



**8 steps**  
to creating your  
own compelling  
and highly  
converting video  
content

# INTRODUCTION

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*Video is a powerful tool for a business, the driving force for any marketing campaign and the best way to communicate your purpose & messages to your audience.*

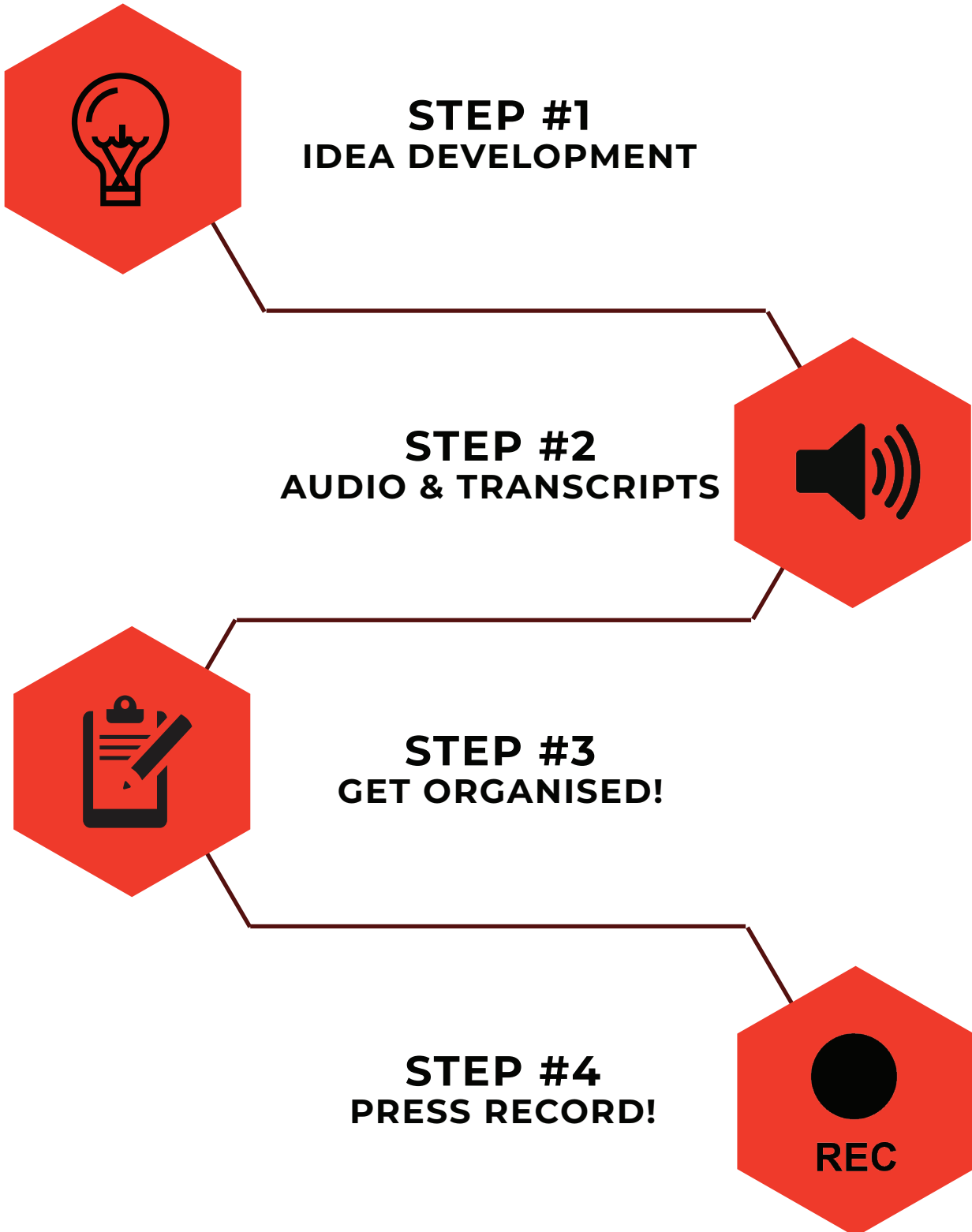
It's vital that all businesses are developing video content for their marketing strategies or client nurturing programs to ensure that the messages they are communicating are being received and understood in a powerful, engaging manner.

Budgets can sometimes interfere with big plans, and most don't even know where to start when it comes to planning their content. If you want to develop your video content ideas in-house with your team, in this e-book we will give you some great tips and tricks on just how to manage that - and then turn them into visual messages.



