivating them to go to your website to be presented with a sale. Or an opportunity for a sale. This is where the power of online video is. The other reason online video is so powerful, has to do with myth busting that we have to do here, there is still a pretty widely accepted myth, that consumers see an ad, they click on that ad, they go to your website or somebody else's website and they do the thing that you want them to do. That is a popular perceptive perception that people have about online advertising when in truth the consumer's journey is much more varied. You probably think about your own personal experiences for a second, I think that will parallel but I'm about to describe. On the screen let's say hypothetically that someone does a search for best computer for video creation. And they see an ad. And they will go to the websites and maybe they will read reviews, but then they will leave and go somewhere else on the Internet, do an activity completely unrelated, and then they may go back and watch in this case and on boxing video, which are very popular if those of you are not familiar with the term, people love to see people take apart a product, to see what is in the box, what components there are, and assess how hard it will be to put together and how many pieces it comes in, and boxing videos are very popular. Maybe the consumer watches the and boxing video about the computer, and then leaves and goes and travels to the Internet in different places for unrelated purposes and is exposed to a remarketing ad, and at the specifically follows the consumer because they visited that website. And at some point maybe not immediately after viewing the that, they're motivated to go back to the website, and they digest more information. And in that session, they and and do more iterative activity unrelated to the pursuit and ultimately end up at a physical store to make a purchase in all of this can be tracked. The real take away is that there are so many different potential touch points for the consumer along the journey, and with a massive consumption now of online video, video presents just an ideal opportunity to have these multiple touch points as consumers travel this quite varied journey to the ultimate destination. No matter what business you are in, it is probably more complicated and more layered than you actually think it is. >> Let's talk a little bit quickly about finding your audience. It is 2019, one of the great things about digital marketing, period, let alone digital video marketing is that we do not have to advertise to everyone, we only advertise to the people we know have some level of predisposition to our product. So a couple of quick thoughts, worth writing down, who are your ideal customers? And your favorite analytics program which ever one that might be, can give you some real clues in that. If you are tracking conversions, most of the popular analytics programs will let you see, who is converted by age, gender, geography, and even what interests they have. What are other types of media, or content that they consume on the web. So that is a good place to start distally down who do you want to talk to with your video. And then I always ask people to give thought before they get into video production or any marketing material production what is the brand tone? Who is the brand? There are certainly lots of great places on the Internet or you can go and learn about personas, my high-level observation, particularly when it comes to video, you like in your brand to a celebrity, is your brand George Clooney, very classy elegance, or is your brand Will Ferrell, funny and approachable, knowing what that tone is, you're going to make some decisions coming up in that video production, and in the scriptwriting, to have that written down somewhere that will guide you back to the middle of the road, as to what you want to be. Consistency, amongst the various elements the produce is important, having these guideposts helps. It is also worth knowing, how do people ask is your business? Do they go to your website? Do they look at a local search listing, are they more likely to call? A key evaluation to me, in a few minutes we will talk about one of the most common mistakes that people make with the video is they do not have a call to action, they do not tell the user what to do, you're actually tell someone what to do or should be in line with what historically people have done. Here is another great starting place for resources, we talk about the preparatory phase here, people have figured this out, in your category, someone has invested the time in preparation and we are talking about right now that you can take advantage of the work, whatever video platform you favor, the content will be divided up by categories.

 Go ahead and start searching that Cordy Gary category, and the subcategory that matches what you would put in. That two significant things to look for, what is the type of content that you see in the subcategory? Do you see a lot of how-to videos? Do you see a lot of talking heads? Do you see a lot of humor, in the subcategory? And make note of which videos have been viewed more often. This is great competitive research, that you can do for free, and it gives you a sense of what people have for an appetite for, in your particular category the lowers the risk of experimentation a little bit. Second, a big secret here, a parallel to a Google search optimization secrets, when you go to your favorite video platform and you search for content, look at the auto suggest search phrases at the bottom. So you will begin to see for example, if you type in yoga, and that auto fill comes out and says the different types of yoga, you will see what people have been commonly searching for, and that again will give you a very powerful clue as to what people have an appetite for. So all we are trying to do with this preparatory stage is to narrow down the possibilities little bit, so we don't get frustrated for trying to boil an ocean all the possible things that we could do. So that is the easy part, you are saying to yourself right now, okay, we have the easy part down, how do I put that video together and how do I get the video for my business? So let's move into the meat and potatoes of the presentation. Let's go to how to create eye-catching videos. This is so incredibly fascinating for me, having grown up in television, I can remember vividly discussions about buying an avid editor system that was $40-$50,000, and I remember being involved in budgeting sessions about buying a camera that was $30,000-$40,000, and now everything that that equipment did in that day, is probably in your hand right now, in your pocket. It is not an exaggeration at all, to say that just about everything that you need to produce a competent and effective video, is in your phone. Which to me is just mind blowing.

