

30 WAYS YOU CAN USE VIDEO SUCCESSFULLY IN YOUR ORGANISATION

And Top Tips for getting it right...

Why use video?

Video is the hottest thing going on the web. Everyone's talking about video now... and with good reason. It's entertaining, it's easy to find and consume, and it engages viewers in a way that text simply cannot. **And so it makes you stand out** and get your message heard much more effectively.



VIDEO AND SEO.....

I don't have to convince you of the facts that video improves your SEO, because everyone is aware that video is now a key SEO cog – so if it is important for you to be found online and have a strong web presence then video should be an important part of your marketing mix. And especially with social media now being an integral part of any businesses brand building mission; social media needs content, and evidence shows that video creates way more engagement than any other type of content!

NOT JUST FOR MARKETING.....

And it is not just for marketing that video can be hugely beneficial to businesses – training, internal communication, recruitment, information management, motivation and strategy delivery can all use video to their advantage, easily, quickly and cost effectively – if they go about it the right way and work with the right people – either internally or externally.

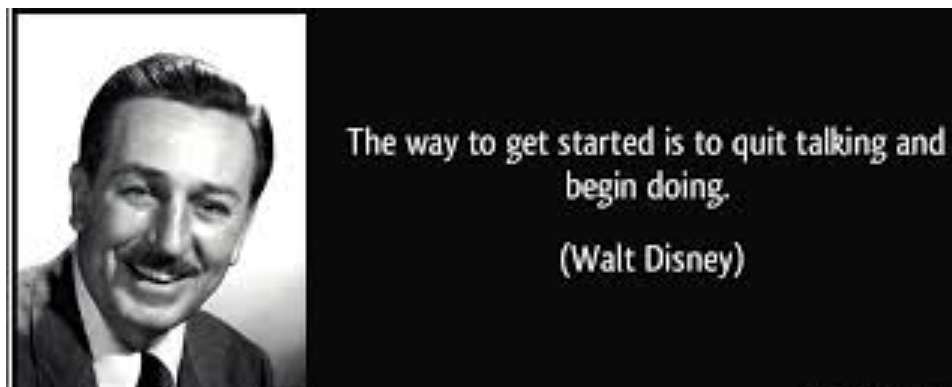
For the last 18 years we at Capture 1 have helped organisations big and small create successful videos for all these objectives and more! And so we are going to give you the benefit of these years of experience and summarise what you could be doing with video for your business, how to do it, with some top tips for getting it right!



In this PDF you will get an overview for the different ways you can use video and how you might go about getting it produced – **quickly, effectively and affordably**. And the end of the day it has to have an impact on your business. If you start to use video you need to start to see and feel the benefits as soon as possible, so it isn't worth taking 6 months to produce something. We live in a fast moving, content rich world – people want information – lots of it and quickly! So you want to have good, regular content that you are using to communicating your messages to the benefit of your company – whether this is internal or external. Video is the easiest medium to communicate with, because the viewer can be passive – **they don't have to work at getting what you are telling them**. You can also use images, audio and feeling to manipulate viewers and convey your message in the way you want to. At the same time you can **portray incredibly integrity** – especially if it is you people who are on video – we live in an ever increasing cynical society – so if people can see you talking to them rather than just read about you or your business they will immediately believe your credibility and trust you earlier. This is the same if you are communicating messages internally or externally.

All of a sudden, people can get to know, like and trust you without having met you! Complex descriptions about your software or product are conveyed with ease. Emotions are implied and meaning is increased. **Over 80% of our communication is non-verbal**, so your tonality, pitch and pacing all helps to convey your emotion and communicate your message more effectively.

The bottom line is, **video combines auditory with visual in a way that allows a prospect to enter your world**, forget about their distraction of the day and literally become hypnotized by your message.



How can video help you?

There are so many ways to engage people with video; different styles, genres, content. It doesn't have to be only you – you can use simple visuals, slides, graphics, still shots or moving images to tell your story too.

There are literally dozens of ways that video can help you, here are **30 ways to use video** to help you to Connect, Grow and Profit by using video in your business.

TOP TIP

Read this report and at the end print off the list of ideas and strategies – put a note next to the ones that you think would work right now in your business.

