

# How to Create & Distribute Low-Cost, High Impact Video Content

Presented by Roger Brooks

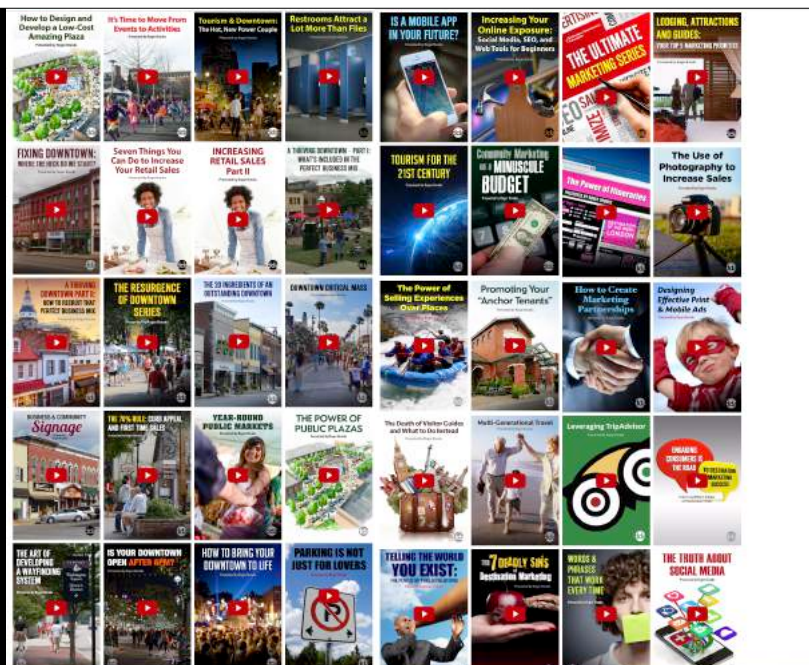
Destination Development  
Association

## WHY

video should be  
your top marketing  
priority



Can you imagine the DDA Resource Center with 70 “white papers” on this or any other subject?





# Videos go viral: how often do blog



Making travel easier: How to pack for a two-week trip without checking a bag

757,488 views



Roger Brooks  
Published on 2

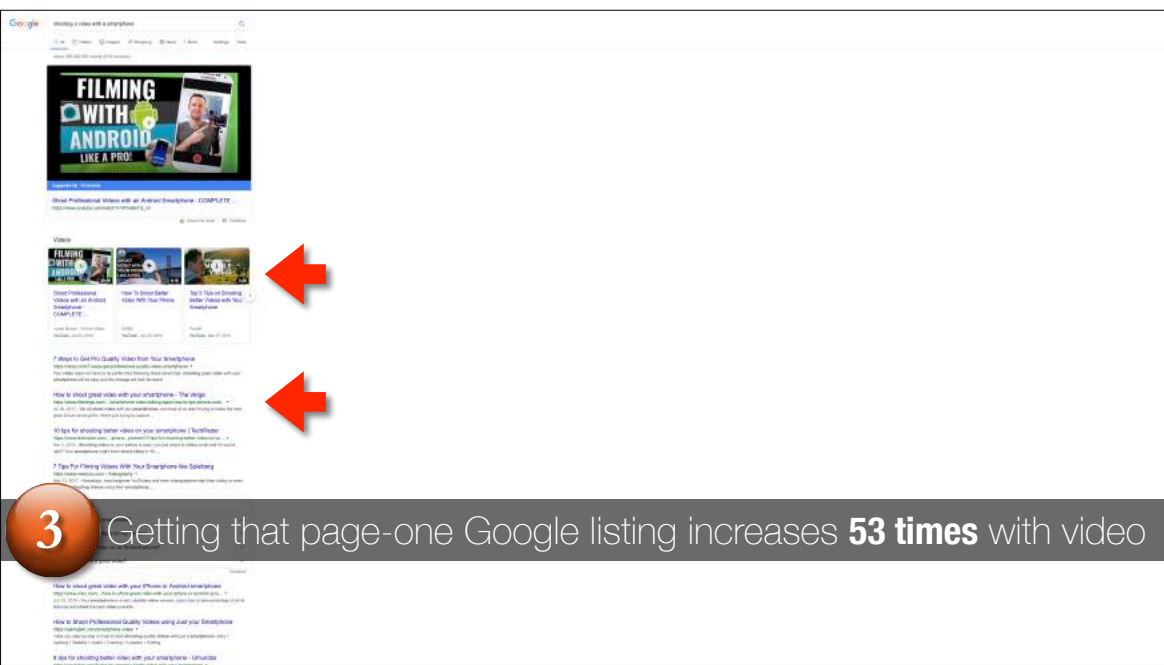
P23354126 NOV 24 2017

<http://TravelWithRogerSports.com> • I travel 200+ days each year and have tried just about everything in terms of how to fold clothes, packing toiletries, what to do with laundry, dealing with TSA rules, and what carry on luggage is best. In other words, I've finally come up with the perfect

[SHOW MORE](#)

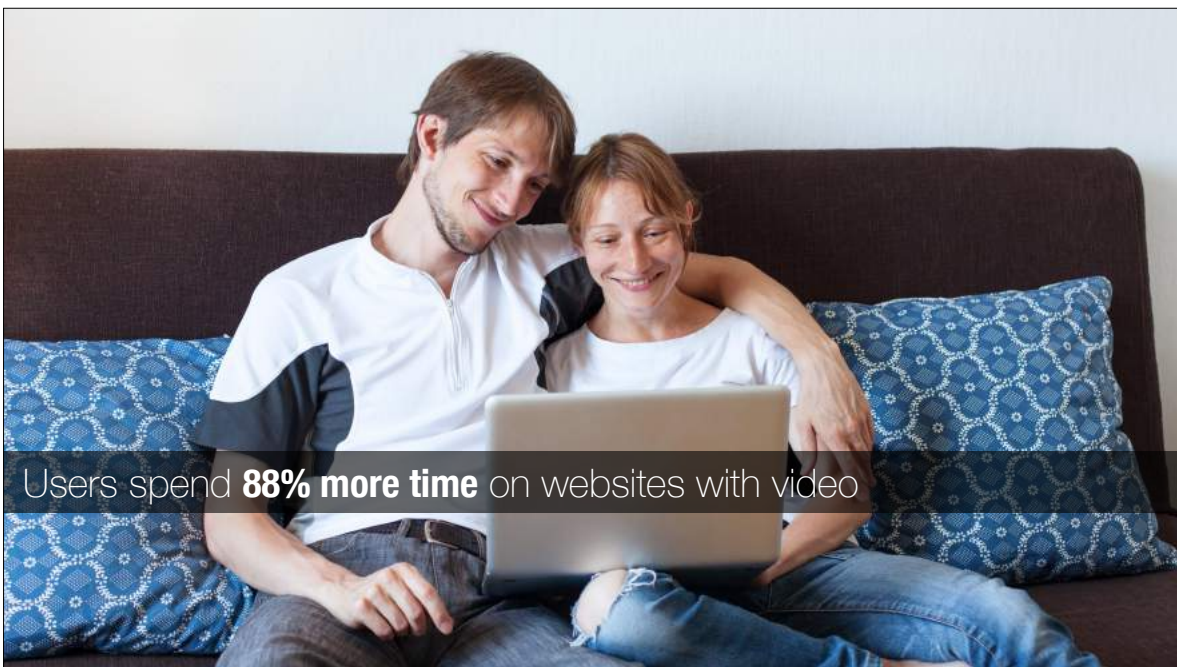
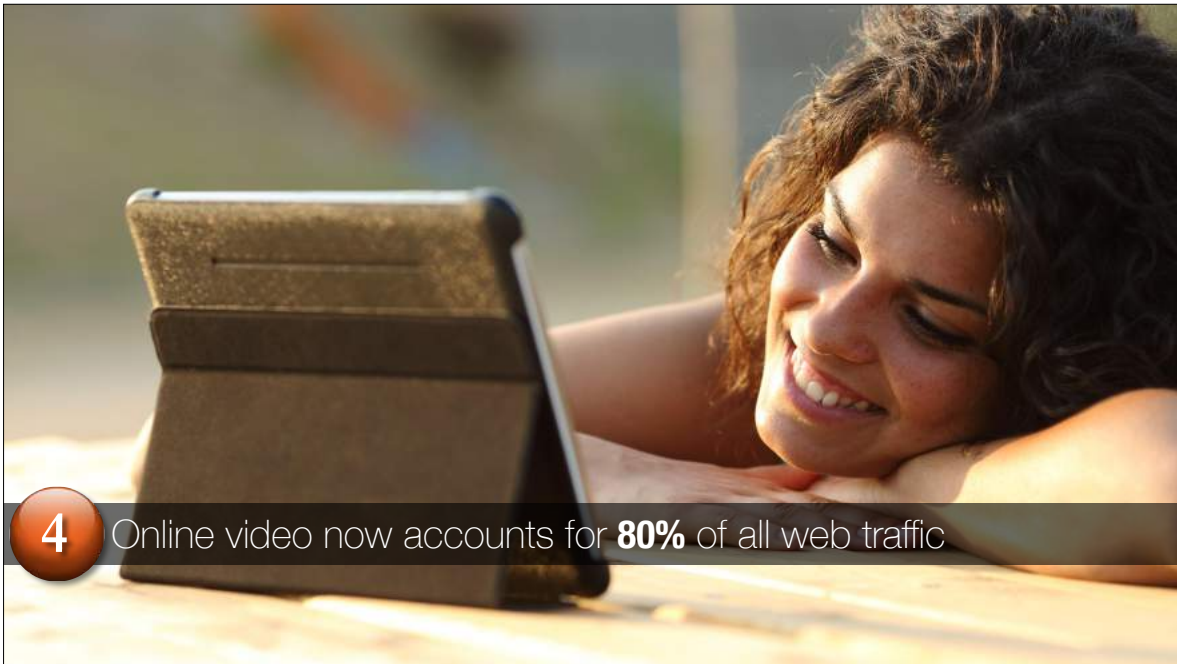
 $\text{rm} \leftarrow \text{sort}(\text{BY})$ 

