



SMACK HAPPY

# VIDEOCAST

where we explore all things web and marketing  
web design • marketing tips • useful insights • news • design • fun

VIDEOCAST #001 — WELCOME EPISODE: USING VIDEO IN MARKETING & VIDEO BEST PRACTICES



## WELCOME TO SMACK HAPPY'S NEW VIDEOCAST!

### WHY ARE WE DOING THIS?

We really wanted to be able to just chat casually together about topics surrounding marketing, websites, video, and any other things that you may need to do online. We're also excited to have the occasional special guest to share their expert tips! We hope that in doing this we enable our clients and viewers to do more with



their online business and become more successful in those efforts, overall. This is new to us too. It's

really exciting to look forward to learning along the way and just having fun.

## TRUTH IN NUMBERS

### 80%

By 2019, global consumer Internet video traffic will account for 80% of all consumer Internet traffic. (Source: SmallBizTrends)

### 37%

Out of the 37% of businesses that aren't using video, 48% cite they don't feel it's needed. (Source: wyzowl)

**What do you think?**

This week's special guest: **Alexis Keenan Video**

Alexis Keenan Video is a video production and post-production services located in the Bay Area, CA. Alexis, the very talented

videographer and owner, talks about storytelling through video, expert tips and advice on creating video.



## TELL YOUR STORY



## WHY SHOULD YOU DO VIDEO?

Marketing your business is a challenge. It is difficult to stand out from all of the other businesses out there. Video is the perfect way to get your message across— as you can be clear and concise while telling your unique story.

With the rise of mobile, social media, and your audience's need to be visually stimulated (and quickly)—you almost have no choice. Here are more reasons why you should do video:

- The importance of video in Google search
- Video can increase click through rates by 80%
- Accessibility (Closed Captioning)

## NEXT IN THE QUEUE



## What are some other ways you can effectively use video for your business?

There are plenty of ways to use video to support your overall brand and messaging. Here are some examples:

**1. News Clips & Testimonials:** Take the real estate industry, for example. There's always something happening in competitive housing markets. So, while you want to deliver this message quickly, you'd also want to be the 'face' delivering the message. Plus, customer love is priceless!

### WATCH THE VIDEOCAST FOR EXCLUSIVE VIDEO TIPS!

- NO Toilet Selfies
- Mind Your Background
- Have Clear Audio
- Looking Your Best
- When to Hire a Pro

**2. Products:** Video is great for selling products because you can explain, demonstrate, and educate your viewer on what it is and what value it will bring to them if they purchase.

**3. Instructional:** Whether you're sharing information with employees or followers, this type of video is extremely useful. It can show context, emotion, and even physically demonstrate the topic you want to explain.

**4. Storytelling:** Say you've got a Brick & Mortar bakery business. *Showing* the story of how they wake up at the crack of dawn to the bread rising is priceless because the viewer is left thinking about is your bread.

If You're Creating Mobile Videos...

We recommend you get some good gear.

### RØDE MICROPHONES

Some of these mics plug right into your smart phone. Plug & play is the way to go.

### PICO DOLLY

Snag this pro camera table dolly & accessories for that cinematic dolly effect.

### BEASTGRIP®

If you really want to be next level—check out the Beast-grip mobile phone gear.