Use some 'Post It' notes, write each one on a different note. Use these notes to create a priority list of the ideas and strategies that you could use right now to ones that you like but maybe wouldn't be so easy, practical or effective to use straightaway. The reason you are doing it with post it notes is that you can play around with the order of your priority list until you are happy that the ones at the top you can use straightaway and start benefitting from immediately. As a result you should be able to:

- Build your prospects list
- Convert more sales Stand out as the leader in your niche
- Create products and grow your immediate reach
- Position your brand
- Virally spread your message
- **PLUS**, Create repeat long term customers that happily spread your message for you [**your ultimate goal**]

Once you have your completed list, focus on the top 2 or 3 and take action – get creating using your phone.....or hire someone to help you.....either way you will be taking action and that's the key.

Create yourself or Hire in?

The answer to this depends on many individual factors, the main ones being:

- Do you have the technical expertise, creative ideas and inclination to do it yourself?
- Do you have access to or ability to access equipment?
- Do you have the time or the people available in your organisation to do this?
- Do you want to do it yourself or is it the results of the having the video that interests you most?
- How much video are you looking at creating, how regularly and what types of video?

If you answer each of these questions honestly you should be able to answer whether you should be taking the production of your videos in house or whether you should be working with a video professional to help you with this.

One thing to remember is that creating a high quality piece of video that communicates the right messages in the right way and engages your target audience is something that requires, skill, experience and talent – it therefore shouldn't be underestimated.

However, with the quality of phone videos now and the availability of editing apps it is possible to do a reasonable standard on your phone. But it still takes time, commitment and a clear vision to make it right.

Videos you can do yourself

1 / VIDEO THANK YOU

Imagine if someone you were doing business with sent you a video personally thanking you for being a valued client and if there was anything else they could do for you? My guess is it would feel quite special? You would be likely to tell friends about it and most likely to stay and continue to do business with that person and business.

A simple thank you goes a long way and using videos can make it very personal. You could select your 'A' list clients and progressively send personal, individual thank you messages on Video email.

Then the 'B' list may get a personal yet generic Video thank you sent to them. Or you may segment your list and send the video on a specific thank you. There are many ways to make this time efficient.

Whatever business you are in, the chances are you are **people dealing with people** and those people make the purchasing decisions.

By sending a Thank You Video on email you can increase client retention, loyalty and ensure your clients remember you.

If you are creating videos in this way, there are other types of messages you can use it for to be remember i.e.

- Follow up from a meeting – great if you have just visited a prospect or client as it allows you to have greater engagement while reinforcing your commitment to them and what was said at the meeting, next steps etc.
- A 'nice to meet you' after meeting at a networking event of similar for the first time
- A introduction to a proposal you are sending through or indeed talk through your proposal on video.

2/ VIDEO LEADS /PROSPECT MESSAGES

If you are targeting a specific person in an organisation, what is going to have more impact than a bog standard letter or email? A personal video message – especially if you use their name in the message and make it personal as to why you want to speak to them i.e.

“Hello John, my name is Helen and I would really like to talk to you about how we can help you save money by.....”

If you think about the impact of receiving a personal message like this, it will have far more impact, get listened to and therefore considered, much more so than a piece of direct mail.

There are a couple of ways you can do this, by using a video email provider as mentioned above and recording your message using your phone or similar and sending it to them.

Or, you can work with a professional company for a couple of hours and have a series of professionally shot messages done, to your key targets. The benefit of this, is that it will come across as professional, be able to reflect your brand and you can have your logo and related imagery superimposed behind you, looking general more professional slick.

3/ VIDEO EMAIL SIGNATURE

Video email signatures are a great way to personalise your signature so that people better engage and connect with your brand and your business. This is perfect for people who are really selling themselves i.e. service providers, professionals, insurance and financial representatives, solicitors and accountants, sales people of all kinds – basically anyone who wants to communicate their integrity.

Just create a thumbnail of the video, host the video on your website or on You Tube and ensure you give them a way to contact you for more information or leave their details [a contact form beneath the signature or a phone number is a great idea].

Again you can shoot this yourself or ask a professional video person to shoot it for you if you want a more slick, professional finish.