We have to start off with the creative process the equipment will be the least of your challenges, what we have to start off with is the creative process. So step one is to start thinking about some ideas, certainly videos come in all shapes and all forms and you can find almost anything on the Internet. But when you shake them all around they will fall into three big piles, particularly marketing videos. It is either a video that educates, and by the way you can put the words how to in front of almost any phrase you can think of and find a video on its, or it is a video that entertains, or it is a video that inspires.

There are certainly rare instances where video is successful at all threes, but if you are just starting, and you've got a sense of what other type of content people are producing a new category, it really helps to say, from a focus point, and to make this easier I'm going to concentrate on one of these objectives. I'm going to educate, I'm going to entertain, or I'm going to inspire. And if at the end of the day you end up doing two or three or three of three that is great. But start off really trying to achieve one, do one of these things really well.

So now we are going to start pretty paper and pencil, and we have to put together a script. And maybe you are not a scriptwriter, so we are going to start with a simple five sentence process, that is all, just start with five sentences. That's a goal of your first script, is five sentences. What are some potential things you could write about? You can write about your service process, maybe there is something that distinguishes what you do, with what everybody else does, I remember a great video that I saw from a hotel, were showing how they clean their rooms, the video followed the person whose job it is to inspect the cleanliness of the rooms and she put her finger up inside the faucets of the bathtub, and inspected the cleanliness there. and then she moved the TV and actually put her under the TV, it was powerful imagery, the you really do look at every nook and cranny to make sure that this room is clean. It was simple but very effective, there may be some part of your service the stands out. Or if you are listening to the webinar and you deliver a product, but part of your product manufacturing process and by the way, if you have not noticed got people of machines, they love to watch machines work, isn't that amazing, they love to watch assembly lines, people watch assembly line over and over again, so maybe you have a unique machine or you use it in a unique way, and that can be part of how your product is made. What makes you stand out? Some very emotional stories are put out there by businesses that talk about some of the tribulations that they have overcome, to get their business started, and I can make an emotional connection. With the consumer, maybe that is something that is a possibility for you, or what is the customer experience on the delivery and? There is a homebuilder out there who makes the delivery of the home, the turnover when the closing is finished, they make a big scene at of turning over the keys, and most homebuilders toss the keys across the desk at the closing, this homeowner decorates the door, have people standing by the door when you go to the home for the first time, and it was clear that they paid more attention to their customer experience than anyone else, it wasn't a long video, only a couple of minutes, but it really helps them stand out. And maybe there is a story about why you started your business, all of these can be topics to write those five sentences, and that is its, that is the key, if you are taking notes, we will start at five sentences, we will put them in one column of a paper, and then we will begin by simply trying to match a visual with each one of those five sentences. So they will become our scenes. Once you have these in place, some natural evolutions are going to happen, maybe you will see, with this first sentence, it can be explained into sentences, but I want you to start with just five sentences in one column and next to that right five visuals. One note it will be really helpful after you write your sentences to read them out loud. The way that we talk to somebody face-to-face is different than the way that we write to someone. In fact, I would ask you to consider the value of writing to the audience of one, if you are taking notes that is worth writing down, writing to the audience of one, your video only has to convince one person, and that is the person that is watching the video at that particular time. Now you have flushed out these five sentences, if you have embellish them, now you look at the visuals side-by-side, and evaluate the visuals, if there are a lot of it jewels that are similar that is okay, no I want to ask what is the hook, a phrase I'm sure you've heard it many times, we only have a limited opportunity to capture somebody's attention at the beginning. So we want to take whatever the most compelling or startling or attention-getting thing, is, and put that in the beginning of the presentation. Sometimes when I'm writing a script, I imagine somebody with her back turned to me, walking away from me, and in my mind I say, did what I wrote in the first three sentences with that of stop them from walking away? Would they have turned around and faced me will it be that compelling? What is that hook? That super interesting element that you are going to have in your script that will make someone continue to watch. We've talked about the script, we've talked about the creative process, now we have to get it done. We turned the day of shooting, and that means there are things rings we need to think about. Space, lighting, and sound. When I ask you to think about space, it is going to ask you to put on your CSI hat if you will a little bit to be able to observe the things around the background that are not prominent, not necessarily the focal point of attention, the things that you do not think are important are the things that unfortunately viewers will have their attention attracted to, we don't want a shiny syndrome, we want their attention focus on the visual element you decided not something in the background such as a plant, that is coming out of somebody's head, or a phone that is off the hook for some reason. So look around the main area, remove clutter, we call this in video production dressing the set, to make sure that things that are in the foreground, things in the background, things on the periphery, are all cleaned up and organized. So this is also a really good opportunity when you think about the space, to present your logo. Any time you can present your logo or your company name, natively organically, it is much more effective than when you introduce your logo or your company name artificially, by artificially I mean through electronic means, through character generation or animation. So that means, you might have a poster in your office, that has the company logo on it, or maybe you have an entranceway or lobby that has your company logo on it and that's where you decide to shoot the first scene, that is your organic way of introducing your logo. That is a great use of space. And of course all the obvious things going into play, you definitely want to make sure that no one is walking through the scene, or that there is a lot of noise in the background is a pretty obvious. Now lighting is going to be a little tricky, with the best opportunity would be to use natural light, but I have to confess to you, in all situations that is not going to be possible, because in most business situations, office situations where it is like come from? It comes from the top, not from the subject, so not all office situations and business situations presented great lighting. There is a super really inexpensive item that you could buy, it is called the circle light, you can find it just about anywhere on the Internet and it is exactly what it sounds like, it is a light in the shape of a circle, and many of them are large enough that you put your recording device such as your phone in the middle of it, so when you are looking at the camera in this case your phone, surrounded by the circle light, and you turn on the circle light and it puts light coming to the front of the subject other than the top. Those are really sometimes available for less than $25. I think if you do any kind of video production at all, having a circle light can be super handy, when you buy them the come on a flexible gooseneck upper as I that you can put them at the right ankle. We are looking to avoid angles shadows, and avoid direct eye contact with the camera, you want to make sure the subject, you in this case or anyone else can look very comfortably right at the camera. Sound can be challenging, but there is a couple of inexpensive ways to make this easier, you want to pay particular note to background noise, Becker noise could be particularly air-conditioning, coming live from Florida we do not call this air-conditioning we call this life-support it is on all the time, it does make noise,

