

# Video Tips



## Videos in your Online Eco-System

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## A **few tips** to improve your videos

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You may be interested to develop some video content or you may have already started to explore this avenue. My tips may be totally relevant for some of you or too basic for others. I tried to share some simple tips like framing, equipment and some others to create a well-thought on-line marketing ecosystem where your videos may play an important role.

**If you are not convinced yet, please read this:** [Facts & Figures About On-line Videos](#)

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## Relevant content is king

First and more important than anything below: **CONTENT HAS TO BE THE HERO.**

Being sure your viewers hear clearly what you have to say, they get the marketing or educational messages you want to deliver and they see what you want them to see, should be your only priority. Then the form is secondary. But the form can contribute to support your message. It defines your brand, your customers' perception. It gives a sense of value, quality and professionalism. It is absolutely a key to success. But just a waste of time, if the first core content is missed.

## Two types of videos

While you will need help on specific video projects, the video landscape has evolved the last few years. Some concepts require time, production value and budget; some others are just your quick inspirations of the day, you are the best to deliver them and it needs to happen right now... Even a few minutes ago!

### **Frequent social conversations: 90 seconds to 3 minutes**

Everybody has now the tools, the channels to deliver their message to audience around the World. Daily, weekly, bi-weekly, you choose the frequency you are comfortable with and you stick with it. You find your voice and you engage with your viewers. Some simple ideas became money-making vlogs. Except if you have the large budget to hire a full video production company, nobody can be available when you wake up a morning and you just feel like sharing a Chakra, a successful love story, or a simple tip for parents you just thought about. With practice, after a few mistakes you can deliver your content in a few minutes to eager followers. A low budget, simple video set-up you always keep ready in a spare room may help you to achieve this need, learn the media, bring consistency, improve with time and more important have fun!

### **Video-Classes, demos, high-end production stories: 3 minutes Plus**

As progress is made, you have captured an audience, and you get comfortable with the media. You may



have new ideas and ambitions to generate revenue: exercises, video-courses, daily routines, tips, behind the scenes, client interviews and recommendations. To bring the quality to the next level, to establish your brand, you may want to look for help and hire professionals.

## Equipment to start

Like the frequency, the viewers' experience and expectations need to be met. While it is almost impossible to be always consistent, it is important to get a good audio to clearly deliver your message and an acceptable video quality. A little bit of progress can be made by just being aware of it or by looking at low budget equipment below.

I have never purchased these items. **Please, do additional researches** or ask me questions before buying anything. Asking Tracy which equipment she used at the beginning would probably be insightful as well.

*(See next page)*



### A camera:

- Your phone. ALWAYS shoot “Landscape”. You can always crop, you can never re-create.
- Your integrated computer video
- A Go-Pro
- Affordable Nikon entry-level: Nikon D3300 DSLR Camera

[www.bhphotovideo.com](http://www.bhphotovideo.com)

[www.amazon.com](http://www.amazon.com)



### A Tripod:

- For Phone: [Adapter for tripod](#)
- For Nikon: [www.rakuten.com](http://www.rakuten.com)

### An external lavalier or directional mic:

- [Lavalier mic for iPhone](#)
- [Lavalier mic for D3300](#) The camera internal mic works but the internal camera mechanism creates noises which are messing up the recording.
- [Directional mic for D3300](#)

It may take some learning and testing but it should not take long before you improve and get efficient. As I mentioned to have a set-up always ready expedite the process.

## Editing Tools

Editing tools are available but it is the slippery slop. You just want to add some text and two hours later you are trying to add a star above it.



iMovie on Mac, GoPro Studio, even YouTube offers the possibility to make simple edits. If it becomes an hobby you can jump to Final Cut Pro for Mac. Finally, I use Adobe Premiere, After Effects and Maya Extensis, but at this point you may want to re-direct your business toward the video industry.