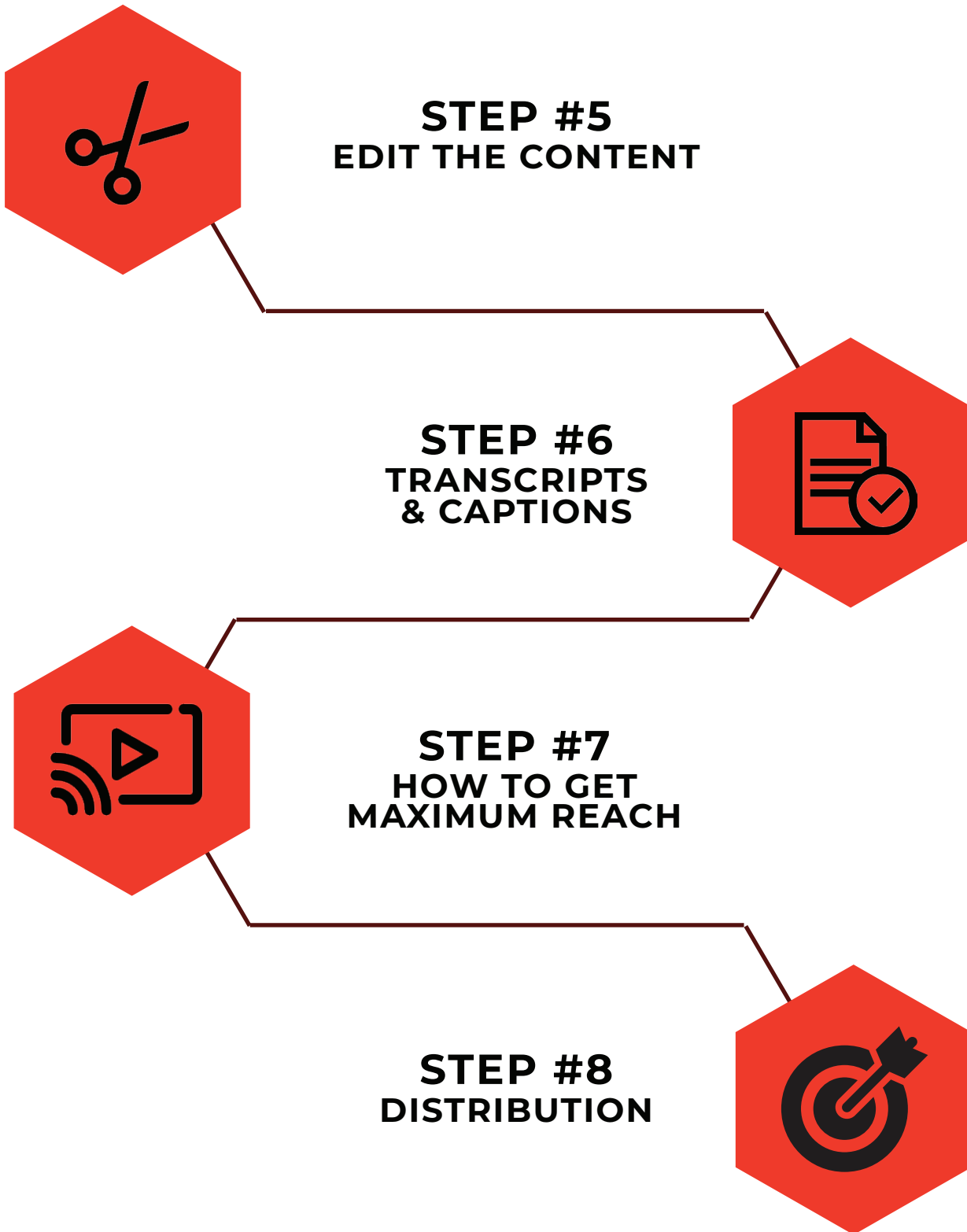
# THE 8-STEP PROCESS

to creating compelling and highly converting video content



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## STEP #1 IDEA DEVELOPMENT

The first step to creating video content is to come up with ideas. Without ideas, you don't have a video! Brainstorming or 'brain dumping' as we call it, is the greatest way to sort through your ideas and refine them to come up with a creative way to showcase your message.

If you are drawing a blank on the idea front, think about your frequently asked questions and comments your customers have made in the past 6-12 months about your products and/or services. These will give you direction as to where your video needs to communicate a message.

Once you have your brain dump written down, and you've circled a few good topics to work from - you need to get organised! Spreadsheets (surprisingly) are a creatives friend. They keep your imagination in check where you can clearly see all your ideas in one very neat place. Pop your ideas in a spreadsheet and group them from when you want to release them (think timing throughout the year for events, product releases etc.)