 if you're in the office all the time it does not necessarily stand out to you, when you record something, all of a sudden you become very aware how noisy your air-conditioning is. Phones, and any other electronic device that makes noise, copy machines or big culprits, make sure that those are off. Can you get by with the built-in microphone on your phone yes. But again, for not a lot of money, maybe 50 or $60, there are very inexpensive microphones, that can be hooked up to a phone. And they make a substantial difference, your phone has an Omni microphone designed to look for sound from a larger radius than a microphone you can point trade out somebody was only going to collect sound from a specific point. For your phone, whether you are iPhone or android, there are splitters that you can put into your phone, so that you can connect with the light, and a microphone to your phone, at the same time if you are using your phone as a recording device. Now once you have all of that figured out, the space, the lighting, the sound, definitely worth doing the preparation, the few minutes before the shoot begins, the presenter whether that is you, the talents, definitely needs to speak confidently. Confidence is a nonverbal aspect this sometimes speaks louder than the verbal, when you believe in what you say it is more likely for the audience to believe what you say. So definitely speak with strength, and with confidence. You know that beginning we talked about is really important and if anything consumers tend to be more and more fragile with their attention span when they are consuming video. We really have to nail them in the first few seconds, we talked about getting the interesting observation, the startling piece of information, the fascinating thing that will make them turn around and say what? In the beginning, so whatever that five sentences the you put together frontload that with the most interesting and compelling part of your story. If you have the opportunity to use familiar faces, maybe your brand has somebody that has appeared in other media, maybe as a mascot, that is great, people love familiarity, and that we have seen the test show that when we see something familiar to them they're more likely to hang out a little longer for sampling, anything that is familiar, even a familiar location can be helpful in getting people to hang onto a video for a few more seconds. There are free music libraries on the Internet, and low cost music libraries so without a lot of trouble, you can have music build a bed that brings the introduction of to a certain point, the music ends, and then your presentation begins. The music can customize the spaces where you will make your particular points, and the editing of that is not as complicated as it sounds. In fact just putting a nice bit of music underneath your video, depending on what you're saying, could be appropriate and could help, but we know for sure, the people are more persuaded by videos "u" the videos that do not use sound. When you watch those videos, I will urge you that is a key part of this task, you will see that people are pretty creative. Don't be afraid to let your creative skills come out, again judge it what you see people consuming in your category, you do not want to be the one video, that is outlandishly creative when nobody else in your category is, definitely think that into account, but don't be afraid to inject creativity, the things that we share, tend to be the things that are extraordinarily helpful, or the things that are extremely memorable. So if you are going to be extraordinarily memorable, to worry about being extraordinarily helpful. Then maybe some level of creativity to be helpful will help someone remember your video but also share it. So you are doing this video for some objective that you've already designed I hope to sell a product, get people to visit the website, to fill out a lead form, so they have to remember your brand and we talked earlier and I think it is a point worth reemphasizing, how the brand gets introduced, needs to feel comfortable to the viewer. It should not feel forced. How can you tell if it feels forced? One of the litmus test I have if you listen to your video it is sounds like a public address from the school, a hallway announcement directing people to do something, you probably did not strike that right emotional cord, they should feel part of the presentation and part of your script, not that it is being directed to them. So obvious and overwhelmingly conspicuous grand placements tend to separate the viewer from your message, doing this organically in the matters that we talked about definitely helps. And the same thing when you sure products, people can sniff out when it is not being used naturally, so when you are going to but the product in there, plotted placements, make sure it feels natural, don't feel afraid to reinforce the brand name once or twice in the presentation, things for listening to company X video, do this at the end. That is a great place to put the brand name with audio.