Important Note: For any of these video messages that you are shooting yourself, sound is almost more important than the video. It will reflect badly on yourself and your business if people can't hear you properly or if there are annoying hissing or fuzzing sounds, worse still they won't watch your video, so your efforts will have been wasted. You can get away with a wonky picture or too much head room but bad sounds will equal zero engagement. So always use a some form of external mic, such as a lapel mic. These can be bought cheaply and usually attached to your camera. If your camera will not take an external mic, ensure there is low background noise and your shot is close enough for it to pick up decent level of sound.

4/ FACEBOOK LIVE

Facebook Live videos have really taken off in 2017 and 2018. They are all about doing it yourself, on your phone and it being live and rough and ready! As long as people can see and hear you that's what it's about and it is ultimately a tool for gaining followers, credibility and allowing people to know the person / people behind the brand. A lot of coaches, trainers and experts do Facebook live but actually any business would benefit. You could do a 'behind the scenes' 'meet the staff', 'Q and A' the list is endless of what you could do! The amazing thing is that the stats on Facebook live videos are tremendous. They get way more viewings than normal uploaded videos and even after they have been live they will keep generate viewings from people and so are great branding and exposure tool if your target customers are using Facebook.

One tip is that you need to publicise you are doing it and tee up a few people to be on it and start the ball rolling in terms of questions and interaction. Especially if you are new at doing it. Once people start interacting with your Live, then it will start to show up in peoples feeds and other people will jump on. But you need to cultivate the first few!!

Video as sales / marketing / branding tools and Customer Communication Tool

5 / VIDEO SALES PAGE

Video sales pages are used as landing videos on either your main website or your product pages. These can give some form of introduction to who you are and the benefits you provide to your customers. They can also be used to:

- Teach something
- Give a call to action
- To opt-in
- Click to find out more
- or buy now.

These videos can either be you or a business representative talking to camera, it can be a professional presenter or it can be done with visuals, voiceover, music and graphics. It is important that whichever option you go for, that it is a professional and engaging introduction to your product or service and has a call to action at the end.

A good video consultant will help you to decide on the most appropriate way to communicate your message from the above. This would include analysing what visual images you might have to show, how important this is, depending on your product or service and whether you want to engage the viewer in the person i.e. are you looking to build integrity and credibility to sell as service or demonstrate a products features?

A point on why it is important to use video as a sales tool from an SEO point of view, if you are not using video on any landing pages on your website then chances are your page rank is going to go backwards and you are going to lose visitors very, very quickly. And you will lose engagement from your visitors quickly, people almost now **expect** to see a video telling them

- Who you are
- What you do
- How you can help them
- What they need to do to get started

Did you know that 80% of people who land on a website with a video will watch it and of those 52% will take some form of action? Can you afford to be missing out on that 52%?

It is easy to embed video onto your website. Most people host it through You Tube as this is free and easy to do. You just grab the code from your video on You Tube and embed it into your sales page.

6/ VIDEO PRODUCT DEMO

Video product demos are used exactly how the name suggests - to demonstrate a products features, benefits or instructing people on how to use it. It needs to be short, concise and visual, focus on **Features, Advantages and most importantly the Benefits for the customer – how does the product solve their problems?!**

Don't forget the most important thing is the call to action - **either to buy or to find out more!**

7/ EXPERT VIDEO

This is a great way to teach, coach and share your area of expertise to a wider audience. There are a number of ways you can do this. You can record one to one or group coaching sessions for viewing later, or you do generic coaching on video that you can turn into a product to teach your knowledge globally, this is a very easy to implement strategy.

You can also be interviewed by someone and put this out as a series of **'expert clips' to teach or inform people** on a subject related to your product or service. If you provide free information and put yourself out there as the expert in an area you will **gain instant credibility** and can build a loyal follower of your business and also command greater value.

8/ VIDEO 'HOW TO'

Creating 'how to' videos again positions you as the expert. If you create 'how to videos' on a particular subject or area related to your business then you will engage people in your business and what you do, build profile and credibility.