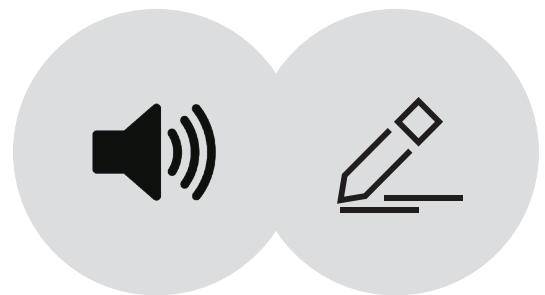
Putting your ideas in a spreadsheet can also help you track where your ideas are up to without trying to chase up information from your colleagues every time you re-visit them.

## STEP #2 AUDIO & TRANSCRIPTS

Once you have refined your ideas in your spreadsheet, it's time to get your smart phone out and start recording yourself talking about these topics. Why, you ask? Ultimately, these audio files will be turned into your scripts for each video.

If you're not familiar with scripts, you don't need to be! You just need to be familiar with the topics that you're wanting to showcase through your videos. Your audio files (or voice memos) that you record, can then be sent off to businesses like Rev.com, to easily and quickly transcribe them into .txt files, in which you can then amend.

You might have about 5 mins worth of content sent back to you, but it will give you the perfect platform in which to refine - or have a copywriter refine, for script purposes. Around 60 - 90 seconds worth of script is perfect for a normal 3-5 minute video (social media - even less, but that will come later).





## STEP #3 GET ORGANISED!

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While you're waiting for your audio files to be transcribed and refined, you need to start thinking about the logistics of your video shoot. Things like locations and equipment are important factors in arranging this.

When thinking about locations, you want it to be relevant to the topic you are talking about. If you're talking about a new product, you probably want to show that within the video - but you also need to think about whether you want to show the production stages of that product to give the client an insight to how/where it's made, or maybe show the office where the service is provided to the clients.

If you're going for a more 'relaxed' vibe, outdoor locations are great! However, you do need to keep in mind that you may need permission or filming permits in certain locations.

As you are filming your videos yourself, you don't need to have the fancy camera equipment that most production companies would have. You only need something like a DSLR Camera - which you can find in any Camera or tech shop. You can also find mic attachments for your smartphones, as well as lapel mics if you want to go one step further.

## STEP #4 PRESS RECORD!

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Now comes the fun part! Recording! Get your colleagues involved if you're not willing to step in front of the camera yourself. Pick the person who's most comfortable and most knowledgeable about the topics you have chosen. Also, you don't have to just record one video in one day. If you have the time and you've used your handy spreadsheet to help organise the shoot properly, then you should have time to knock out more than one round of filming within an 8 hour period.

Another thing to think about when recording, is what we call 'overlay footage'. This is the 'movie style' detail that's shown throughout a video to set the mood and vibe of the topic.

It can more often than not be shown as drone imagery or slow motion imagery. It's a great idea to have some ideas of what overlay you would like before filming starts. This is where your 'brain dump' comes in handy in developing ideas in the early stages.

One key to a successful video? Stay natural and be authentic. If this means you go off-script and start to adlib, then so be it! You'll find that the more relaxed you are, the better the content will be.





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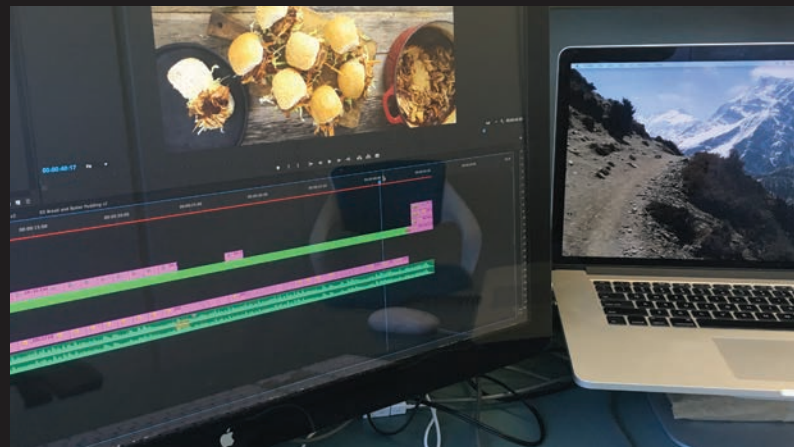
## STEP #5 EDIT CONTENT

Editing is extremely important when creating video content, because this is where all your hard work comes together to showcase your ideas. It's a great idea to hire a professional company to look after the Post Production side of your project to ensure your videos are made to the highest quality.

For the editing, you will need to give your editor a brief relating to the style of the video that you want to portray, what messages throughout your script that you're wanting to focus on, and how long you need your video (or videos) to be.