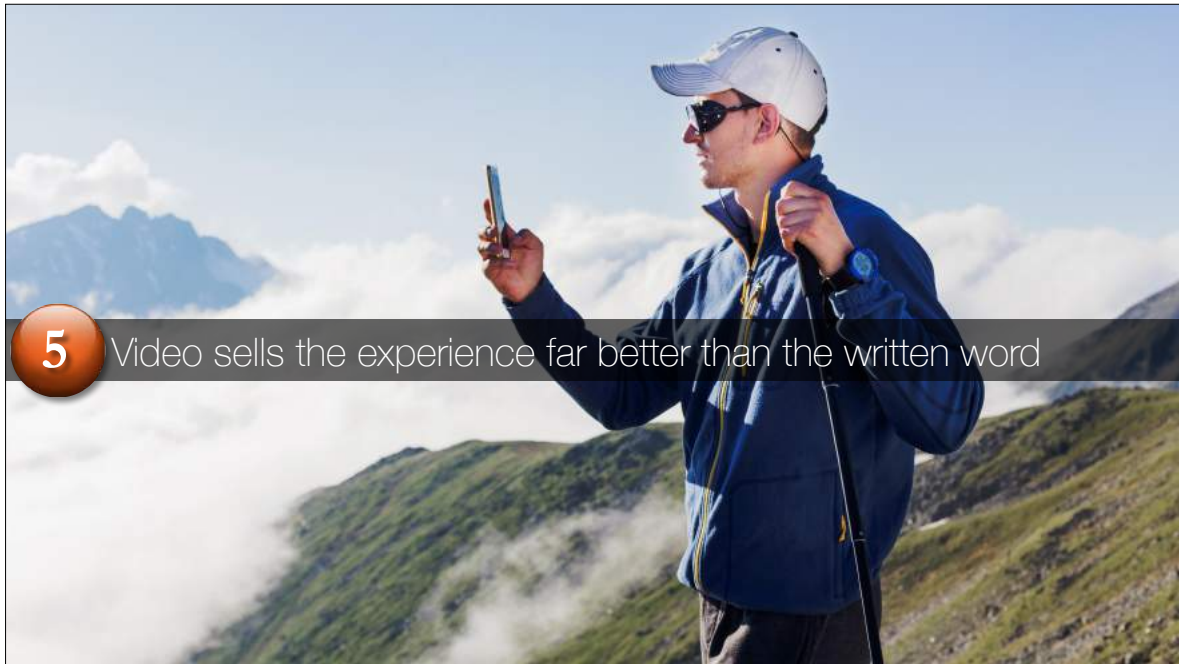
edit a public comment.



