

How to Use Online Video for Marketing



A Beginner's Guide



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[Want to learn more about using video for marketing?](#)

[Download the full Video for Marketing Kit](#), which includes an on-demand webinar full of information about live streaming video, video podcasts and ways to make your video “go viral.”

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Why Use Video for Marketing?

Video is a powerful medium that many business folks timidly avoid. After all, it can appear very complex! What tools do I use? How do I know what to make? How on earth am I going to explain the value of this to my boss?

If you answer these questions, video can be a major asset to your business. Appealing to both audio and visual senses, video is powerful, emotion-evoking content that people love to share. Marketers can use video to generate traffic to their websites, build brand buzz, generate inbound links (which can help with SEO) and grow social media reach.

This eBook answers the basic questions most marketers face before diving into video. **It is different from other video tutorials because it covers video production from a business perspective. Specifically, it explains how you can use video to reach your marketing goals.** It walks you through the entire process of developing your video idea, as well as filming, editing, publishing and promoting it. By following this guide, you will be able to create your own video masterpiece, and see amazing results!

–[Rebecca Corliss](#)
HubSpot

Part I: How to Develop Your Video Idea

1. Decide What Type of Video You Want to Create

There are many different types of videos you can make. Which type of video is right for your project? That depends on how you want to film your video and what the purpose of your video will be.

Pick a video type for this project. For example, you could make a:

- Creative or “viral” video
- How-to video
- Video interview
- Talk show-style video



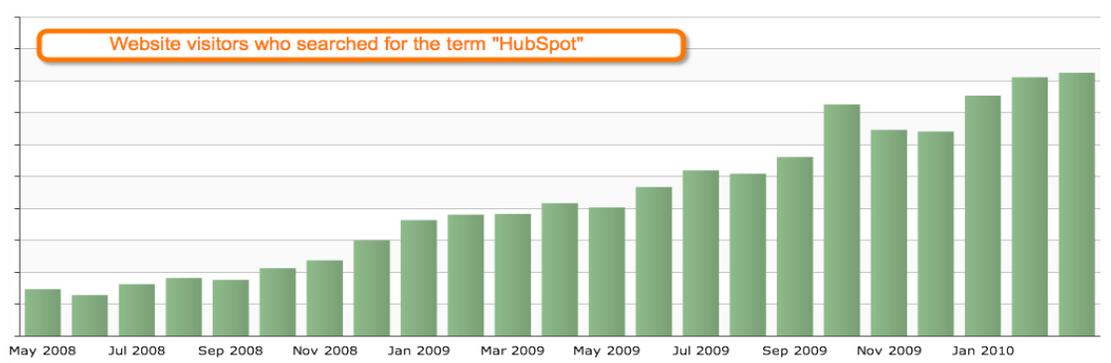
Next, decide on the format for your video. The format will determine the video's style. Will you film in HD? Do you want to record using a 16:9 (or wide screen) aspect ratio? (Many companies do!) Perhaps you will create a stationary set, and use a tripod to film your video. Maybe you will hold the camera while recording. To help you decide, watch other videos to see what you like.

2. Set Your Video Goals

Creating video is a lot of fun, but as with any marketing project, it's important to set goals for the video you produce. What do you want to achieve from your video?

Suggested Goals:

1. Increase "direct traffic" to your company's website
2. Grow your YouTube Channel's subscribers
3. Grow your blog RSS subscribers
4. Build inbound links into your website
5. Develop company personality and brand
6. Recruit new employees or build company culture
7. Increase brand awareness (search traffic for your company name)



3. Storyboard Your Video

Storyboarding is a technique to map out a video sequence prior to filming. In true form, a video producer would draw the scenes on paper as they would appear on camera. For marketing purposes, create a storyboard in written form to plan for your video's content.

A. Pick your topic. What will your video content be about? This could be a simple interview subject or a complex plot and storyline. Brainstorm the topic of your video with a team.

In your brainstorm, you could ask:

- What's popular in mass media or on the news?
- Does someone in our company have an interesting talent?
- Could we do a parody of a popular song? TV show?
- What does our target audience find funny?
- What does our target audience want to learn?

B. Write the script. Once you've picked your topic, you need to write your script. If your video will require multiple shots, characters and scenes, script out your video in detail. Be sure to include the sets, stage actions and dialogue.