## Surrounding & Framing

Some videos are best at wide angle while some require close-ups. Diversity is absolutely fine if there is a purpose behind. For a full body exercise some room is necessary. A more intimate message justifies to be closer. But in the same idea that content is the priority, the surrounding should not take over the main character and message. You should frame your video to be sure you are the main focus. Not too tight as you need to breathe. Not too wide as you do not want to be lost. The surrounding can be simple, or cozy but it should stay a second read. It is a supportive element to bring an overall feeling to your video, to give some context, or to tell part of the story.

The examples below shows how videos could be cropped better to be sure the subject is the most important element in the frame. In the meantime, you should eliminate any unnecessary accessories not helping your story, or even worse polluting it.

These are overall rules. If being small and lost in the frame or the presence of a teddy bear in a background is part of the concept, go for it.

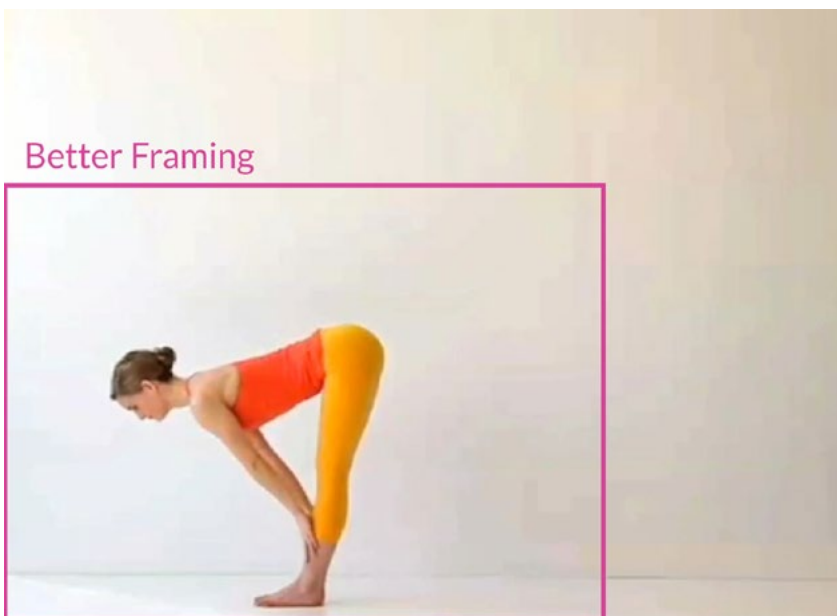


Original Framing



Better Framing

● Crop or remove polluting accessories





## Branding & Call-To-Action (CTA)

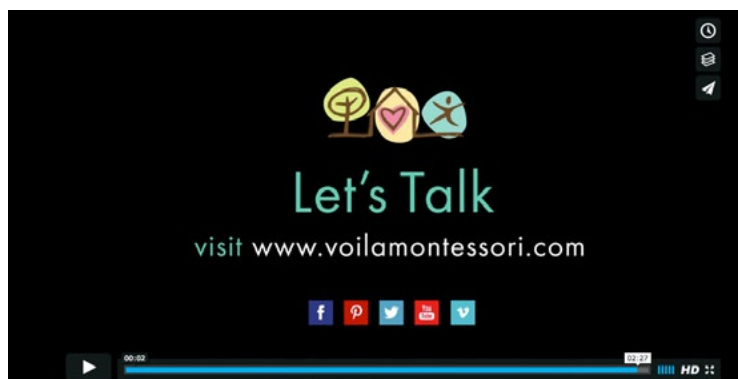
One easy way to improve video quality and viewers' experience is to bring branding consistency with an introduction screen and to improve efficiency to include an end screen with CTA. Establishing your branding with consistency throughout all your assets (*not limited to video*) is a way to guide your followers and to make an impression whatever the content and product you share with them. Having a CTA is adding another opportunity to interact with your followers and viewers in addition of delivering your initial video message.