Getting that page-one Google listing increases **53 times** with video









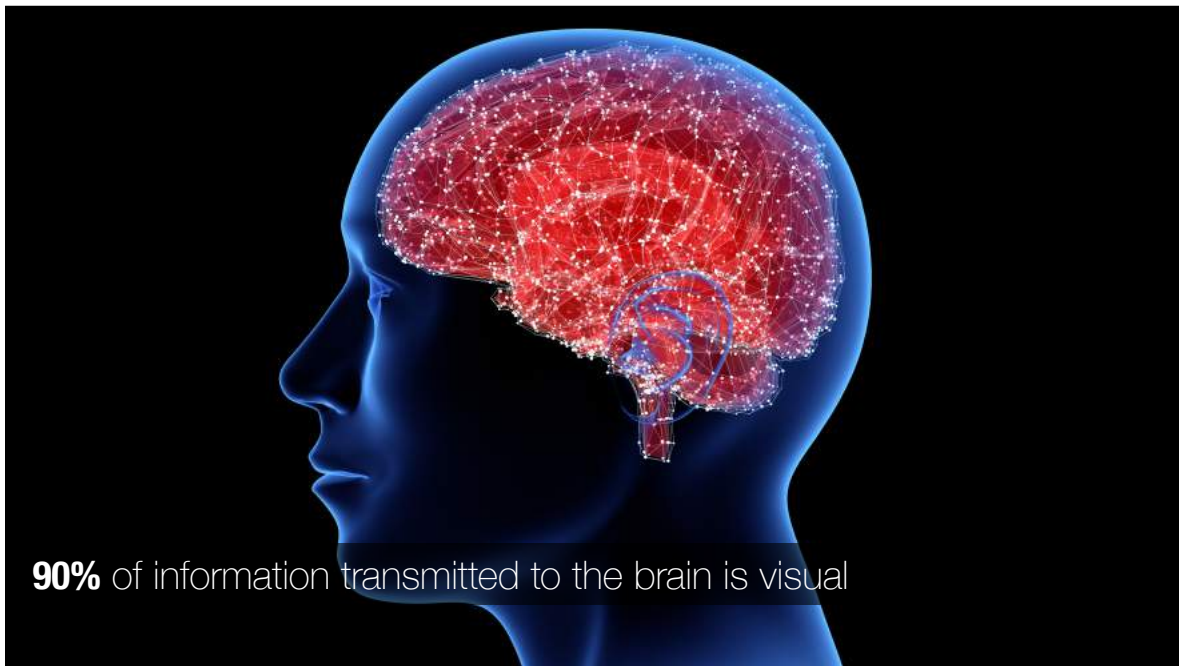


A one-minute video is worth a whopping **1.8 million** words



6

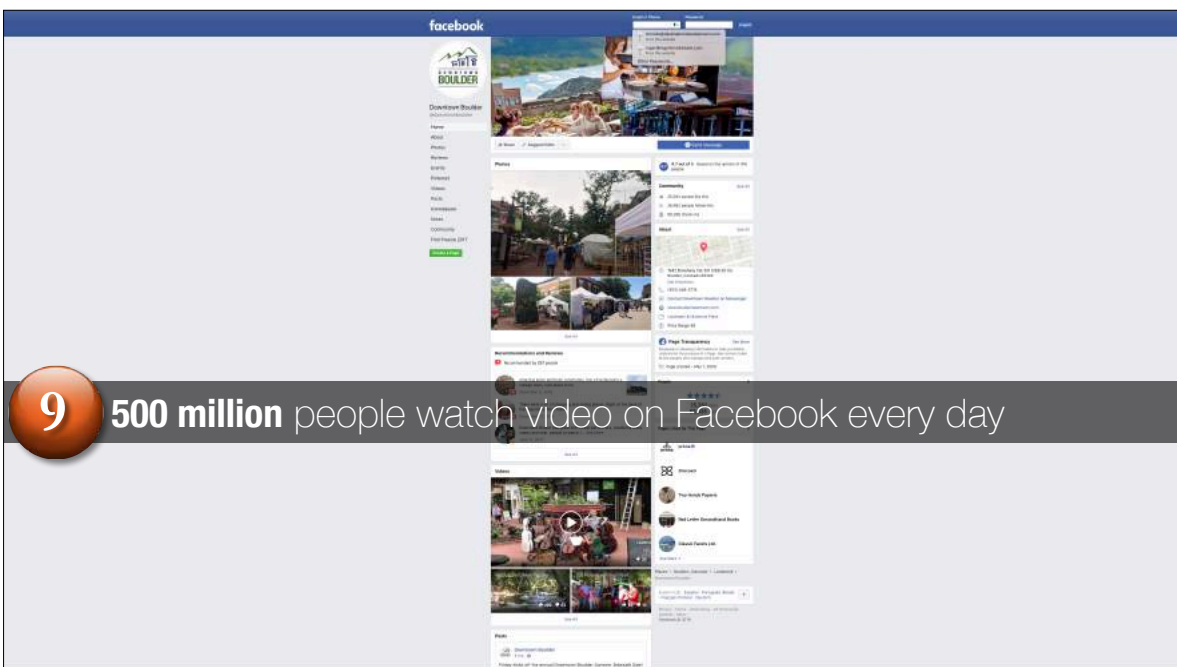
The mind remembers video over the spoken or written word





8

Social media is built for photography and videography



9

500 million people watch video on Facebook every day





10

Video triggers emotional responses in milliseconds

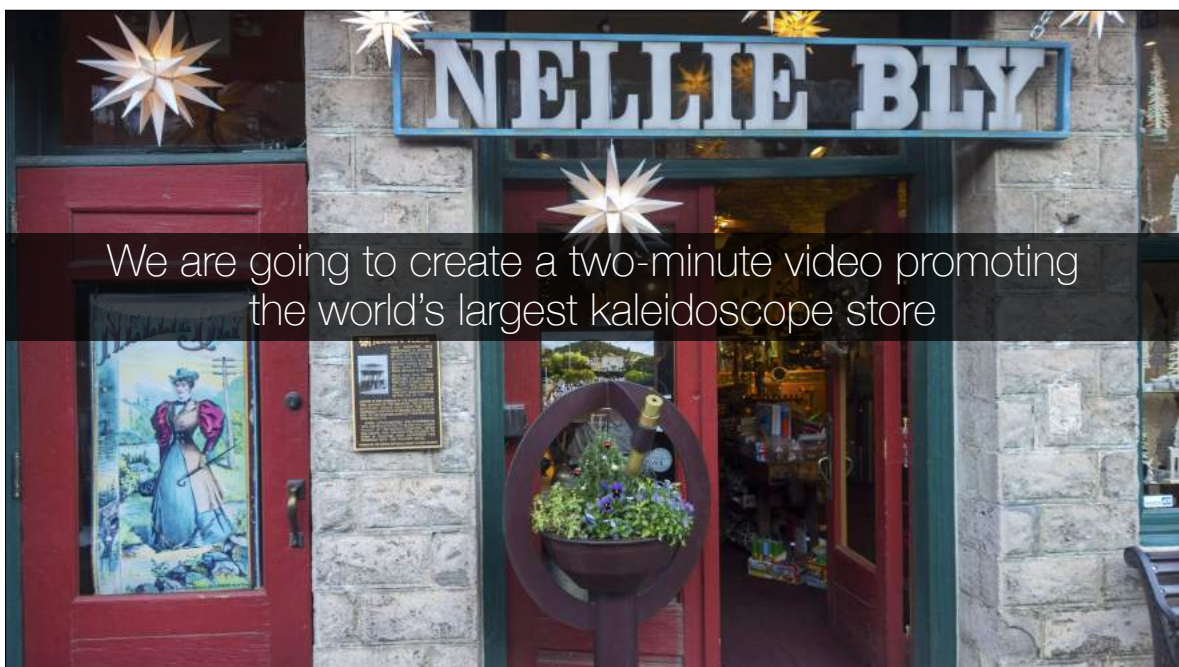


When you evoke an emotional response, we remember it



## Bottom line

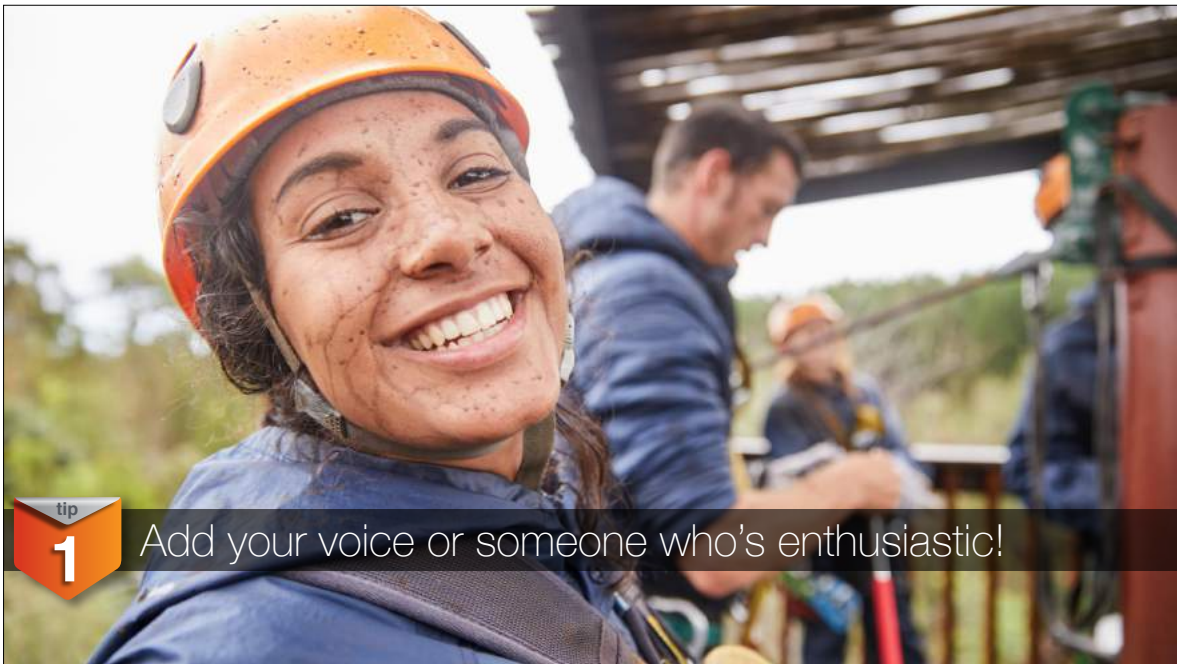
Video should be your  
top marketing priority