The elusive element of video, is that connection. When you break through and the person feels like the video is for them. That is a great moment, that is what we all strive or in video production, so a key part of that we all know that we are not typically logical consumers, we are typically emotional consumers. So what is that emotional connection that you can make? I would suggest to you, the for a lot of businesses, frustration is an emotion that consumer still with. A lot of people will go to video content to figure out that how to. So maybe your first video, by the way, is a how to buy video. So think about it, do you have secrets about how to get more value in buying your service whether it is through you or somebody else things to look for things to know, sure you do because you are the subject matter expert, connecting user levels were they think that many things to buy a frustrating Howdy simplify that, how to make them relax, how to make them feel good about the purchase there but to me, that is a powerful emotional connection for a lot of people. As we mentioned audio supports that emotional creation as well, dialogue, can help build that emotional connection as well. So sometimes it is hard for one person to carry a message good dialogue can carry that, for the audio will carry that more than the video. We will talk about breaking the fourth wall, if that is not afraid to are familiar with it is a performance term, it comes from the theater, in the theater, performers recognize the fact that to them, there is an imaginary fourth wall that separates the reformers in a play, from the audience. The performers feel that the audience cannot see them, so they function and operate as if the audience cannot see them even though we know that the audience can, so that fourth wall is a theory that says as a performer actor you're always aware of the fourth wall you are acting as if the audience cannot see you, sometimes when plays break the fourth wall it is a play that engages the audience and breaks the fourth wall and all of a sudden actors become aware that there is somebody watching the. So video really works the same concept, sometimes videos can be very effective, when they break the fourth wall. When they talk person-to-person, one-on-one, to the person that is watching the video, at that time, remember you only have to write to the audience of one. You only have to convince and sell one person, and that is the person that is watching the video at that particular time. One of the interesting metrics about online video, there is almost a linear mathematical correlation between watch time, and somebody's ability or desire and ultimate tendency to do the thing you want them to do. So think through that is you are thinking about your script, yes we want to have a powerful and moving point of friends, but we want to build to something, don't be afraid to tease what it is you're going to do, you remember right now, the old saying that you had it sometime in your life, when someone was telling you about creating a speech the of the tell them what you're going to tell them, yes to tell them and then he did tell them what you told them. A lot of good videos follow that simple format, coming up we will do this, some people call that framing, building an expectation, showing the watcher is going to have been at the end so they have an expectation of what will happen because when they feel they do not know what will happen to have a greater tendency to leave. Now the greatest parts of video, advertising today, is that we get to analyze everything that we do, don't be afraid to experiment. The cost of video protection has gotten incredibly cheap, so okay, so the first one does not achieve your objectives don't worry let's touch test is something else. Is not uncommon when you go to website that they are testing two different videos, do you see video A,