[CLICK HERE to watch live examples at Voila Montessori Vimeo Channel](#)

### Branding Screen



### Call-To-Action Screen



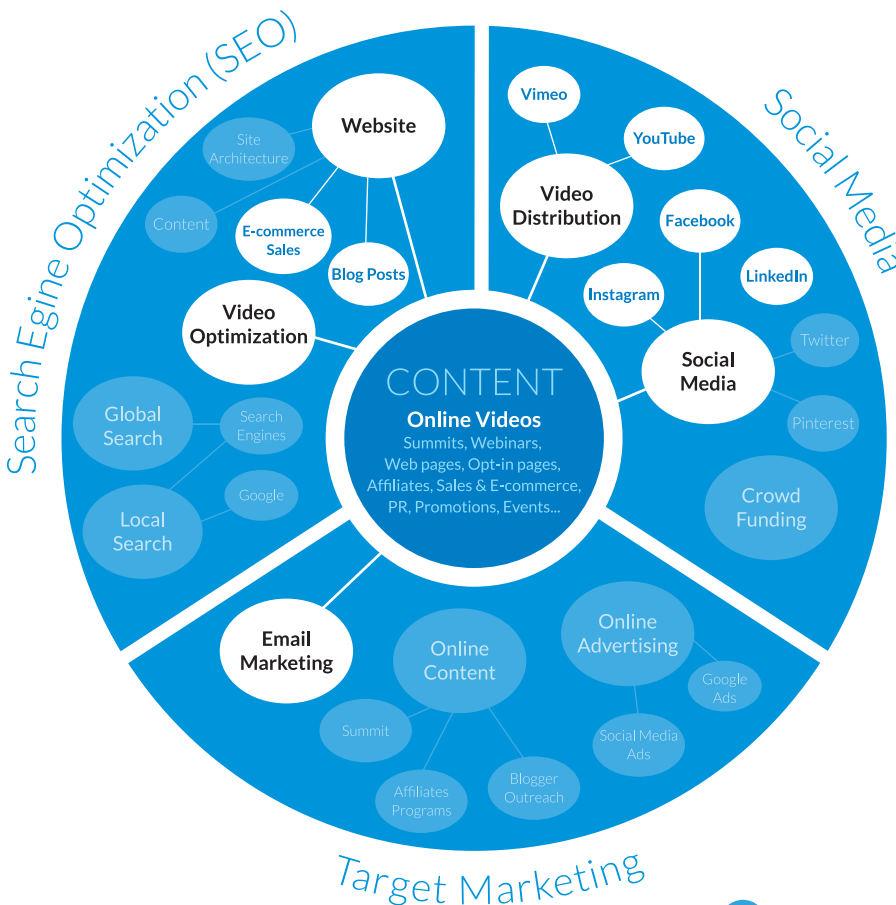




## Produce once and re-purpose

I am coming from a Branding and E-commerce perspective. Shanda probably has a different vision about some of my points below. She knows better the sales process and your industries; obviously follow her lead. I am just trying to share the concept of “Produce Once And Re-purpose”. How to produce once and to capitalize on the existing content. The accumulation of assets starts somewhere. While producing videos can be a little bit time consuming, the trick is to get the best usage of the produced asset. There are plenty of other strategies. But below is a graphic of an on-line marketing ecosystem with an emphasis on the video content. It is probably not complete but it can show you a few ideas how to maximize the use of your videos. Then more concrete examples with VoilàMontessori’s case study. Building our ecosystem is still in progress.

## Videos in your on-line marketing ecosystem



Some YouTube and Vimeo settings are shown in **YouTube, Vimeo settings** section. The benefits of the ecosystem are described in **VoilàMontessori case study**

- Produced Videos are posted on YouTube, Vimeo or both.
- Blog posts are created on your website. Videos are embedded (*Search Engine Optimization benefits*) from YouTube or Vimeo.
- Videos can be embedded in an e-commerce page to boost sales.
- Videos can be packaged to become products to sale.
- Videos can become valuable content for emails.
- Videos need to be posted on your social network.
- **Produce once and re-purpose**





## VoilàMontessori's case study

[CLICK HERE to watch live examples at Voila Montessori Vimeo Channel](#)

We schedule a day and we produce 15 to 20 tips for parents-to-be or parents. We reveal one video per week giving us 15 to 20 weeks of asset ready.

