

10 WAYS VIDEO CAN HELP YOUR SPECIALTY PRACTICE

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My Backstory



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THIS SESSION'S OBJECTIVES

- ▶ Why use video?
- ▶ 10 Ways Video Can Help Your Specialty Practice
- ▶ Tips for making your own videos



PART 1
WHY USE VIDEO?



The average person in 2021 is predicted to spend **100 minutes per day** watching **online videos**.

source: Zenith



9 out of **10** viewers say they want to see **more videos**.

source: HubSpot



72% of people say they'd prefer to learn about a new product or service by **watching a video** than by reading text.

source: Hubspot



Ads with motion hold users' attention **5x** longer than ads with static images alone.

source: Facebook



Video is the **number one** medium for keeping brands top of mind.

source: MotionCue Video Marketing Statistics 2021 report



WHY VIDEO?

- ▶ Increased engagement
- ▶ Capture tone
- ▶ Communicate visually



NOW IS A GREAT TIME

- ▶ Video can help out with some current pain points
- ▶ Pre-existing content
- ▶ Videomaking tools are readily available





PART 2
**10 WAYS VIDEO CAN HELP
YOUR SPECIALTY PRACTICE**



10 WAYS VIDEO CAN HELP YOUR SPECIALTY PRACTICE

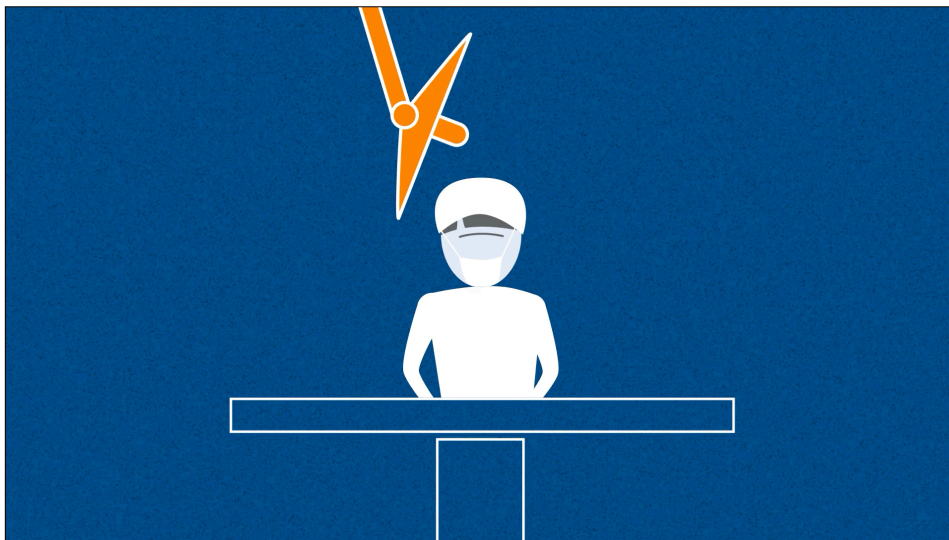
- 1. Marketing**
- 2. Communicate "What to Expect"**





10 WAYS VIDEO CAN HELP YOUR SPECIALTY PRACTICE

1. Marketing
2. Communicate "What to Expect"
3. Communicate Value
4. Streamline Take-Home Instructions



10 WAYS VIDEO CAN HELP YOUR SPECIALTY PRACTICE

1. Marketing
2. Communicate "What to Expect"
3. Communicate Value
4. Streamline Take-Home Instructions
5. Increase Compliance
6. Improve Client Experience
7. Recruit New Staff



10 WAYS VIDEO CAN HELP YOUR SPECIALTY PRACTICE

1. Marketing
2. Communicate "What to Expect"
3. Communicate Value
4. Streamline Take-Home Instructions
5. Increase Compliance
6. Improve Client Experience
7. Recruit New Staff
8. Humanize Your Brand
9. Demonstrate Your Expertise
10. Video SOP/Training



PART 3 TIPS FOR MAKING YOUR OWN VIDEOS



About my recommendations

I have not been compensated by any manufacturer of products reviewed. All equipment tested was purchased by myself or Veteos.



ProTip

**KEEP YOUR VIDEO
SHORT AND ENGAGING**



ProTip

**REMEMBER YOUR
AUDIENCE**



Creative Brief
[INSERT VIDEO TITLE]

Target Audience

Goal

Overall Strategy

Distribution

Target Length

Tone

Call to Action

Content Outline

Concept

ProTip

**USE A CREATIVE
BRIEF**

- ▶ Outlines goals and challenges
- ▶ Forcing mechanism for planning
- ▶ Supplied template includes nine sections

ProTip

BE YOURSELF



ProTip

CAPTURE GOOD AUDIO



ProTip

CAPTURE GOOD AUDIO

- ▶ Move the camera closer
- ▶ Minimize room echo
- ▶ Use an external mic



MICROPHONE RECOMMENDATIONS

- ▶ **Wired**
 - ▶ Purple Panda (\$35)
 - ▶ Rode Lavalier Go (\$97)
- ▶ **Wireless**
 - ▶ Rode Wireless Go + Lavalier Go (\$278)
- ▶ **Desktop**
 - ▶ Shure MV7 (\$225)



ProTip

MINIMIZE CAMERA SHAKE





STABILIZATION RECOMMENDATIONS

- ▶ Tripod (\$30-\$350)
- ▶ Monopod (\$35-115)
- ▶ Electronic gimbal (\$99-279)



ProTip

USE INTERESTING CAMERA ANGLES

- ▶ Capture video/photos from a variety of angles and distances



ProTip

KEEP TECHNOLOGY IN THE BACKGROUND



ProTip

USE NATURAL LIGHT, THEN SUPPLEMENT



ProTip

**USE NATURAL LIGHT,
THEN SUPPLEMENT**

- ▶ Natural lighting is usually most practical
- ▶ A single "key light" can be helpful in some situations



**SUPPLEMENTAL LIGHTING
RECOMMENDATIONS**

- ▶ **Aputure Amaran 60x + Impact 33" Umbrella + Light stand** (\$291 total)
Great quality for price
- ▶ **Lume Cube Panel Pro** (\$99)
Only use small LED lights in a pinch



ProTip

**REPLACE A SCRIPT
WITH AN INTERVIEW**



ProTip

**INVOLVE YOUR
TEAM**



ProTip

INCLUDE PHOTOS



ProTip

CAREFULLY SELECT MUSIC



ProTip

CAREFULLY SELECT MUSIC

- ▶ **Free music sites**
Be careful about licensing for commercial use
- ▶ **Editing Software**
Best options overused
- ▶ **Premium Beat**
\$49/track
- ▶ **Artist**
\$199/year
- ▶ **Soundstripe**
\$149/year



ProTip

**GET OUTSIDE
FEEDBACK**



Remember, start simple.



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