If your video will be mostly conversational, create a list of bulleted notes. It will keep you organized during filming and save you time later.

C. Decide on your video's call-to-action. Too often, marketers leave a video's [call-to-action](#) to the very last minute. Decide what your call-to-action will be while writing your script. What do you want people to do after they watch your video?

Be sure to connect your call-to-action with the goal you set for your video.

Here are some call-to-action examples:

- Google [your company]
- Subscribe to [your company] on YouTube
- Watch this next video
- Friend us on Facebook
- Subscribe to our blog



It's also important to remove as much "corporate friction" from your video calls-to-action as possible. If your call-to-action (or the video itself) is too corporate in nature, people will be discouraged from sharing it with their network, decreasing its reach. You don't want people to think your video is a commercial if that's not its purpose.

Part II: How to Record Quality Video

There are three key factors that determine the quality of your video: video picture, audio and lighting. Here's how to succeed with each factor:

1. Set the Scene for Your Video

When filming, first "set your stage." And remember, details are important! For example, if you're using a tripod, make sure it's level. Are there papers in the way? Any classified information on the wall in the background?

Also, make sure your scenes stay consistent, also known as maintaining continuity. This is incredibly important for post-production and editing. Was there a mug on the table in your first take that somebody moved in your second take? If you use clips from both takes, it will look awfully strange when a mug suddenly appears!

2. Use Specific Camera Shots and Film Techniques

How you film your video can make your content more interesting and add a touch of professionalism. When filming different scenes, think about the best angle and perspective for each shot.

Over Shoulder: This is a great angle to show the perspective of one person listening to another person. This technique could be used during a camera interview or a character dialogue. To get this shot, put the corner of the camera directly behind someone's shoulder. You can use this technique with multiple people to capture the dynamic of a conversation.





Low-Angle Shot: This camera angle is done by putting the camera below an individual, pointing up. This gives the person on camera an essence of power and strength. These shots may be great for presidential figures, bosses and heroes.

High-Angle Shot: This shot is the exact opposite of the previous shot, with the camera above the actor, pointing down. This shot makes the character seem timid, lost or young. This would be a good angle to show an adult looking down at a child or a superior looking down at a scared employee who is about to be reprimanded.



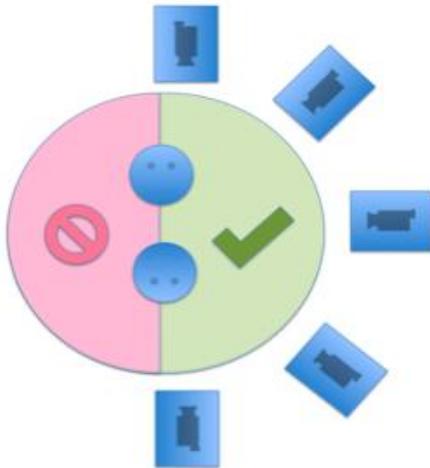
Bust Shot: If you are filming a video interview, this would be the best shot to use. Frame your characters from the belly button up, or lap up if they are sitting. This shot is important if you need to see hand motion and interaction.

Close Up: This shot shows detail of a character's face, and focuses on a character's expression. This would be a good shot to use if a character is feeling an intense emotion or has an epiphany.



Pro Tip 1: As you're getting all of your video footage, take multiple shots from multiple perspectives. It's much easier to edit your footage later when you have lots of variety to work with.

"180 Degree Rule"



Pro Tip 2: When filming multiple angles in one scene, make sure to follow the "180 Degree Rule." This rule ensures that the people in the shot maintain the same left/right relationship. If the camera passes this line, it appears awkward to the viewer and makes your characters appear to "switch places."

3. Record Quality Audio

Having high-quality audio in your production is even more important than having a perfectly crisp picture. People need to hear the dialogue and information to understand what's going on.

Quality Audio Checklist:

1. Plug headphones into the camera to listen to the audio feed while you're recording. That way you will be able to hear more detail.
2. Always do a sound check before you officially begin recording. Check audio levels and sound quality.
3. Remove all background noises, if possible. Check for buzzing from items like refrigerators or ventilation systems.
4. Avoid filming in open rooms with tile or other building materials that could create echoes.
5. Make sure you stop or pause your recording if you're interrupted by loud noises like sirens or construction.