**Vimeo AND/OR YouTube:** Typically content displayed twice in different areas of a single website is not a good SEO practice. The pages are competing against each other, the traffic is split and it penalizes your site SEO performance. But having the videos on Vimeo and YouTube is not an issue. Just more work with two platforms to manage. It is the route we have chosen. You can just choose one. I prefer Vimeo user interface. Videos on Vimeo are usually better quality in term of production. On the other end, YouTube has everything, the good and the horrible. It is a Google product and get a lot of SEO benefits. While our videos lives on the both platforms, we split our embedded codes in our blog.

**1/ Videos:** All videos have been produced and uploaded on Vimeo (and YouTube). They are hidden behind a password until the week they are featured.

**2/ Blog Post:** [View Blog Post](#)

We create a specific blog post on the website for each video tips. A copywriter provides content. An excerpt of it is used for the email while the full text is available in the blog. Produce once, used twice, lives on the site for ever with SEO benefits. We publish the blog the day before the email is sent. The video is embedded from Vimeo or YouTube in the post

### Benefits

- It drives traffic to the website from an external link (The email) which is great for SEO. VoilaMontessori regular organic traffic is between 100 and 300 visits daily. It jumps to 800+ some Thursdays when the email is sent.

*(If you are curious about Google Analytics and SEO, please, let me know)*

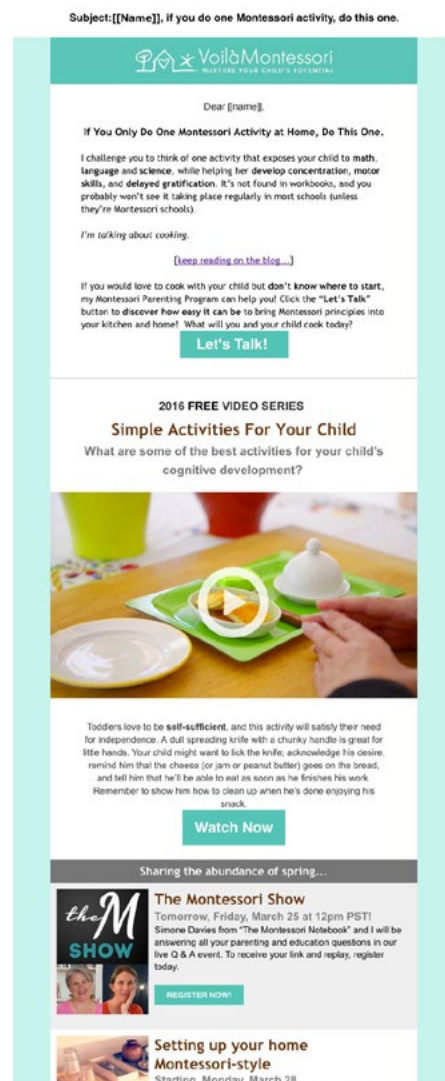


- It keeps the email short. The most important is to grab their attention to quickly click on the CTA (Call-To-Action) buttons “Let’s Talk”, or in this case the video. They will be more prone to read the entire content after looking at the video.
- The email content is just use once and not idealized. Now it lives permanently and it creates more valuable content on the site, more visits. Lately, Google has modified his algorithms to reward legit companies. The search engines assess the content (*text, links, photos...*) to promote real companies websites with quality content and to penalize all the “spam” websites the industry has created.
- Valuable content and pages are accumulating week after week.
- It exposes additional content from the website, especially if you sell products.

**3/ Email:** The email is sent; talking about emails to nurture VoilaMontessori’s list, sharing informations, coming webinars and the **FREE VIDEO** of the week (*Performance with our list with an emails with free video: 37.85% Open Rate - 5.17% Click Rate which is considered a pretty good campaign*). That is where Shanda may have different opinion. I believe we are in line with her “generosity concept” as we are providing valuable content to our list. Does it take away some opportunities to sale and get more private clients? I am not sure.