You also need to consider graphics - such as logos, colours and any accompanying name tags and opening and closing credits and of course, music. Your editor can purchase music for you, but to save them time, you will need to let them know what sort of vibe and/or audience you're trying to attract. That way they can match the mood of what you want to portray with the right music track.

Once you have approved your video edits, you will need to have a clean version exported along with a separate thumbnail image - which you will use within the next stage.



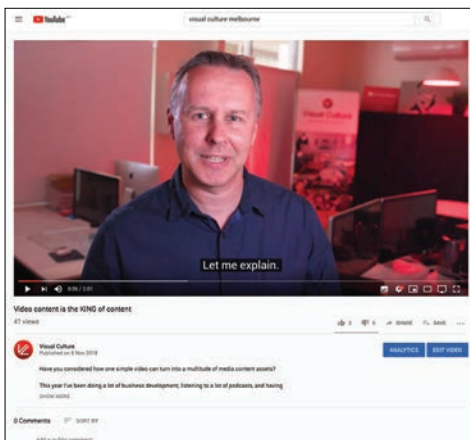
# STEP #6 TRANSCRIPTS AND CAPTIONS



In the beginning stages, we asked you to send your initial audio files to Rev.com to get transcripts done so you can turn it into a script. Now, throughout the filming and editing process, you may have cut or added to this script.

Therefore, we recommend sending the completed video back to Rev.com to get updated .txt and .srt files so that you're able to upload it to the internet in several different formats. Many online video platforms allow you to upload the caption file .srt so the viewer can toggle the captions on or off for your video - captions are also great for SEO.

You can even use the first line or two from your transcript as your video description!





## STEP #7 HOW TO GET MAXIMUM REACH



Upload your 'clean' videos (those without captions) to YouTube and your website. However, when uploading to social media channels such as LinkedIn and Facebook, you will need to add in your .srt files as well, so that people are able to read and watch your content at the same time (as most will watch late at night, on the morning commute - or even during a busy meeting!)



The best thing, is that now you've obtained your transcription files, you can then quite easily use the .txt files to turn it into a blog. It might need a little bit of editing to fluff it out, but it's a great way to boost your SEO on your website as it's going to contain some great keyword-rich content.



You can also grab some great quotes from the transcriptions and use these as visual posts on your instagram account or tweets on twitter. And then of course, the format that more and more bigger companies are using, you can use the audio from your files to create your first episode of your very own PODCAST. You can't get much better than that.

## STEP #8 DISTRIBUTION



### ONLINE PROMOTION STRATEGY

The final step to getting your video out there to the right market is connections. A lot of hard work can go into this part, which is probably the most important aspect of your video investment.

You will need to reach out, engage with your target audience and start conversations with them over the multiple video platforms. You will also need to monitor the way people are engaging - are they pressing like, leaving comments etc and how many people are responding positively to the content that you have created.

This will enable you to plan better next time, or think of how other topics may start to be relevant to those people, if they're not connecting like you thought they would.

You should also consider 'pay-to-play', essentially putting some budget aside to market your video to a niche audience.

# CONCLUSION

*So there you have it, 8 easy steps to follow to create your own compelling and highly converting video content.*

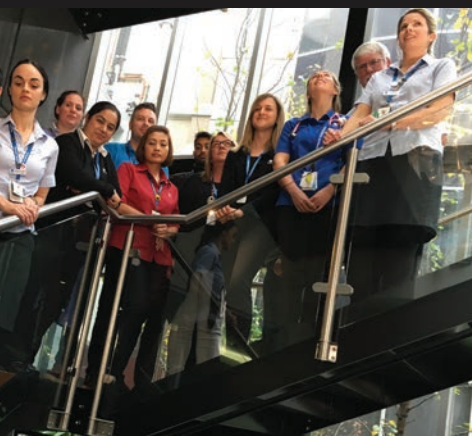
So why have we have written a guide on DIY video as our core business is producing professional video content? We see a need for all businesses large and small to produce video content - and lot's of it. Whether that's purchasing equipment or hiring a dedicated video producer, it can often be an efficient and cost effective way to produce regular content.

As much as I'd love to say stop, bring all the work to us, the reality is you don't always need a high end video content agency to produce every little piece of content. For the basic videos, absolutely try to do it yourself – just make sure you don't limit yourself to just the easy videos, there is still plenty of room for the more creative and detailed videos where you need the professionals on board.

Please don't hesitate to email me with any questions:  
[simon@visualculture.com.au](mailto:simon@visualculture.com.au) - I'd love to hear from you!



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 **Visual Culture**

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