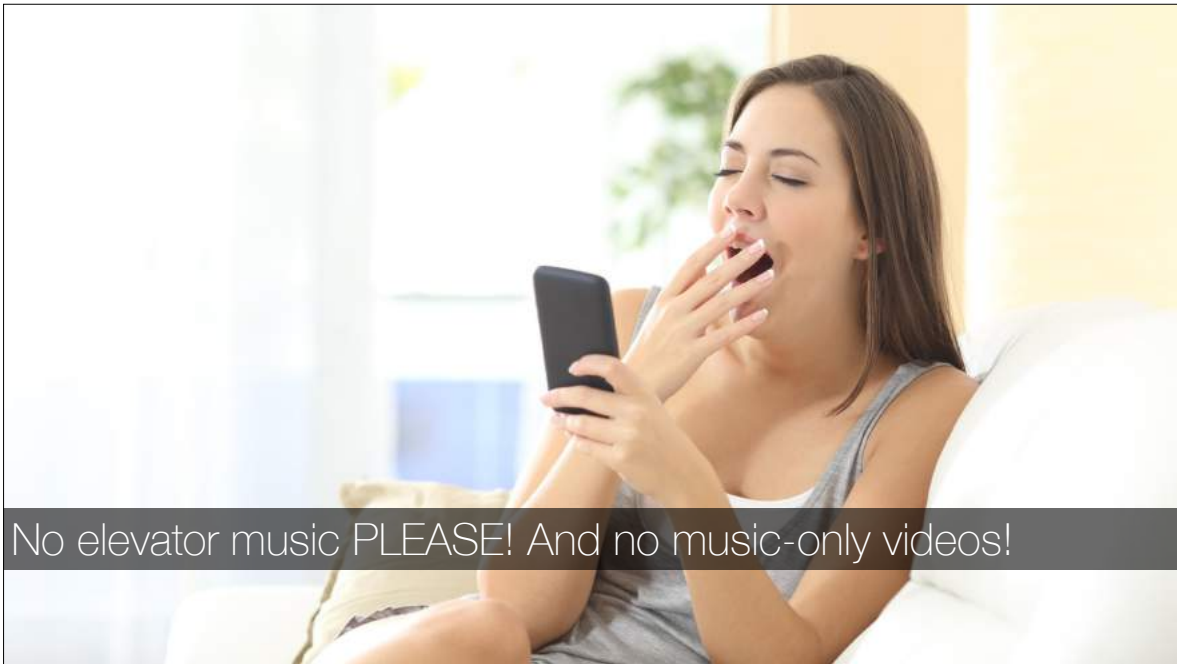
# 7 Quick Tips

for creating great,  
low-cost videos



Add your voice or someone who's enthusiastic!





No elevator music PLEASE! And no music-only videos!



tip  
**2**

Audio is just as important as the picture: Use a mic!



Get to the point within eight seconds

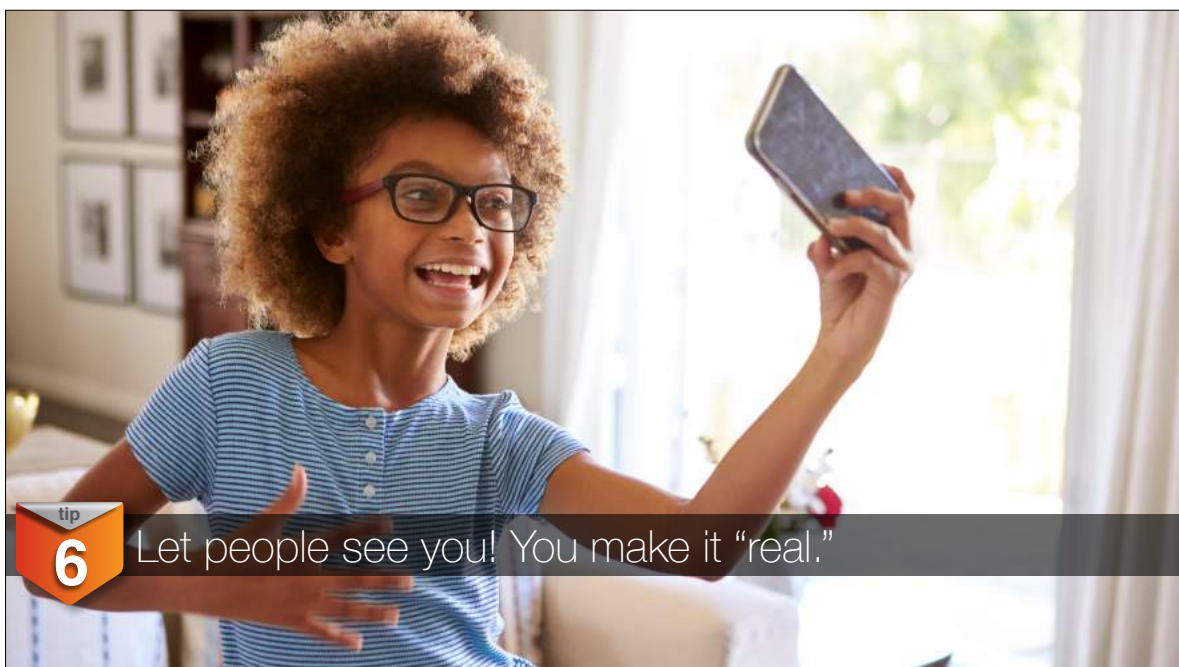


Keep your videos to less than two minutes\*



tip  
**5**

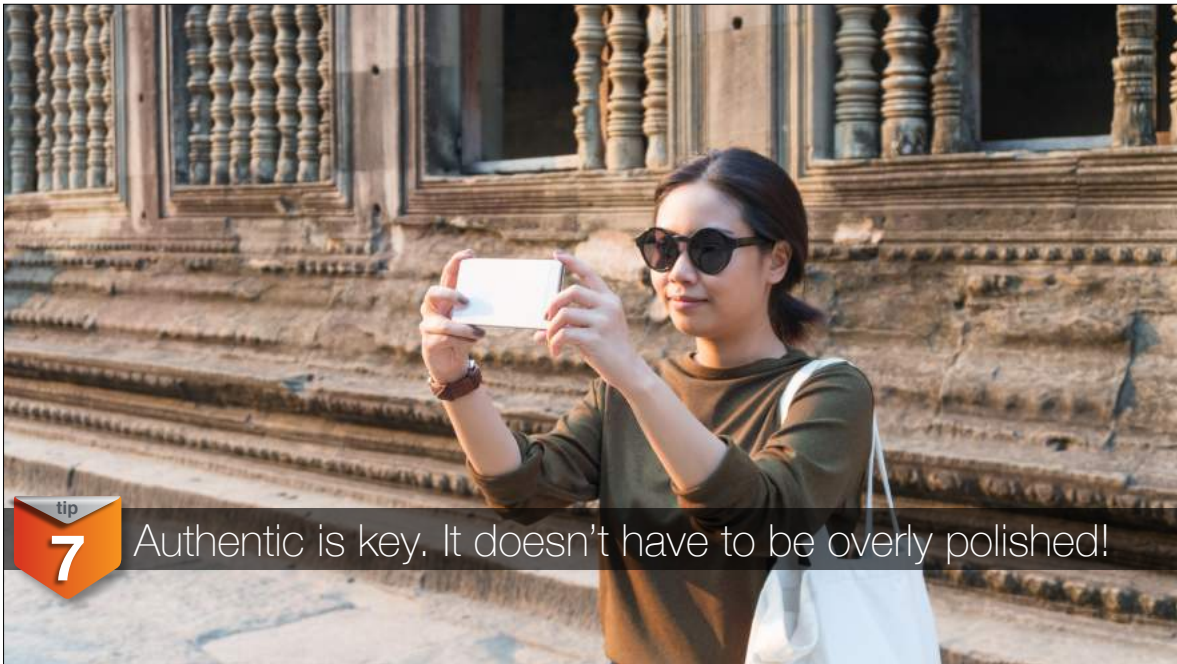
Provide useful information



tip  
**6**

Let people see you! You make it “real.”





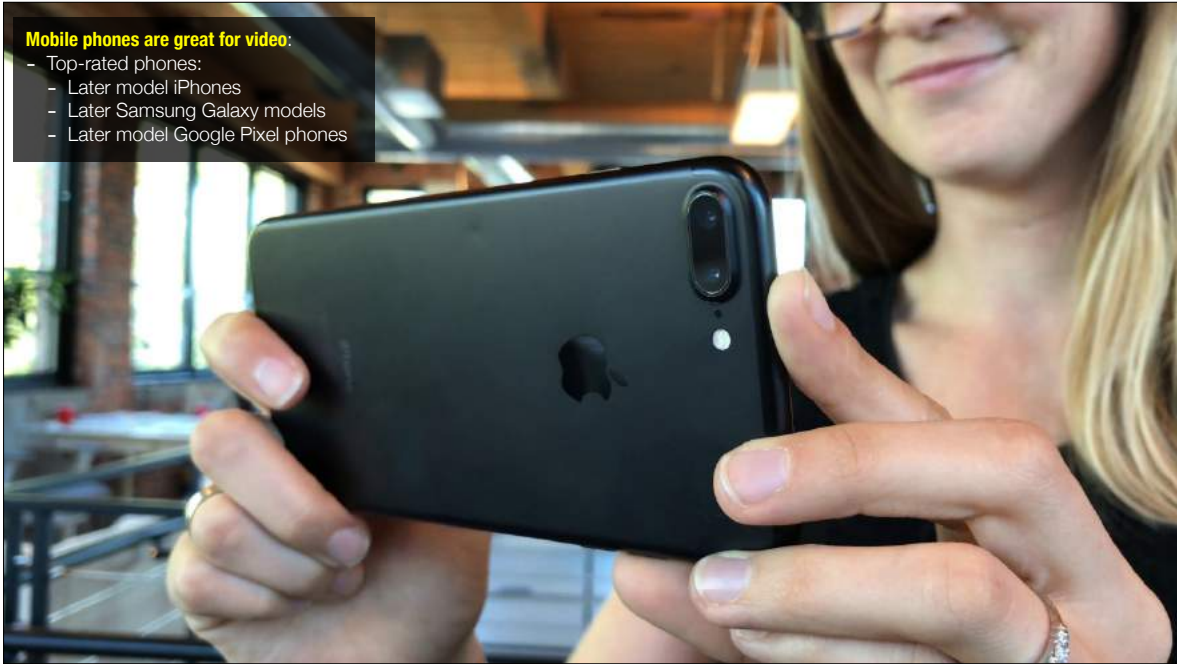
Authentic is key. It doesn't have to be overly polished!