**4/ Social Media:** In parallel the videos are posted on social media channels: Facebook, Instagram...

**5/ E-commerce:** Finally and probably the most **IMPORTANT**, we are slowly creating a library of assets, week by week, piece by piece while increasing our traffic on our site. Right now some resources can be downloaded for free after we have collected the visitors emails (*Between 5 to 10/day*). The plan is to add





e-commerce functionalities to VoilaMontessori’s website, creating a subscription model with a monthly fee to give access to this valuable content: tips videos, e-books, on-line classes, DIY documents and other resources. I believe it connects the dots with MasterMind evergreen product range Jeanne-Marie has mentioned. This part of the business is the one I really like as you produce one, you sell (hopefully) a lot.

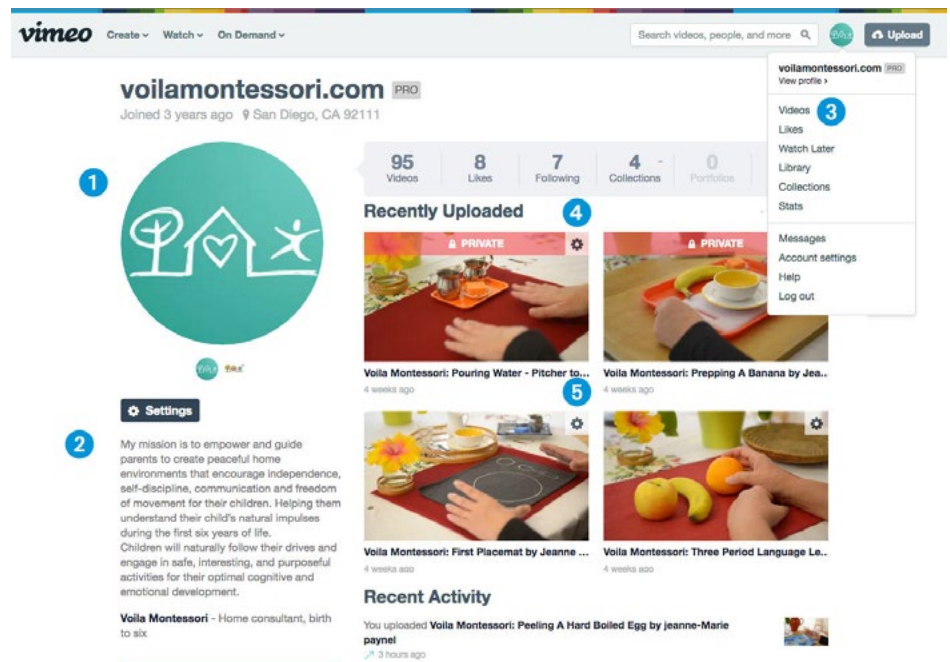
## Vimeo & YouTube Settings

There is more to share here, the hows and the whys. If you apply the few tips you will find below you should be in a great shape.

### Vimeo Channel:

#### Account Page

- ❶ Back to branding consistency at any opportunity.
- ❷ Business description in line with your overall branding message and statement used on other medium.
- ❸ All your videos
- ❹ Gear icon to edit video - Red bar “Private” when video is not public yet
- ❺ This video is public





### Basics

1 SEO is really important and complex. It is the sum of tactics throughout all on-line channels which produce results at the larger scale. My partner is a copywriter/SEO guru and there is nothing I design without SEO performance in the back of my head. For all my clients, in this document for VoilaMontessori business, there is not an opportunity we miss to add:

- The company name: Voila Montessori
- The core concept: Montessori
- The founder name: Jeanne-Marie Paynel
- The website URL

2 Very important for your website, your URL ([www.blablaba.com](http://www.blablaba.com)) need to be in all descriptions of all videos. Add some content, another opportunity to scream your message to the world.