 in reality 50% of the audience is coming to the pages see Nvidia B. So which one has the effect that you want, and your favorite analytics platform will help you without. Remember the beginning where the most common mistakes that people make, if they do this great video, and they completely forget to tell people what to do at the end of the video. So have a clear defined expectation as to what you want people to do, and that maybe to download this catalog, or to the website, or it may be as simple as subscribe to our video or may be as simple as leave a review. But remember when you started the very first step it is all pointing toward the last step which is what do we want people to do. Many video platforms have these really great interactive features. So your video can say click on your video below, a lot of things can slide across the video where the distance between the action you want them to take in the user is minimal. So that is a great opportunity, make sure your video has an objection objective, and callout people to do that. What is the old saying, you don't get the sell unless you ask for the cell? So make sure that your video asks for the cell. >> As we wind down to the end of this key take away number one is I hope you make note of you have to start big to win big, you have to track attention from the start. Visualize that person who is walking away from you. Can I tell myself, and the writers that I work with, you want to write to the unmotivated, right to the people who do not care, because of you can convince the people who do not care, then everyone else comes along for the right. I do not assume that someone is passionate about the subject that I am writing about, I assume

 that there is a difference about the subject am writing about because I want to work that hard to grab their attention. We talked about integrating their brand naturally, not artificially through electronic graphing, superimposing, that is clothing, signs on the wall, I've seen some companies pay the 50 or $60 and the tablecloth that other logos on them when they are diminution there product the logos on the tablecloth, they don't have to pointed out it is there all the time, integrate your brand organically and naturally.

 And then the third take away is to find the connection points with your audience. What emotional connection are you struggling with, so most of you listening today I assume her with a business and you want to use video with your business you know what challenges your consumers have, you know what frustrates them, you know what problems they have the your particular product or service solves. Talked about emotion, why are they frustrated, how can they be and what is the and emotion, how can you help them, how will they feel when your product or service delivers of the end, don't forget that emotional connection as well. And then finally, because you have attended today, I know that you will not make the most common mistake

 the people making their video production is to make sure you tell your audience exactly what you want them to do. And so to make sure that I follow my own advice, I'm going to tell you what I want you to do. I want you have a great day and I really appreciate you listening I want you to submit your questions to the Q&A box because Alexa and I are going to hang around for the next 20 minutes and we want to make sure that we can answer your questions. If I do not get the chance to do this at the end, we usually get a lot of questions, I want to thank you for your time and participating in today's webinar.

Alexa? All right. Thank you match. Let's go ahead and move on in to the Q&A portion of this webinar. We will do our very best to address this as many questions as possible, as Matt was saying within this time remaining. If we do not have an opportunity to address your question during this live webinar, if you are not already working with us as a mentor I encourage that you reach out and request a SCORE mentor who can help you apply the strategies and best practices. As a reminder we will be sending out a link to this recording, and the slide deck, in the subsequent email that includes the contact information to Matt, you could reach out afterwards for further assistance as well. So with that let's go ahead and jump into these questions here.

Matt, our first question comes to us from Robert, Robert is asking with communicating with customers their video, is visual branding important? And if so, how does one execute visual branding?

It is super important, we live in this world where we think that people pay 100% attention to our videos from start to finish, in this multiscreen world that we live in they do not. So there should be some omnipresent indicator of your brand, and the best way to do that organically, is either through clothing, a backdrop,

 a table cloth on there, there are a lot of clever ways to get the logo into the scene without having to wave your hands and point out it and say there is my logo. It is super important to do this organically through one of these ways.

And Robert, as a follow-up, asking about monetizing the video presentation, can you speak to that at all? On how to do that? For any tips or recommendations?

So different platforms have different qualifiers for which video content can be monetize. And that is typically related to the number of subscribers that you have, for your channel, that will very by platform. One of the key things to do is to be able to produce regular content that people can expect on a regular interval, and that content not only has to be great as you can imagine but you definitely want your call to action to be subscribed, to subscribe. Tell them the benefits to subscribing. Of course they get the early notice of the contents by subscribing, they never miss video content by subscribing, so that is what your key is, to get to that minimum number that threshold of subscribers in order to be eligible for monetizing your content through video platform.