**Equipment**  
for creating great,  
low-cost videos

**Mobile phones are great for video:**

- Top-rated phones:
  - Later model iPhones
  - Later Samsung Galaxy models
  - Later model Google Pixel phones



**DJI Osmo Pocket**

3-Axis stabilized gimbal  
Active track  
\$350 U.S.

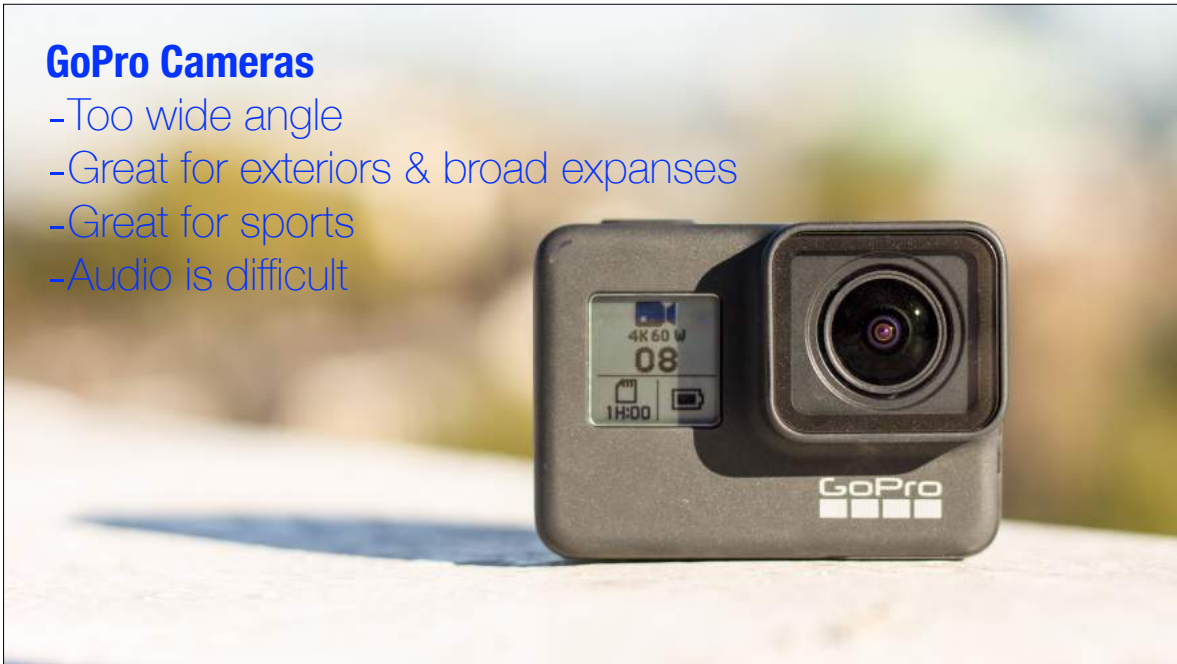






## GoPro Cameras

- Too wide angle
- Great for exteriors & broad expanses
- Great for sports
- Audio is difficult



## DSLR cameras

- Expensive
- Large
- Intrusive





Sennheiser ClipMic Digital  
\$200



### VidPro XM-L

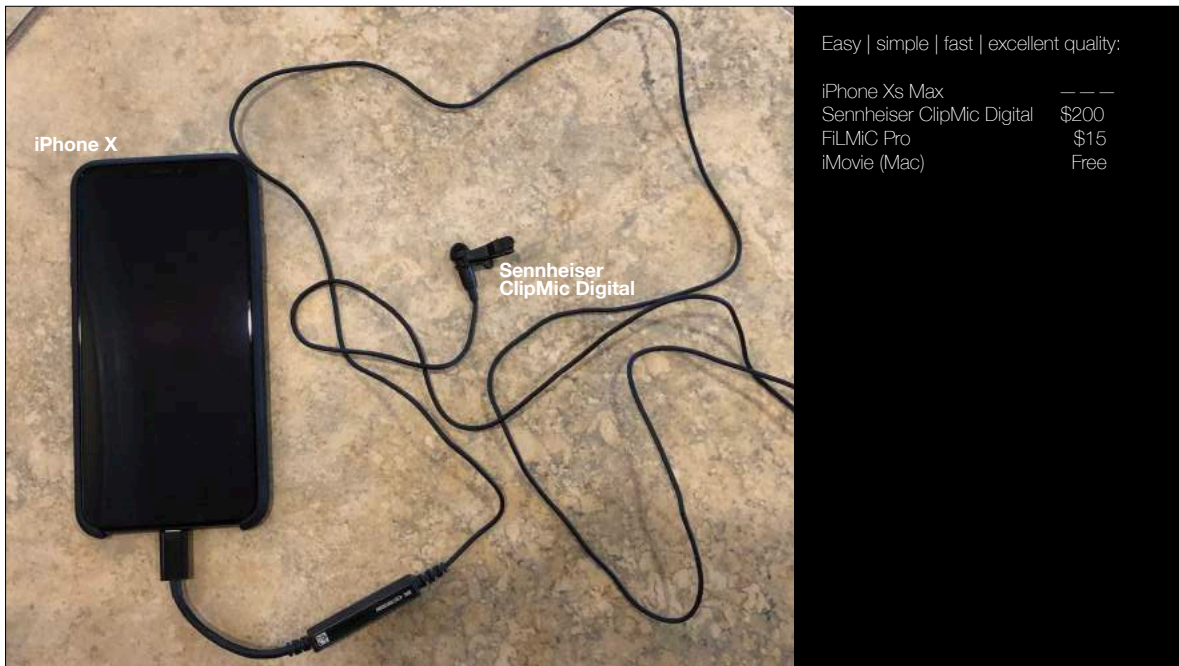
- Lavalier
- 20' of cable
- Great sound
- \$20 U.S.

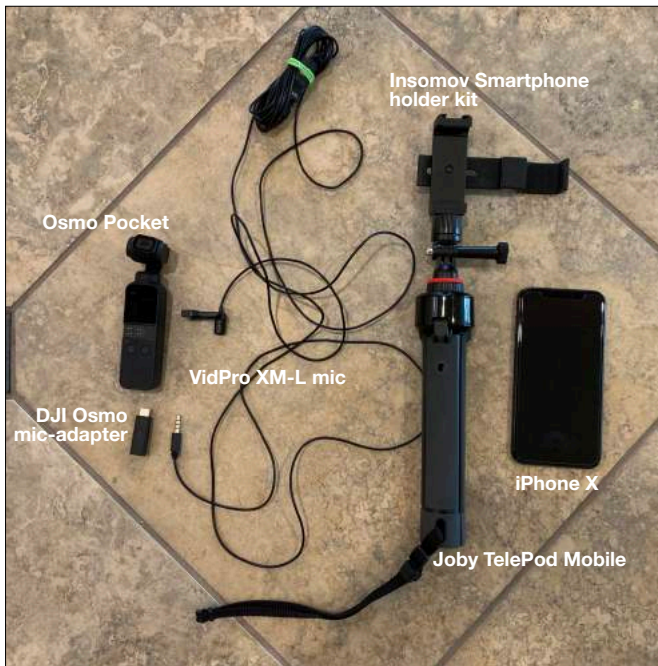


Alternative: Shotgun mic









Better quality | smooth picture | easy to set up and use:

• iPhone Xs	---
• DJI Osmo Pocket	\$350
• DJI Osmo mic-adapter	\$60
• Joby TelePod Mobile	\$60
• Insomov Smartphone holder kit	\$18
• VidPro XM-L mic	\$20
• FILMIC Pro	\$15
• iMovie (Mac)	Free

Total package (not incl. phone): \$523.00 US

















Top-quality on a small budget:

- iPhone Xs
- DJI Osmo Pocket
- DJI Osmo wireless module
- DJI Extension Rod
- Zoom Digital F1 recorder & mic
- 32GB Micro SD cards (2)
- Zoom XYH-5 Stereo mic capsule
- iMovie (Mac)

---

\$350

\$59

\$69

\$170

\$15

\$80

Free

Total package (not incl. phone):

\$743 US









Wear a shirt or blouse that contrasts with the background, but is also slightly darker so the lavalier mic is not so obvious.