3 Tags: important as well. It can always be the same. Or it can be 5/10 core ones and 2 specific ones to particular videos

4 Not too important. Just another details to polish your brand

The screenshot shows the Vimeo 'Video Settings / Basic Info' page. The page is divided into several sections: Basic Info, Description, Language, Categories and Tags, Content rating, Credits, Thumbnails, and Video Status. The 'Basic Info' section includes a title field with a blue circle '1' next to it, containing the text 'Voila Montessori: First Placemat by Jeanne Marie Paynel'. The 'Description' section has a blue circle '2' next to it, containing a paragraph of text about activities for children. The 'Language' section has a dropdown menu set to 'English'. The 'Categories and Tags' section has a blue circle '3' next to it, showing a list of tags including 'child development education, parenting coach, child de...'. The 'Content rating' section has radio buttons for 'All audiences' (selected) and 'Mature'. The 'Credits' section has a blue circle '4' next to it, showing a credit for 'voilamontesso...'. The 'Thumbnails' section shows two thumbnail images and three buttons: 'CHOOSE', 'RANDOM', and 'UPLOAD'. The 'Video Status' section shows a message about privacy settings and two buttons: 'Save Changes' and 'Return to Video'.





### Privacy

1 Set-up the privacy of your videos:

Anyone when it is public and different private status. We use the one with a password. Easy to share with team members

Allow your video to be embedded only on sites you choose to control who use your videos

2 DO NOT ALLOW download to keep ownership of your assets (even if there is way around to "still" video content on the web).

**Who can watch this video?**

- Anyone – Allow anyone to see this video
- Only me – Make this video visible to me and no one else
- Only people I follow – Make my videos visible only to people I follow on Vimeo
- Only people I choose – I'll select people with whom I want to share this video
- Only people with a password – Protect this video with a password
- Only people with the private link – Make video visible only to people who have the link. (Your video cannot appear in channels or groups, and any credits you've added will be removed.)
- Hide this video from Vimeo.com – This video can be embedded on other sites but can't be viewed on Vimeo.com. (Your video cannot appear in channels or groups, and any credits you've added will be removed.)

**Who can comment on this video?**

- Anyone – Allow anyone to leave comments on this video
- No one – Do not allow anyone to comment on this video
- Only people I follow – I want only people I follow to be able to leave comments

**Who can watch this video?**

- Anyone – Allow anyone to see this video
- Only me – Make this video visible to me and no one else
- Only people I follow – Make my videos visible only to people I follow on Vimeo
- Only people I choose – I'll select people with whom I want to share this video
- Only people with a password – Protect this video with a password

**Show** Specific videos

Type in up to three video IDs or urls:

137856738 138924271 137368364





## Collections

1 Organize your videos. It will help when you start to have a lot of them. It helps as well if some are for sale, some behind a subscription model...





### Embed

1 To manage the tools, the buttons, the appearance of the Vimeo player appearing on your videos.

2 If the viewer watch your videos until the end, additional videos of your channels are offered to be displayed next. You can choose specific videos to feature at that time.

3 When this is set-up, you can save these presets and apply the same preferences to all videos easier using the pull-down button.