Okay, this next question there are a couple of questions that have come in from a couple of participants from Kathy, as well as Amiga, Kathy asks should I make mail video ads? And the Dominguez question is would you recommend use of another video that you did not create even if it conveys your message? Can you speak to those two questions in one? Let me answer the first one because I think I understand the intent of the question, I think the intent of the question is, please jump in on the Q&A if we did I get this right, she departed from video or should you hire someone else to do it? The key to that is to take a look at what you are competing with. Go back to that video platform the gear category in your subcategory, look at the popular videos, and I have to say that there are some categories where you are going to be competing against some reasonably but not overwhelmingly resource videos, at that point, then maybe it behooves you to use an outside vendor. But there are a lot of categories, and I do beat a lot, were good user generated content is competing and winning and being productive. So the answer to your question, is going to be a little bit about who are you competing against. I think if I am just starting out for the first time, and probably going to experiment with some user generated content, the video protection that I do, if you value it does. If it does not bring any value I have not risked a lot, and so it is a good first step. Check in the videos you compete with, will be key. >> I'm not really sure I understand the intent of the second part of the question. From the other person. >> Can you say it will more time and let's make sure that I heard? Yes, Dominguez question is is it okay to use another video even if you were not the one that created it if it does convey your message? I'm a little leery here, it sounds like the question is good as I use someone's video content. The answer to that, - she clarified here, asking if we can use a third-party video platform that conveys your services.

Okay, the word platform is tripping me up a little bit, you can't use anyone else's video content, that would not be a good idea. In terms of a platform, a third-party video platform there are companies that make videos available, that are generic that can be licensed like stock photographs can be licensed, if you find one that is appropriate for you, then yes, by all means, that would be an effective way for you to get into video content.

Alright, this next question comes to us from Judy, Judy says that she does not quite get how one identifies the audience. She knows who they are intuitively, but not statistically. Can you offer some advice around that? >> Yes, I'm really glad she is asking this question I find so many business owners their intuition is not that accurate. In your analytics platform, let me speak specifically about Google analytics as it is the most popular analytics platform, and there you can go in and then segment your audience by the people they converted. The people they converted are the people that took the action that you wanted them to take, thereby by definition are the very best of your website visitors. So you can tell your analytics platform just children the characteristics of my best website visitors, the people that took the action. In your Google analytics platform under the audience tab you can see the gender, you can CVH, you can see the geography, then you get into a couple of interesting things, you get into there is stress interest what type of content they consume on the Internet, and then there is something that is in markets, through algorithms they have determined that these users are in the market for, there may be parallels when people are in the market for what you sell, there also predominately in the market or something else commonly, and that can be a great insight. By the way, do not overlook device, mobile versus desktop, because if you find that you, your best website visitors are coming from mobile, there are a lot of times physically moving, physically walking, so they have to divide attention, as opposed if you find out that your visitors were predominantly coming from a desktop, hear somebody sitting down using a mouse, and a cursor, that is a different attention level, so that there would be acute for me as to what kind of video content that I would produce if I had an audience of primarily mobile users, it is going to be super simple, short, to the point, it will be perfunctory almost, if I was catering to predominately desktop users, I'm going to be more explanatory, probably more lavish with my time, I might go longer my videos, that alone is the key differentiator to find out about your audience.

 All right, so we have had several questions come in around the best length for a video. So what is the best length for an educational video? Service based business? Is it dependence on where it is hosted such as on your website? Social media platform? Can you speak to video link? >> I'm going to put a caveat out there if you are listening there's a pretty good chance you will be interested in this answer, it is the proverbial it depends. It is the same answer when someone says how long should my page content be, the answer is if it is exhilarating or greater awesome content, it can be as long as you want it. If it is not great content, and is to be short. And that is the same answer when it comes to video. If it is awesome content, don't worry about how long it is, seriously, if it is great content don't even give a content thought to its length. If you are looking at this, there is a couple of spots were this is a really on her, let's air on the sign side of caution and that make this shorter. Where the user consumes the video effects how long it can be, yes, the research that I am familiar with is clearest is mobile versus desktop, there is information about videos consumes on websites, or computers, or video platforms, I'm not sure that that video has landed as clearly as the research on video on mobile versus desktop. When we are on mobile we are more impatient, then we on desktop, so I think that if you know that your audience is primarily mobile users, then I think you want to be very conservative and judicious with the time of your video. Meaning if you really cannot make the point, in about 45 to 70 seconds, then you probably have to find another way to say it. And I want to give you away to back validate this, the way to look at the average time on site for your page on website, for most businesses, they're going to have an average time of the page of a minutes, that would be awesome, that would be huge and fantastic. 's of the average person spends a minute on the page and we throw up there a video that is 2 1/2 minutes, that will not work. We know that is against their tendencies unless it is an amazing riveting incredible video. So use that number as a benchmark, you can see what tolerance people have for observing your content to begin with, and I would not exceed that by a whole lot with video content. Compared with what my website content is. So I have to apologize that is probably a little bit of the disappointing answer, but the answer would be don't focus on length focus on tremendous valuable useful engaging and emotional content. If you achieve that, length is not an issue and it will never be an issue.