Here the audio is captured separately, then combined in post-production



The two mics mounted on top of the Zoom F1 are for separately recording ambience noise:

- Sound of a county fair
- A concert
- Ocean waves or water feature
- Ambient sounds downtown
- Kids playing



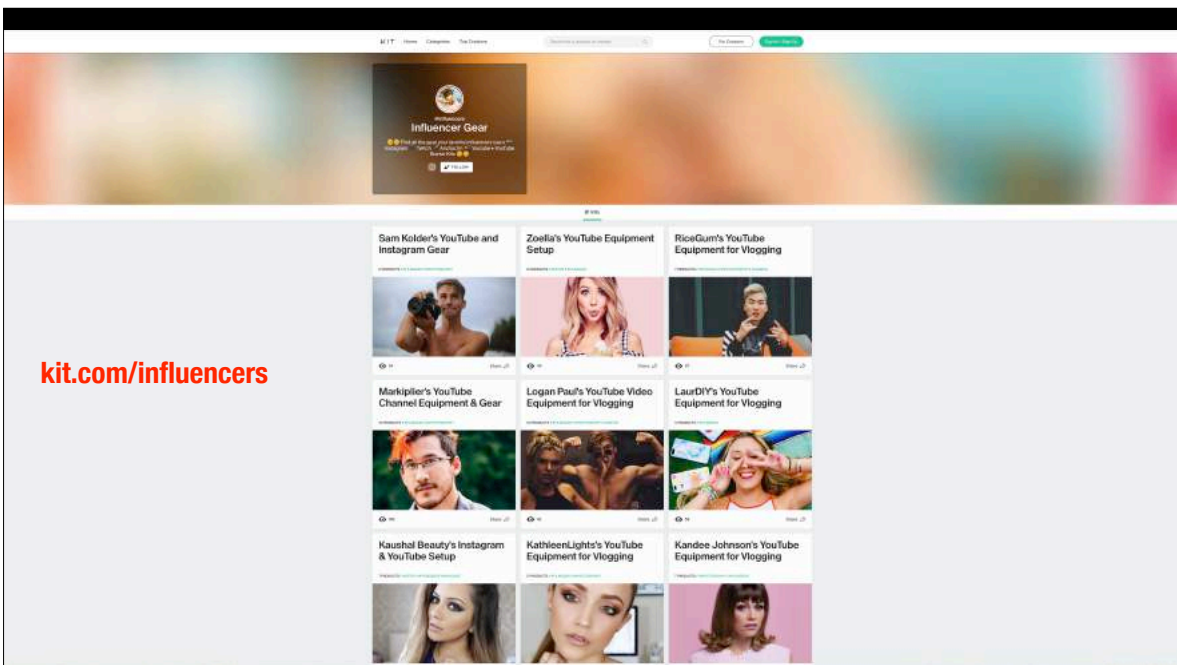
If you use a DSLR or video camera:

- |                                    |     |       |
|------------------------------------|-----|-------|
| • Camera                           | --- |       |
| • Rode Wireless Go mic system      |     | \$230 |
| • Rode smartLav+ microphone        |     | \$61  |
| • Rode SC3 3.5mm TRRS to TRS cable |     | \$15  |

Total package (not incl. camera): \$306 US



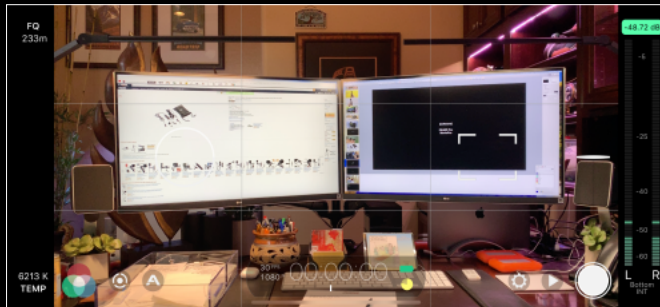
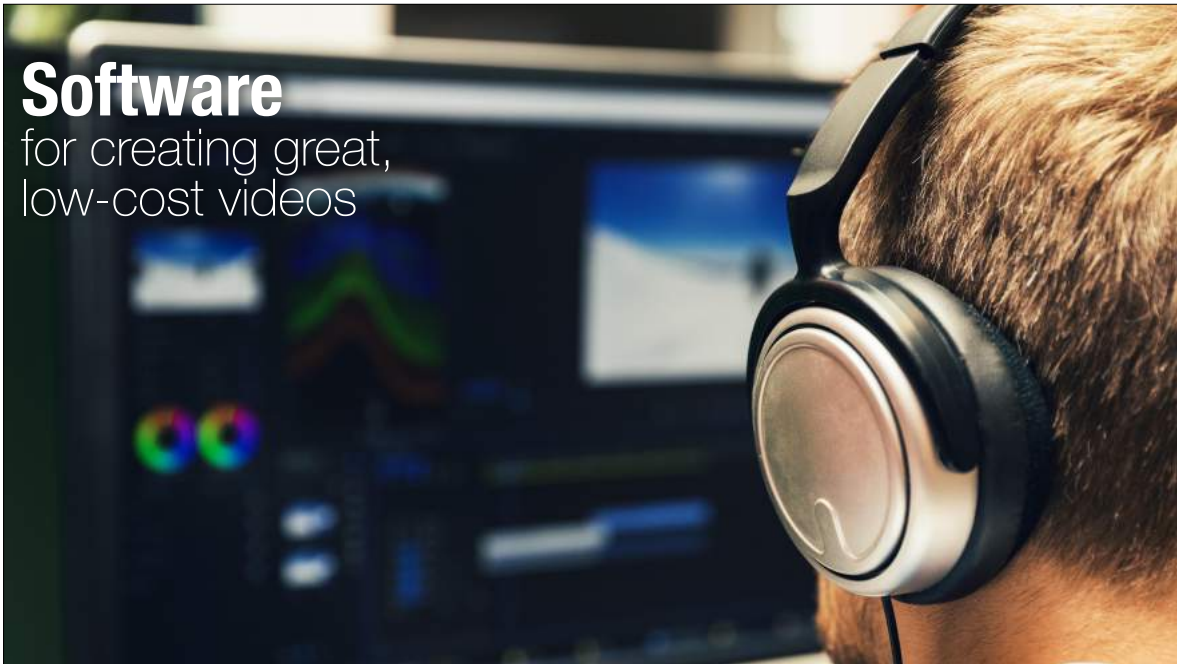