YouTube loves “How To” videos. **‘How to’ videos** have more chances of getting on page 1 of YouTube over other videos. Surveys have found that videos optimised for transactional keywords (those including words like “cheap”, “free”, “sale”, “buy”) perform poorly as a search term on Google and other universal search engines. Informational keywords perform much better. So this would be phrases that comprise instructional (“learn” or “how to”), educational (“what is or “history of”) or comparative (this versus that).

9/ SOCIAL MEDIA TEASER VIDEOS

Social media LOVES video (or people on it do!) because it’s easy to engage with. Plus the algorithms love it so your stuff will get seen more. The trick with video for social media is to use a mix of professional produced pieces and pieces you do yourself on your phone (like with the Facebook Live mentioned above!) The stuff you do yourself you can knock out quickly and regularly. You can still put some simple captions on it (using tools such as ‘Splice’) And then if you couple that with some professionally produced pieces, mentioned elsewhere in this document, if your budget can stretch to it then you are going to be getting far more engagement. The key to social media is to have more, shorter pieces. Whereas 10 years ago we would usually be commissioned to produce one x 10 minute video for a client, nowadays you need ten x 1 minute videos for social media! You get more value as you have more to use (and you need more as feeds roll quickly!) and people won’t watch more than a minute or two generally, when they are first engaging with you.

10/ VIDEO COMPANY INTRODUCTION

This is a general introduction video that you might use on your web site home page, as a general promotional tool on social media and You Tube. It is also something that you could use when pitching your business to a new prospect or client or making a bid or tender presentation Generally this would cover the **Who, What, Where, How** of your business to your target market.

Who you are [knowledge and credibility]

What you do [how you can help them]

Where you are [how to find you]

How they can work with you [call to action telling them how to get started today]

The key thing here is to concentrate on the Advantages and Benefits you provide to your target market. This will result in better engagement in your videos. If you focus on what you can do for them that will solve their **pain, need or desire** you will capture their attention. If you solely focus on YOU, Your business and Your products and not about how you can help them, the viewer will disengage.

11/ VIDEO STAFF PROFILES / 60 SECOND VIDEOS

Many websites just have photos of staff and a short title and job description.

Imagine if you could have a 60 second video with your **members of staff introducing themselves**, what they do, how they help their clients and giving some interesting information about themselves. It gives some personality to your company, and allows clients and prospects to feel like they have met the staff and can convey integrity and trust more easily. This should be filmed in a way that is not a job description but highlight the personality of the staff member. This will put the prospect or client at ease if they have any reason to contact them as well as **highlight the culture of the business.**

12/ VIDEO FAQ'S

Every business has Frequently Asked Questions and every business has a website. So a very easy way to start using video on your website, in its simplest form but make it very effective is to have your FAQ's done through video.

You can do them yourself, using Camtasia or other screen record software and a voiceover. Or they can be filmed professionally using the Auto-cue, in a similar way to the staff 60 second profiles. They could be done with the same person or each one could be a different member of staff. They could also be done as interview style with someone within your business. Or they could be filmed with a professional presenter if you want them to be really slick. There are many options, all of which will work well.

FAQ videos are a great way to:

- Position your expertise and knowledge in your niche
- Answer your customers/client questions once without having to do it over and over again
- Put it out there on your blogs, on video sharing sites like **YouTube** and social media sharing sites like **Facebook**, **LinkedIn** and **Twitter** to drive traffic back to your business .

When thinking about what FAQ videos to create:

- Shoot the 10 most frequently asked questions that you get in your business right now.
- Then shoot 10 frequently asked questions that people **SHOULD** be asking you about your business, products or services.

The wow factor for your customers is that you can redirect them to somewhere on your site to answer any questions they may have. Also after a call with a client or an email from a client where they had a question you can follow up with a link to one of the videos. Going this extra mile will add value to building a relationship with your client. At the end of the FAQ you should give them a **call to action**.

13/ VIDEO INSTORE/RECEPTION

This is a great idea for restaurants, real estate agents, hair salons, dentists in fact anywhere that people have to sit while waiting to be served or serviced by the owner of service provider. There are opportunities to share the latest homes, hair products, specials, procedures E.g. Restaurants - showing the specials of the week, hairdressers – styles, products or services to be up sold. Reception videos also give you the opportunity to create joint ventures with local businesses who will either pay to have their details streaming in your reception area or reciprocate in theirs [win/win marketing].