Use Lavalier Mics to Individually Mic Each Person in Your Video:

If you are recording an interview, you may want to individually mic each person to make sure the sound comes in loud and clear. For this video, use a lavalier mic, also known as a “lav” or “lapel mic.” Lav mics clip onto a person’s collar or shirt a few inches from a person’s mouth.

1. Check what kind of audio input your camera uses. (Most likely, it will be XLR or 1/8 inch input.)
2. If you are putting a mic on each person, use a soundboard to collect all of your audio feeds. Connect the soundboard to the camera.
3. If you don’t want to use a soundboard when using two mics, use a splitter to enter two feeds into one jack. However, this may decrease the audio quality or cause a slight buzzing sound.
4. For wireless mics, clip the transmitter onto the person being recorded. Make sure they turn the transmitter on!

Use a Boom Mic to Record a Scene:

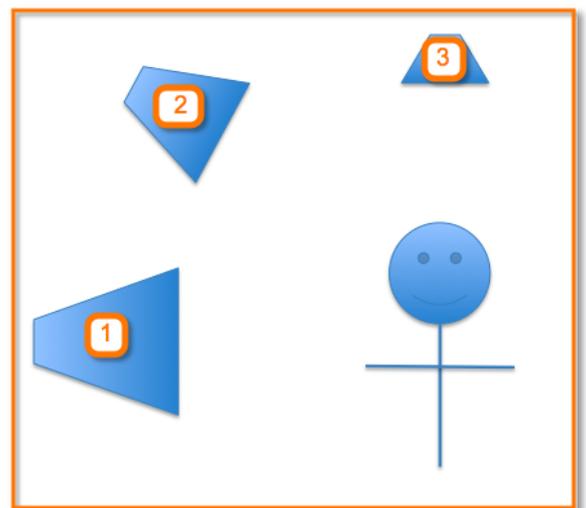
If you are recording a video using a hand-held camera, you may want to use a boom mic. A boom mic, or shotgun mic, is a directional microphone that connects to the camera. For most boom mics, you will need a camera with an XLR input.

4. Use Good Lighting

Lighting is an incredibly important factor in video quality. Without good lighting, your video could look dark, grainy or even discolored. Good light also helps remove awkward shadows and increases the clarity of your picture!

One very simple lighting technique is called “three-point lighting.” With this technique, you have a key light, a fill light and a back or hair light.

1. **Key Light:** This is the primary light facing the person being shot.
2. **Fill Light:** This light is slightly to the right or left of the person, and fills the area with light.
3. **Back Light (or Hair Light):** This light goes directly above and behind the subject. This removes shadows and gives the person’s hair a nice glow.



What should you avoid when lighting your set?

1. Avoid recording a scene with a window in the background. This will cause your subjects to be dark and difficult to see.
2. Avoid creating shadows as much as possible. If you see people making shadows on the wall, you may need to rearrange your lighting and re-record previous shots.
3. Avoid washing out the people in your videos with strong lighting. A person who is “washed out” appears very pale on camera, making it difficult to see the detail of that person’s face.

Pro Tip: Turn on the “zebra” setting on your camera. This will tell you what areas are being washed out from too much light.

Part III: How to Edit Your Footage

During the editing process, you turn your video footage into a final product! Editing is a detailed-oriented process, and small changes can have a big impact on the quality of the final product. Ask your colleagues for feedback along the way.

1. Use Video Editing Tools

Beginner Editing Tools:



iMovie is an Apple product that comes free on all Mac computers. It’s a great drag-and-drop style tool to do easy, yet professional-quality videos. (iMovie exports video files as .mov.)

Camtasia is a TechSmith product that’s great for creating screencasts and editing very simple videos. (Camtasia has multiple video exporting options.)

Windows Movie Maker is a free Microsoft product with similar features to iMovie. It also makes slideshows. (Windows Movie Maker exports video files as .wmv.)

Intermediate/Pro Video Editing Tools:

Final Cut Express / Final Cut Pro is an Apple product with more features to fine-tune video and audio, correct color, generate text and effects, create advanced transitions and more. Final Cut Pro or studio products are pricy. The Express version is only \$200.



Avid is a PC product for advanced film editing with similar features to Final Cut.