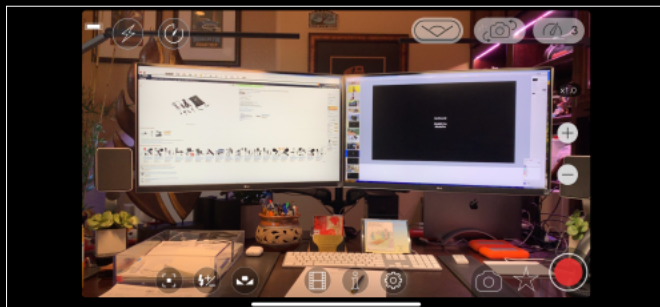
# Software

for creating great,  
low-cost videos



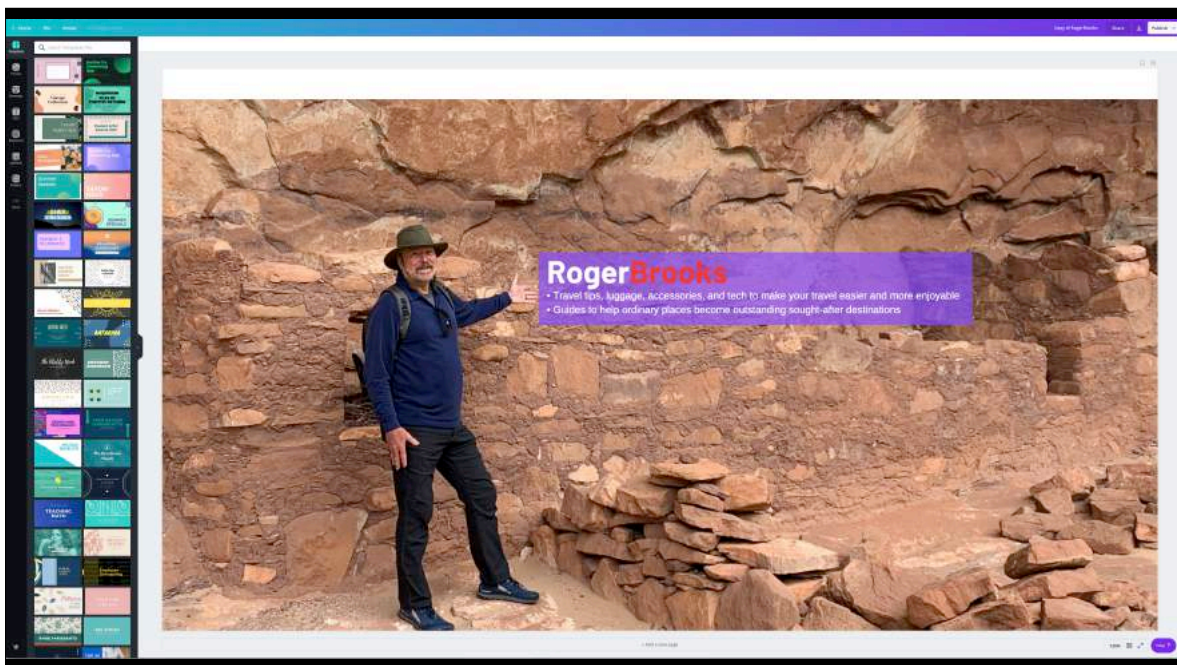
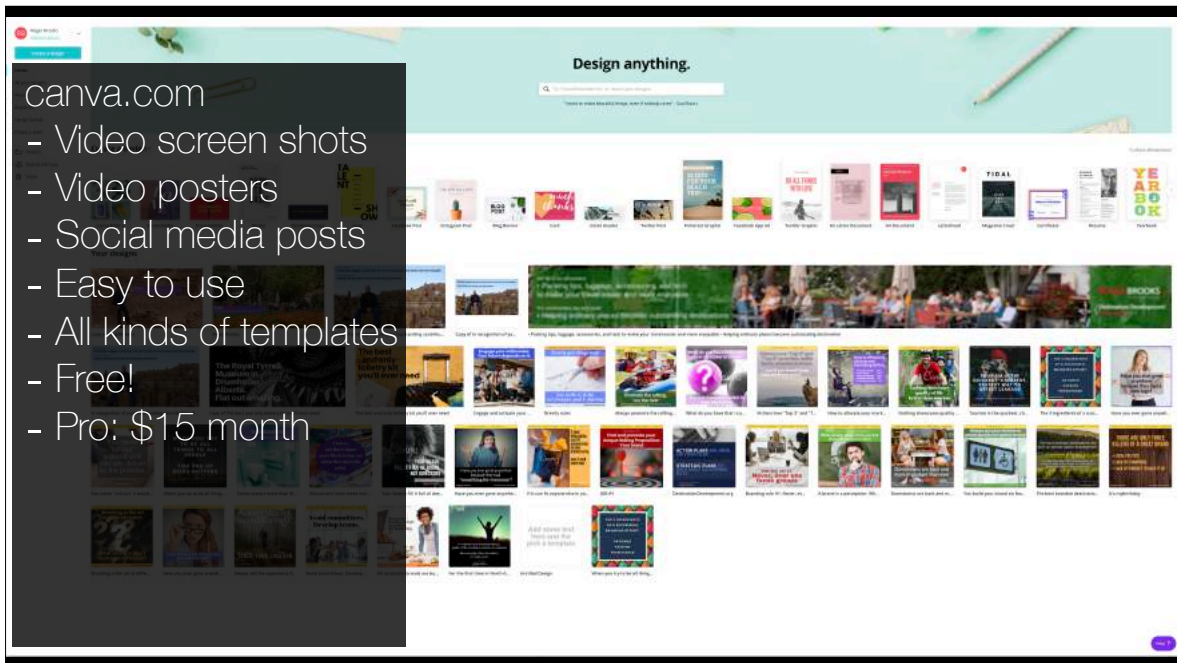
## FiLMiC Pro

- Apple | Android
- Excellent features
- Easy to learn
- Easy to use
- \$15



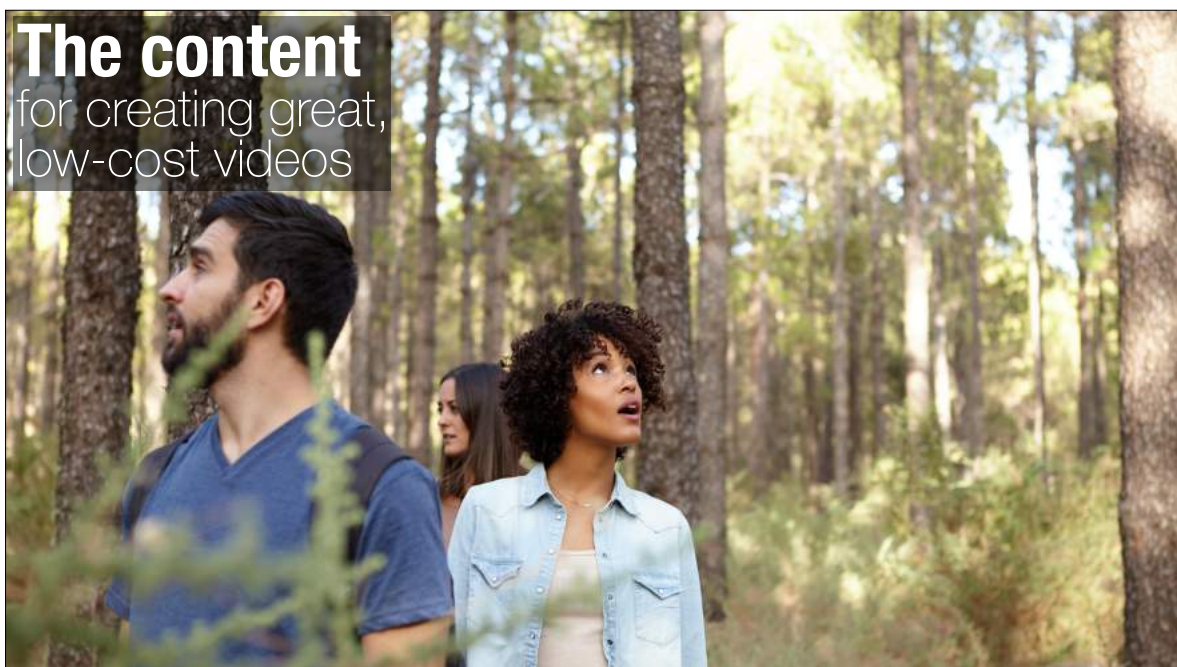
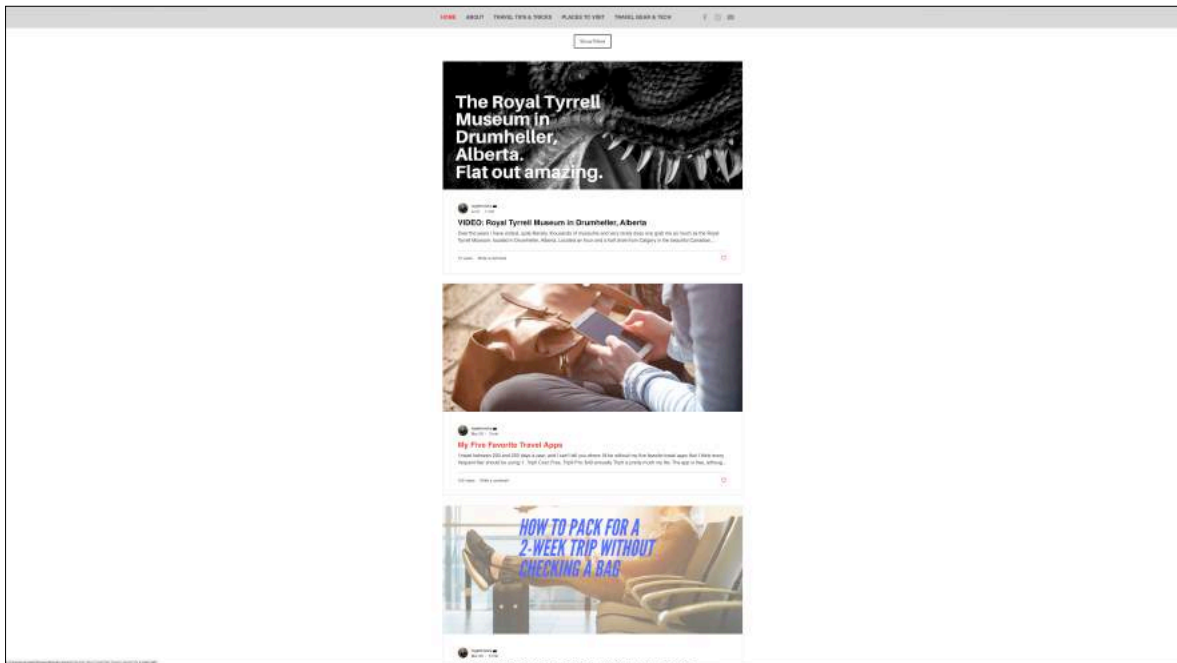
## MoviePro