These videos have predominantly been just slides and images but with technology these days there is no reason why it cannot also include a mixture of face to camera, product demonstrations. These are very powerful shown on a large HD screen sitting on reception area or on a central wall with a looping video stream.

14/ CORPORATE SOCIAL RESPONSIBILITY / COMMUNITY INVOLVEMENT

Consumers love to deal with businesses that take their corporate social responsibilities seriously. Videoing your employees participating in CSR activities or creating a video to put on the company website demonstrating how you are incorporating CSR into your business is a great way to let your customers know that it is important to you as a business.

If you are involved in projects in the community, then have highlights filmed and have a short, interesting piece edited to show the work in the community that you are involved with.

If you have young people into your organisation or work with schools, film vox pops with the

students on how they are working with you.

Even better, get a group of students to make a short video themselves about your company as a project for themselves.

If you have a nominated charity, create a video with the charity, to help to highlight their cause and have it branded with your company details to highlight your involvement.

You can even have your CEO or senior people and other employees speaking about what they are doing, what it means to them and demonstrating how they are making a difference to the community and the environment as part of the company policy.

15/ VIDEO TESTIMONIALS

Everyone knows the power of a testimonial as a marketing tool. And video testimonials are becoming the must have for any business these days.

The great thing is that they can be a bit rough and ready. You can shoot them yourself with an iPhone etc. Or you can have them done professionally, which takes a little more work in setting up but can have really rewarding results and are assets that you can use again and again and don't lose their impact.

In the age of digital online marketing more and more people are becoming sceptical in the sales process. A testimonial of someone who has used your product or service has a huge impact on reducing the reservations that people may have of buying or using your services.

If you run events make sure you capture testimonials throughout the day as people are getting WOW and Aha moments as these are fabulous to use when promoting your next event.

If you are doing this yourself, as opposed to hiring a professional there are a couple of basic tips to remember to make sure your footage is decent enough quality to use in your promotion:

- Use a **tripod** so that there is no shaking
- Make sure that where you film is well lit (with the lighting in front of the person not behind)
- Make sure there is not too much background noise and if you cannot use an external mike, make sure the camera is close enough to the subject to hear them clearly. If you have input on your camera to plug in an external mike then do this – it is cheap to buy an external lapel mike and will make all the difference!

When asking people for a testimonial, give them an idea of the kind of thing you are looking for, so they are not starting from a completely cold point. If you can get them to say their name (and business) and 1 or 2 key things that they found beneficial working with you or using your product.

16/ VIDEO SUCCESS STORIES / CASE STUDIES

These are similar to testimonials but go into the **Who, What, Where, How** in more detail about what your customers or clients experienced using your products or services. These can be simply created using the same techniques as video testimonials above.

Include facts such as:

- Who they are and how they met you
- What they used of yours that worked e.g. product or service
- Where they used it and the experience they had
- How they felt about you and using your product and services
- Close with endorsement or recommendation for others to do the same
- If you are hiring a professional to create these for you, have some shots mocked up of the client working at their business or working with you, using your product or services and then these can be used to edit together a story and makes it more interesting. You can also use a music track to underpin this.

17/ VIDEO COMMERCIALS

Online is a great place for major companies to launch and air a commercial prior to going on mainstream TV.

If you are a business that has a budget to get a professionally crafted video and scripted infomercial or commercial for online viewing, then I highly recommend adding it to your marketing plan. With the ability to not only get viral exposure, TV exposure [if you get the views], brand exposure and increase sales – it has never been easier with the power of social media distribution and one click sharing to commercially get yourself out there on a global scale.

Adwords now allow video ads pretty much anywhere online that allows video and sell advertising space.

These are better created professionally. I highly recommend using a videographer and script when creating these videos usually over 30 seconds to make sure that you connect, engage and portray your „message to market match as visually and aesthetically pleasing to your target market as possible.

