

Video Facts:

- Videos are a consumer’s favorite type of content to see from a brand on social media (*Animoto 2018*)
- 54% of consumers want to see more video content from a brand or business they support (*Hubspot 2018*)
- YouTube is the second largest search engine (*SEJ 2018*)
- YouTube has 1.5 billion users per month and plays over 1 billion hours of video each day (*SEJ 2018*)
- Viewers are 95% more likely to remember a video’s call to action, compared to 10% when reading it in text (*Forbes 2017*)

Practical Equipment

Camera

Professional Video Camera

- [Sony HXR-NX100 Full HD Camera](#)
- [JVC 4K Cam with Audio Unit](#)

Photo and Video Camera

- [Canon EOS Rebel T6](#)
- [Sony Alpha a6400](#)

Webcam

- [1080P HD Streaming](#)
- [Logitech HD Pro](#)

Smartphone Camera

Lighting

Travel Lighting

- [Neewer 2 pack LED](#)
- [GVM 2 pack LED](#)

Computer Lighting

- [Ring Light for Computer](#)
- [Aputure LED Light](#)

Audio

Video Microphone

- [Rode VideoMic Studio Boom](#)
- [Rode VideoMicro](#)*

*Can also be used for phone – select the cable option to connect to smartphone or tablet

Computer Microphone

- [FIFINE USB Microphone](#)
- [Blue Snowball](#)

Phone Microphone

- [Phone Lapel Microphone](#)

Tripods

Professional Video/Photo

- [Neewer 2-in-1 tripod](#)
- [Magnus VT-300](#)

Mobile Tripod

- [UBeesize Tripod for Phone](#)
- [Manfrotto PIXI Smart Mini](#)

Software

Video Editing Software

- [Adobe Premiere and Rush](#)
- [Final Cut Pro](#) (iOS only)
- [Camtasia](#)

Mobile Apps

- [Adobe Rush](#)
- [InShot](#) (iOS only)
- [iMovie](#) (iOS only)
- [Filmora Go](#)

Additional Tools

- [Canva](#)
Easy drag and drop design tool
- [Pexels](#), [Pixabay](#), [Unsplash](#)
Free stock photos and videos
- [Envato Elements](#)
Templates, stock photos, videos
- [Fiverr](#)
Voiceovers, videos, logos and more from freelance professionals

“Great marketing starts with great stories. Be unique, inspire, and connect.”

— @MarketingProfs

3 Cs to Remember



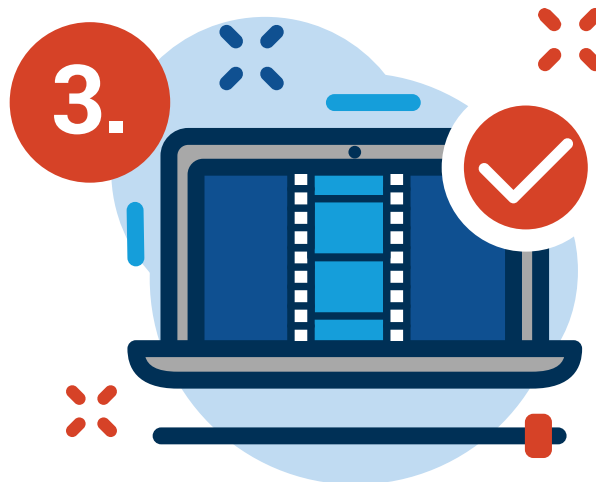
Comfort

Be comfortable on camera –
film somewhere you are familiar with



Content

Think about the questions your clients
frequently ask, as well as common
conversations you have with them



Compliance

Make sure you have a compliance team review – especially if you are talking about product specifics

“Never assume people understand how your brand can change their lives. Tell them.”

– Donald Miller, *Building a StoryBrand*