2. Import Your Video Into an Editing Tool

Most often, the video file the camera creates will not be something that you can drag-and-drop onto your desktop. Instead, you will need to use either an import or capture video feature in your software. There are multiple ways to import your video footage onto your computer depending on the camera and the software you're using. Once your footage is on your computer, your video editing tool will allow you to edit and view the footage.

Check your camera's manual to learn how to connect it to your computer. Most likely, you will need a firewire or a mini USB cable. It's a good idea to import your footage onto an external hard drive, as video files are large and take up lots of space.

If you are using a simple camera like a Flip or a Kodak Zi8, both conveniently create .mov files, which can be viewed on your computer without a video editing tool. (These cameras are great for beginners, and can even record in HD!)

3. Choose Your Content and Clips

The hardest part of editing your video is deciding which clips to use and which to throw away. You may end up discarding 50-75% of your original footage. If you will be publishing your video to the web as part of an [inbound marketing](#) campaign, a shorter final product is better. People with busy jobs don't have time to watch lengthy videos.

Cut your video footage into individual clips and exclude the ones you won't use. Then organize them into your editing tool's timeline to align with your original script.

4. Edit Your Clips Together

After your clips are organized, you need to piece them together. There are many different techniques to transition between clips depending on the effect you want to create.



Fade-In/Fade-Outs: A video that begins suddenly (or loudly) can be jarring. A good technique is fading in both visual and audio of a video. Most often, you will want to begin your video with a fade-in, and close with a fade-out. A fade-in is an approximately one second gradual transition at the beginning of a clip. Fade-ins and fade-outs can also occur between clips if you are depicting the end of a scene and the beginning of something new.

Cut: A cut is a quick edit between video clips where one immediately *cuts* to the next without adding a transition.

Dissolve: This edit is a gradual transition between clips. From the video viewer's perspective, he or she will see a new clip appear as a clip ends. This technique is good to transition between an image and the beginning of a video interview.

Pro Tip: If you are using a simple video editor and you want to add an image at the beginning or end of your video, use PowerPoint! You can design a slide and save it as a .jpg image. Most editors will allow you to drop it right into your timeline.

5. Develop Advanced Audio Editing Skills

Carrying Audio Over to the Next Clip: If you are using an editor like Final Cut or Avid, you can have multiple, overlapping video and audio tracks in one timeline. For smoother and more seamless transitions, allow the audio of some clips to carry over to the next clip. For example: when watching one person talk to another person, cut to a close up of the person listening while you still hear that person's voice talking from the previous clip.

Adding Music: Music is a great way to make your video more interesting. Add a dramatic tune during a moment of tension. Use a low, cheerful track in the background of a how-to video. However, never use copyrighted music in your videos. If you do, video-sharing sites like YouTube will remove your audio, or worse, you could get sued. Find creative commons audio files (Final Cut Studio has a ton) or make your own music!

6. Export Your Video Into a Sharable File Format

After you are happy with your video editing, you will need to export your video. Some tools like iMovie and Camtasia have simple settings that let you export your video in a format specific to the site where you will upload the video. Tools like iMovie can upload your new video to your YouTube account for you.

Often, you will be exporting to .mov or .avi, depending on the editing tool. Both work well for uploading to the web. If you plan to use your video in an iTunes video podcast, you will want to export to an .mp4 format.

Pro Tip: For exporting HD video, use the original video resolution you imported for the camera. It will give you a very large file, but it will be crisp and clear. When [exporting HD for YouTube](#), use 1920 x 1080 (1080p) or 1280 x 720.

Part IV: How to Publish and Promote Video

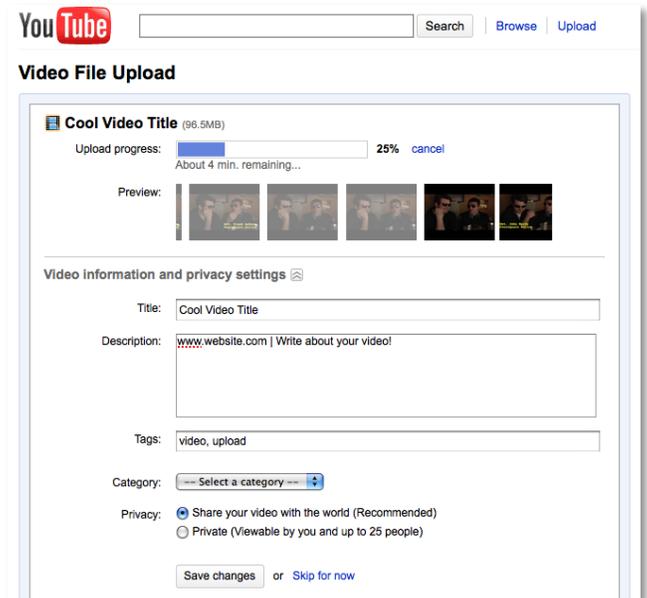
Once your final product is complete, it's time to publish your video for the world to see. Where you decide to publish should align with the original goals of the video.