18/ VIDEO FOR TRADESHOWS AND EVENTS

If you attend these type of events and exhibitions, it is a good idea to use video as a tool to stand out and convey visual information that you cannot otherwise communicate on a static stand. This could include:

- Product demonstrations
- Service demonstration
- Facilities insight and footage of places relating to your product or service
- Emotive – setting the mood with people or well-crafted piece to capture hearts and minds of delegates.
- Show-reel of your expertise.

Depending on the objectives and the setting of your stand or where you will be playing the video, you may want something with or without audio. If noise is an issue, then make it informative or instructional so that people can learn something while they are waiting to chat to you. You might want something to be more graphically based too, so that people can watch and learn something but don't necessarily need to be able to hear the audio. Having a video playing at a tradeshow when you are busy is like having an extra staff person there.

If it is at an event you are hosting then use it to motivate, get in the mood, or set the scene for the content that is about to be shared so they are excited with anticipation. Show reels or video interviews are great to play in the breaks.

Motivational videos have a huge impact at events and they don't necessarily need to be ones you have created yourself. There are plenty on You Tube which you can use (they are available on the public domain on You Tube so no reason why you cannot play them to an audience). When you show a video the connection is so much deeper because the message is coming from someone else I.e not directly from you.

19/ VIDEO – VOX POPS

On the street type videos where you ask questions and get candid replies. These videos are great when you want to get people's opinions on a topic or a new release. The fun thing is you never know what people are going to say.

It is also good to do these type of videos when you want to do some market research into what

people think of a certain new gadget or service. The more real, lifelike and authentic the Vox Pop, the more popular they are. If some of the responses are not what you were expecting, but are funny – leave them in - it can help with viral success of a video.

Note: Make sure when you do stop and interview people that you tell them how you are going to use the video e.g. if you are going to put it on YouTube or your website that they are aware of that. If they are uncomfortable with this then move on to someone else. It is a good idea to have a consent form that you get people to sign. It should only be one page and quite simple so as not to scare people off. For a copy of a consent form email us at enquiries@capture1.co.uk

20/ VIDEO – POSITIONING INTERVIEW

Why do positioning interviews work so well? Because when you are interviewed by someone on your area of expertise, it gives you instant 'credibility'.

You will find that you will get a much better response from your target market if you are sharing knowledge about something and even more so if you are asked to do this by someone else ' i.e. you are interviewed about your area of expertise'.

The better known the interviewer, the better positioning it is for you and your brand; however there are ways to film and look as if you are being interviewed. This allows you to talk about yourself and product as if being asked by someone else.

Another great way to get interviewed is to provide quality answers and information in forums and in social media. The more you are seen to be knowledgeable about a topic, the more chances are you will be invited to be interviewed by someone who has an audience who would be interested to learn more.

A few pointers:

- ⤴ Cover questions that people don't already know
- ⤴ Cover questions that are topical right now
- ⤴ Under 7-9 mins is plenty for an online interview
- ⤴ Be relaxed and have fun – conversational style videos are more likely to get watched than Q & A style interviews.
- ⤴ Give 3-5 tips people can take action on immediately – if it is just story-telling and you are not a well-known celebrity - you will find people will not hang around
- ⤴ Always give a call to action where people can find out more about the person

Being the interviewer is very powerful as well and a great place to start is by offering to interview other people and introduce them to your list. You will find that most people will open the door for you if you are offering them an interview and exposure. By offering an interview it generally opens doors that would have normally been closed.

An additional bonus is that some will want to reciprocate and introduce your expertise to their list.

21/ WEB TV / VIDEO TV CHANNEL

This sounds very grand, but doesn't have to be – it can be a simple online portal where customers and prospects can learn more about your organisation, services or most importantly where you can have free information that people want to learn about, that then builds your profile and credibility.

An online web video channel can also work very well for internal purposes, as somewhere to have video updates, policies, information and stories, where staff can interact and use it regularly and you can communicate with them more effectively as a result.

Don't fall into the trap of thinking you need to have a load of content before you start – you can start with just one or two videos hosted on a simple online platform, either as part of your website or as a separate online platform. If you want to use it for internal training and communication messages then you might want it to be password protected.

Once you have started to have content created and get it out to your internal or external audience, continue to have regular content created, weekly or monthly and your own Business Channel will build up very soon. It will have tremendous impact in many ways. If you are doing as an external marketing and promotional tool then it will be regular, interesting content that you can send to clients and prospects. It will really benefit your SEO and online presence and give you a huge amount of credibility online.