All right, this next question, Matt, comes to us from Sheila, she is letting us know that she is an upscale yacht travel agency, she wants to know if her videos to match the brand of luxury or can the videos be homemade.

Great question. I am envious of your job by the way, it really does, it needs to match, in the same way that if you were going to a high-end realtor, the person you meet with you expect to have an appearance that matches that level of product or service being sold. Consumers are all about expectation by the way, they have this unspoken expectation, that is fulfilled by the different types of media they consume and how they do this, nobody ever comes to an interaction with a brand with a blank slate, they come with their previous expectations, a product of experiences, if that is your audience and that is what you are selling that I would absolutely think you would need to have a higher level of execution on your video production then somebody could get away with. No question.

X question, this comes from [Indiscernible] asking if you can share any tips for video and podcasting, is a similar or are there differences to what you have discussed today.

I have to confess I'm not a big fan I do a podcast myself and I declined the opportunity for video I look at the researchers of other topics , I don't see the video brings value, there is an emerging trend here that is interesting. There is an emerging trend where people listen to their music through video channels, even though they're not consuming the visual portion of the content. I am not completely unconvinced, but that does not happen with podcast as well, meaning that if there was a video version of your podcast on a video platform, that somebody would not listen to the audio portion of the content and not consume the video. At the end of the day it is just another distribution point. So my answer to you would be, record the video don't spend a lot of energy and expense doing it, the ones that I've seen are pretty much a lockdown camera shot, single shot or two shots, the shot never changes for the duration of the podcast, put it up there on the video platform simply as another distribution point, no complexity, no hassle no additional suspense keep it as simple as possible. >> All right, next question this is from Venetia, she would like to know if there's a way to reduce glare and facing the camera if you are wearing glasses.

There is, you may not want to go to this expense, there are actual lenses that you can buy for prescription lenses that people who do a lot of on camera work get into their glasses, they are nonglare nonreflective lenses that you could buy, most on camera people to put them in. Okay. Next question, this is [Indiscernible] asking if you feel the computer WebCam is that okay enough for good video?

Yes, definitely. Absolutely. Most cameras now are recording in 1080, no question absolutely I would check and make sure that it records in 1080, and anyone that you buy if you run out there today, you would be more challenged finding one that does not then is, so absolutely us. >> This next question comes from James, who is asking about your thoughts on the use of animation. It definitely has a place, it adds to the expense, for most of the businesses that I work with we are progressing through this video content of the marketing tool, I would put animation at maybe step four or step five, so James, if you are at a point we have some great video content, it is already successful, and you now want to get to the next level, I think animation can do a number of great things, it can create consistent brand elements, make interesting transitions between scenes which then makes scriptwriting easier when you have that, and branded transitions are even better on that, so definitely it has its place, I want to make sure that the people listening who are beginning their journey on using video content for marketing do not open the door first, that is maybe a door that you open third or fourth. I hope that was helpful.

Okay, Matt, those are all the questions that we have time for today. If we did not have a chance to address your question during this live webinar, I would like to encourage you to reach out to your SCORE mentor who can assist you further with the strategies, and if you are not working with the SCORE mentor already we recommend the request of mentor you can go to you can go to www.score.org find mentor. As a reminder a link to the recording of the session and the slide deck will be sent in a postevent email that will go out a little bit later on today, on behalf of SCORE and grow with Google I would like to thank you all for attending today's webinar session, and I would like to give a very big thank you to Matt Weber for presenting with us as well, Matt thank you so much.

You are welcome it was a great topic for me to talk about it, I loved it and I'm so glad you invited me.

Thank you again everyone. Please look forward to seeing you next time, take care. >> [Event Concluded]