1. Upload to YouTube and Other Video Sharing Sites

YouTube is the second largest search engine and an incredibly popular video viewing website.

[Twenty-four hours of video are uploaded to YouTube every 60 seconds!](#)

1. [Create a YouTube Account](#) if you haven't yet. Edit it with your information, logo, etc.
2. Upload your first video.
3. [Add an intriguing title and add tags](#) that folks might use to search for a video like yours.
4. Add a URL linking to your website (or a link of your choice) at the beginning of the video description, followed by a sentence or two about your video.
5. Save and publish!



The screenshot shows the YouTube 'Video File Upload' interface. At the top, there is a search bar and navigation links for 'Search', 'Browse', and 'Upload'. The main section is titled 'Video File Upload' and shows a video titled 'Cool Video Title' (96.5MB) with an upload progress of 25% and 'About 4 min. remaining...'. Below this is a preview of the video. The 'Video information and privacy settings' section includes fields for 'Title' (Cool Video Title), 'Description' (www.website.com | Write about your video!), and 'Tags' (video, upload). There is a 'Category' dropdown menu set to 'Select a category' and a 'Privacy' section with radio buttons for 'Share your video with the world (Recommended)' and 'Private (Viewable by you and up to 25 people)'. At the bottom, there are buttons for 'Save changes' and 'Skip for now'.

Pro Tip: If you are uploading an HD video, keep it private while it is processing so your viewers' first impression is crystal clear video!

YouTube only accepts videos that are 10 minutes or fewer. Some video sites that accept longer videos are Vimeo, Viddler and Blip.tv.

Note: Be careful about uploading overly promotional content to free video sharing sites. It occasionally violates the sharing site's terms of service. If you are uploading video that is purely for commercial purposes, you may want to use a paid solution like [Brightcove](#) or [Viddler Business](#).

2. Promote Your Video

Promote your video the same way you would any piece of great content. Embed the video in a blog post. Tweet a link to that blog post on Twitter. Embed a YouTube video to your Facebook Page, as well as your website. If you are using YouTube to host your video, slowly people will subscribe to your channel as you create more content. With a large subscriber base, you will get more views on your videos.

Pro Tip: Use the Viral Nature of YouTube to Promote Your Video

If you think there is a chance your video is indeed remarkable enough to “go viral,” you can use the YouTube community features to promote it. Right after you upload your video, drive as much traffic to it as possible. YouTube rewards videos that have a surge of traffic immediately after being uploaded to YouTube. There is a 48-hour window when videos can receive “honors” and be featured on the YouTube site. Depending on its viewership compared to other videos in its category, YouTube could recommend your video to people on YouTube who are watching other content like yours, helping increase your viewer count.



Part V: How to Measure Your Video's Success

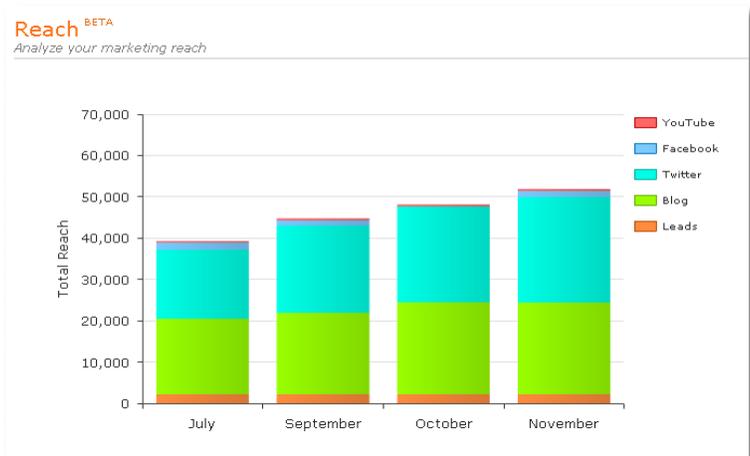
Don't rely solely on video views to determine the success of your video. Instead, focus on the goals you originally set. Below are three important metrics for gauging the impact of your video on your business.