If you are going to use it internally as a training and communication tool, you are saving a great deal of time and money in communicating important information, procedures and messages to staff. You are building up an archive which can be used in the long term and will be useful assets for new staff and for sharing knowledge and best practice

22/ VIDEO NEWSLETTER

Instead of sending out a text based e-shot, send out a video – include your people, exciting stories about recent projects or new products. Show case studies or teach your customers something. One thing is certain, customers will be more likely to engage in your newsletter if they can sit back, relax and watch a video, rather than make the effort to read through a lot of text information.

23/ VLOG:

We all know the impact that using video has on SEO and how many companies are using blogging as part of their marketing and online digital strategies. Using video as part of a blog is an increasingly successful strategy for creating online exposure. This is not dissimilar to the above point of creating a video newsletter. Essentially in one recording session you could film 8-10 pieces of video, covering different products / services / points of interest in your business. You could then roll these out weekly, 2 weekly or monthly, as part of a video newsletter and create a vlog page where they are housed. This means if they get missed by some newsletter recipients, there is a chance for them to see them through your vlog / blog page and also get found and viewed by people not on your list. You could also set a weekly slot where you film the weeks news / product / industry updates to post.

24/ VIDEO TUTORIALS

Video tutorials can be used in so many ways and can be created using so many different mediums. We all know something. We all have something that we can share that will benefit another human being or a group of people. Video is a great way to teach and get your message out there.

Here are just some of ways you can use video tutorials for your business

- ⤴ Drive traffic to your website using hosting sites like slideshare.com, YouTube, Facebook, LinkedIn and Twitter another way is forums [video SEO very important to make sure your content gets found]
- ⤴ Position your knowledge and expertise
- ⤴ Creating a following – video tips and tutorials on your own blog or TV channel enables you to create a following of fans who can send people to you
- ⤴ Membership websites
- ⤴ Coaching
- ⤴ Create products to monetise your expertise and knowledge
- ⤴ Joint venture marketing – provide value to another person's list
- ⤴ List builders – give free content away in exchange for opt-in details
- ⤴ Training material
- ⤴ Much, much more

Video as training / internal communication tool

25/ VIDEO STAFF TRAINING

Using video as a training tool saves time, money and helps to provide a **consistent message across the organisation.**

With the increasing amount of short term contracts and high staff turnover, using video as a training tool is an obvious solution. This can include training on systems, processes, procedures, induction, as well as motivation and inspiration about where the organisation is going and what is expected of people. Using video makes it very easy to up skill and educate new and existing employees, while also making it easy to update as the company and information changes.

26/ KNOWLEDGE MANAGEMENT:

Have you ever thought where all the key knowledge in your business is?

Does it lie with one person, two people, a handful of people? Do you have a key account or key business area, that without the knowledge or expertise of these people your business would be in serious trouble?

Has your business spent thousands on conferences where staff have attended to listen to key speakers from within your business? What about producing expensive resources to try and capture knowledge, skill base and expertise and share it with colleagues?

You could have a simple and effective solution, involving video, a website and your staff. This will enable you to share knowledge quickly and easily and be engaging. Have the information delivered by the key people who have this knowledge, skills and expertise.

It is a proven training fact that you teach someone something once and key factors will fade over not too distant time, but you record this same knowledge and use it this way, it will have more 'stickability' making it an infinitely more successful training tool.

Using video for this purpose does away with the need for costly conference and workshop days that take too many people out of the business for too long - and often knowledge is forgotten in the weeks following such events - video is a great way to ensure knowledge is captured and available all the time and therefore here to stay.

27/ VIDEO INDUCTION

This is a great video strategy that can save time and costs associated with getting new staff oriented to the company values, policies and best practice and it is easy to implement.

It is recommended to spend some time creating some induction videos that are professional and engage, as first impressions to a company are important and if the messages are not delivered well in the video they will not have an impact on the new staff and the induction won't have done its job!