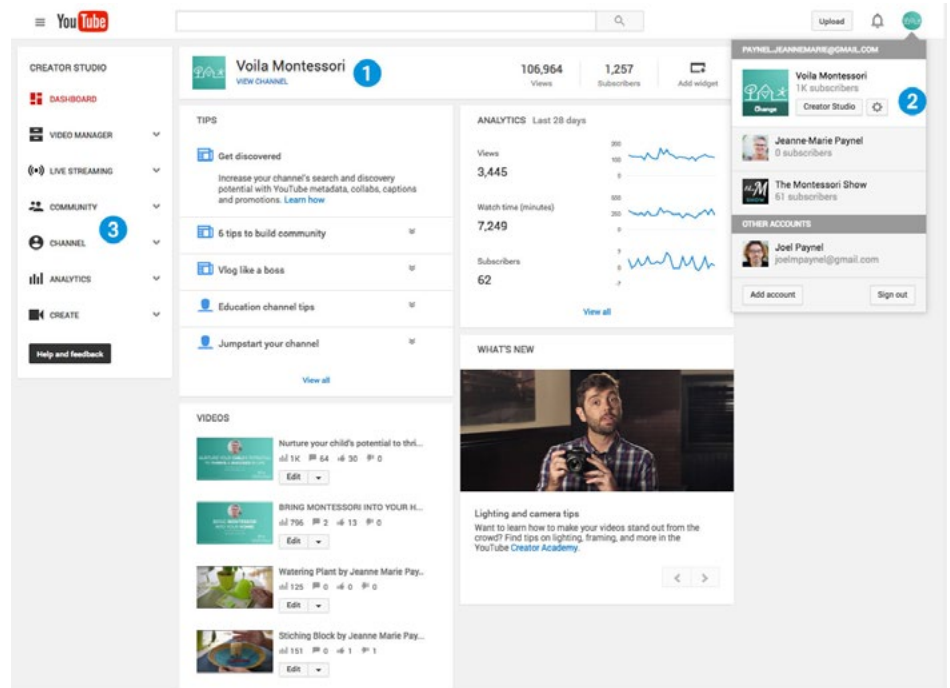




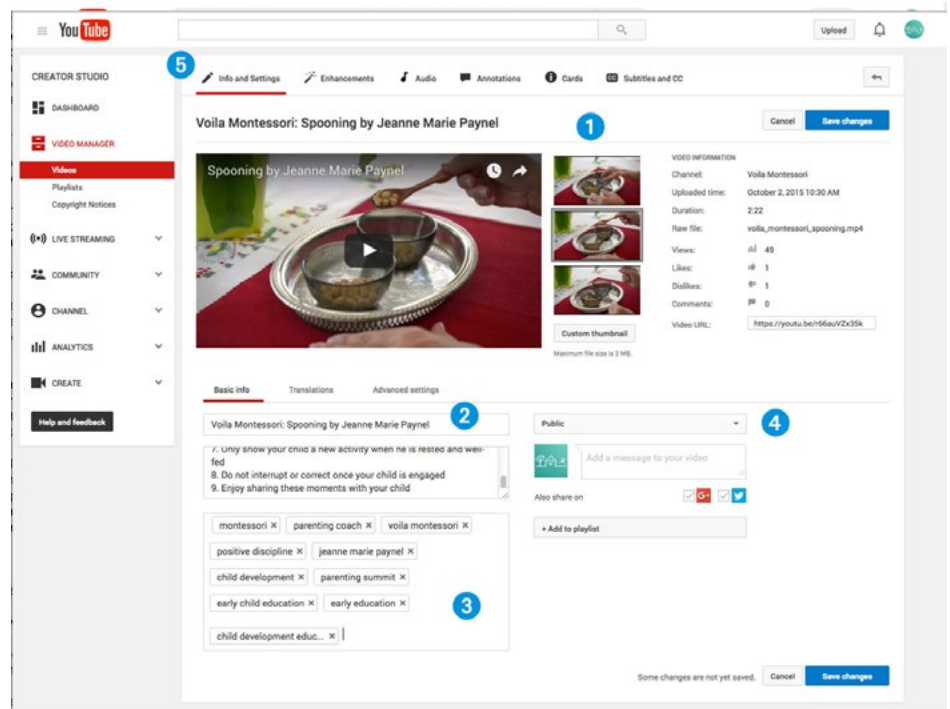
**YouTube Channel:**

I am not going to go in too much details with YouTube. The interface is slightly different but all the core concepts and the needs are basically the same.

- 1 Branding
- 2 Creator Studio to edit
- 3 YouTube Tools

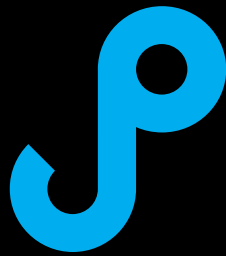


- 1 Choose thumbnails
- 2 Title
- 3 Tags
- 4 Privacy
- 5 Additional tools





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