1. Website Traffic: Direct Traffic or Company Search Traffic

For a [viral-type video](#), you might analyze direct traffic as a measurement of success. Did people view your video and then type your company's URL into their browser? Similarly, perhaps the amount of search traffic your website received for your company name increased the week after launching your video.

2. Social Media Reach: YouTube Channel or Blog Subscribers

If your goal is to extend your social media reach, perhaps you want to measure the growth of subscribers to your blog and YouTube Channel. Now, when you promote upcoming content, you can touch more people.



3. Leads and Customers

Of course, money in the bank is everyone's bottom line! Most often, video doesn't directly bring in leads and customers. However, it can be used to supplement and promote other lead generation campaigns. For example, the week you publish a video, you may receive a boost in website or blog visitors who may convert on a landing page unrelated to the video.

Also, video gives your company personality, which can differentiate you from your competition. Do you have a sales team that speaks directly with leads and prospects? If a sales rep follows up with a person who has seen one of your videos, most likely they will have a much more personal conversation that could help close the deal.

Now go out there and make some video!

Resources and Video Examples

Learn More About Video

Download: [How to use Video for Marketing Free Webinar](#)

Bookmark: [Video “Marketing Hub” Bookmark](#)

Watch: [HubSpot TV - Weekly Video Podcast](#)

Read: [Five Video Projects You Can Do in 25 Minutes or Less](#)

Read: [10 Qualities That Can Make Your Video Go Viral](#)

Read: [5 YouTube Features to Get More Video Views](#)

Popular HubSpot Videos

[“You Oughta Know Inbound Marketing”](#)

[“Baby Got Leads”](#)

[“Inbound Marketing Movie Trailer”](#)

[“Foursquare Cops”](#)



[Want to learn more about using video for marketing?](#)

[Download the full Video for Marketing Kit](#), which includes an on-demand webinar full of information about live streaming video, video podcasts and ways to make your video “go viral.”

Video Equipment Options List

Cameras

Beginner

- ✓ [Kodak Zi8 \(HD\)](#) (Amazon Price: \$180)
- ✓ [Flip](#) (Amazon Price: \$200)

Intermediate

- ✓ [Canon VIXIA HV40 \(HD, livestream capabilities\)](#) (Amazon Price: \$1,000)
- ✓ [Cannon GL2 \(SD, livestream capabilities\)](#) (Amazon Price: \$2,000)

Audio

Lavalier Microphones

- ✓ [Audio Technica ATR-3350 Lavalier](#) (Amazon Price: \$21)
- ✓ [Hands-Free Tie-Clip Omnidirectional Electret](#) (RadioShack Price: \$26)

Boom Microphones

- ✓ [Sennheiser ME66 Short Shotgun](#) (Amazon Price: \$200)

Lighting

- ✓ [800W Open Faced Light Fixtures with Barn](#) (\$250 per light)

Editing Tools

PC Computers

- ✓ [Windows Movie Maker](#) (Beginner, Free)
- ✓ [Camtasia](#) (Beginner, Screencasts, TechSmith Price: \$300)
- ✓ [Avid Media Composer](#) (Advanced, Avid Price: \$2,295)

Mac Computers

- ✓ [iMovie](#) (Beginner, Free)
- ✓ [Final Cut Express](#) (Intermediate, Apple Price: \$200)
- ✓ [Final Cut Studio](#) (Advanced, Apple Price: \$1000)

Video Publishing Sites

- ✓ [YouTube](#)
- ✓ [Viddler](#)
- ✓ [Vimeo](#)
- ✓ [Break](#) (Video Humor)
- ✓ [Blip.tv](#) (Podcasting)

Business Video Publishing Tools

- ✓ [Brightcove](#)
- ✓ [Viddler Business](#)

Video ROI Measurement Tools

- ✓ [Vidmetrix by Visible Measures](#)
- ✓ [InPlay by Tubemogul](#)
- ✓ [HubSpot Software](#)