We always recommend that it is better to have a series of short videos, rather than one long video. So better to have them watch a 5 minute video then break off and discuss, or if watching alone on the computer, answer some questions relating to that video and then move onto the next one. Watching one long video can be less engaging and is proven to have less impact on the viewer as attention will wander and some key points will get lost.

It is also a successful strategy to involve real members of the company in the video, so as to orientate new members of staff into who people are and make them feel more comfortable with the organisation that they are starting at.

28/ COMPANY UPDATES VIDEO

Sending out internal updates for employees on video can be a cost effective way of communicating effectively with staff about things going on in the company. It can highlight events or changes that are happening in the business and can be distributed via email or on the company intranet site.

These should be produced in a way to should reflect, enhance and promote the company culture and brand and provides an ideal opportunity to further engage with staff.

This could be something that is done on a regular basis, weekly, monthly or bi-monthly and therefore staff would expect it and engage better with the updates and information sent on the email. They should be encouraged to sit back with a cuppa, relax and have a break from work and watch the latest updates on the company. Rather than having to take more effort to read updates which they will often put off until later. Video is passive and an easier form of communication so is more likely to be looked at in the first place.

29/ VIDEO TO HELP WITH RECRUITMENT

This is a very effective way to recruit the right employees into your business. Creating a video introduction for your organisation and what it is like to work with. Even create a video brief of the types of people you are looking for in your business and put it out there on places like **LinkedIn** or even **Facebook**. This is proving to be very innovative and very attractive to top of the line employees in particular.

A recent "recruitment" video from an advertising/marketing company resulted in almost 5 times the number of quality applications they normally receive from a job search company. So if recruitment of the right staff is an issue for you this could be a successful option.

30/ EVENT VIDEOS

Videoring your events is probably one of the most popular video product creation strategies used by speakers. Many people will film and package their high-end events to sell to people who were unable to attend live. They must be of a high quality with very good audio if you want to get top dollar for your products.

Event videos are probably one of the most cost effective video product creation strategies for high-end products.

A lot of speakers will not only sell physical products, but will create bonus pieces of material from the content to send out as lead generators and create a following for content or a teaser for a full product.

In conclusion:

However you decide to start using video to benefit your organisation, we should like to help and advise you with respect your objectives and how you can get maximum value and return on investment, ensuring your video is highly successful in achieving your objectives.

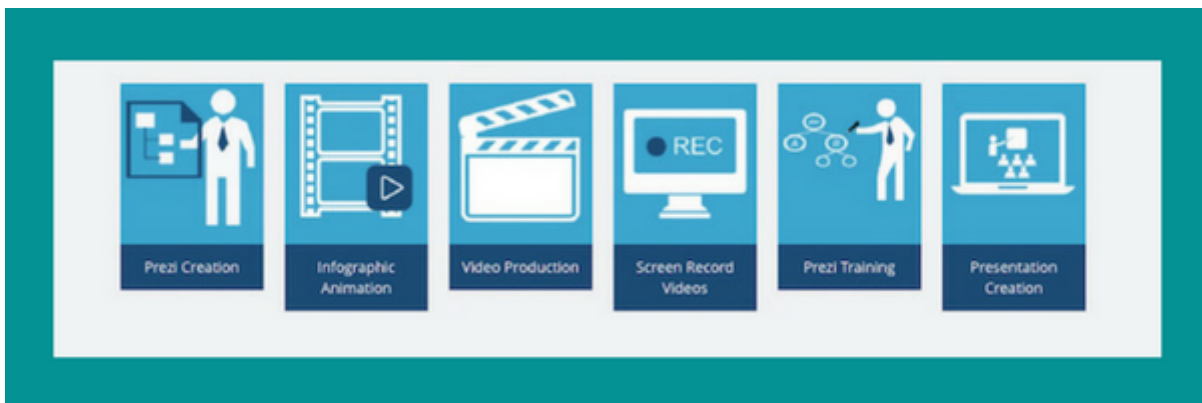
As an organisation we have been helping clients to do this for over 18 years and there are not many types of organisations we haven't worked within!

So, even if you just want some advice or to run an idea past an expert please do get in touch. And of course if you would like us to consider helping you with a project, idea, video strategy or similar please get in touch and we can discuss your objectives further.

I hope this has been useful and here is to your future business success.....

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