- Apple | Android
- Easy to learn
- Easy to use
- Switch to selfie-mode during filming
- \$6











## Pre-production

- Knowing what you're going to shoot
- The location | sun | shade | angles
- Subject matter
- Photo releases
- A script
- The shot list

## Production

- Shooting the segments
- Capturing B-Roll footage

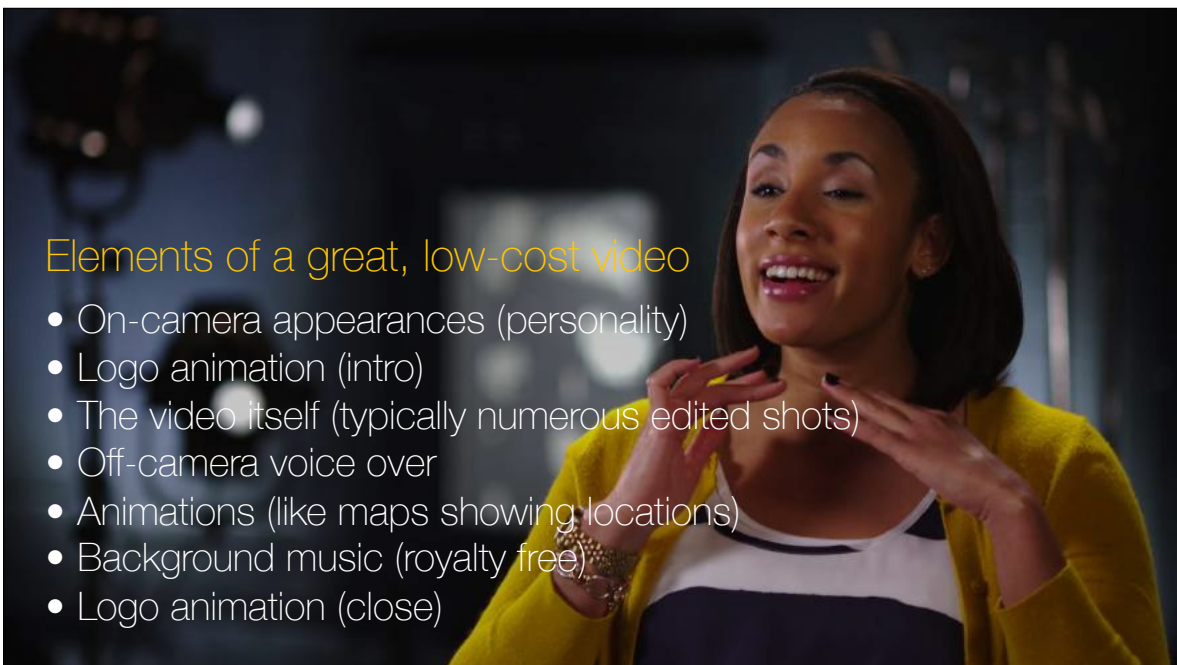
## Post-production

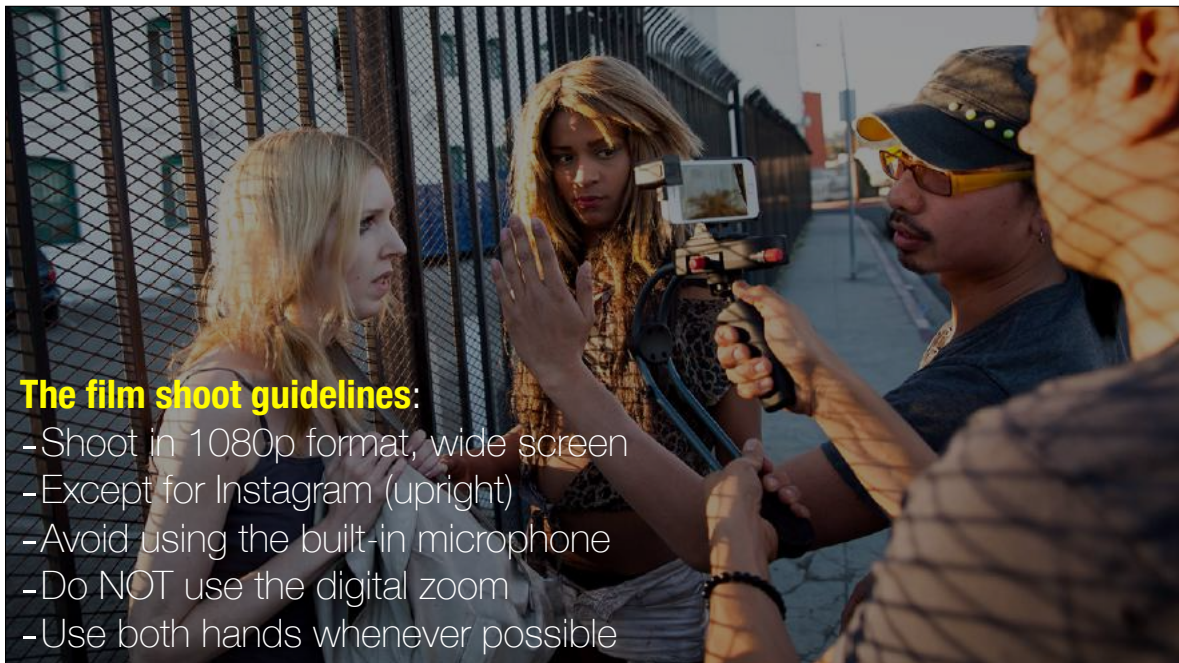
- Editing the footage
- Compiling the story
- Editing | adding audio
- Adding openings and credits



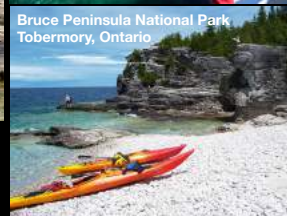
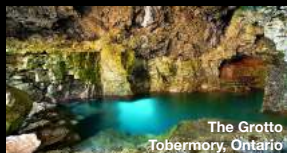
## Elements of a great, low-cost video

- On-camera appearances (personality)
- Logo animation (intro)
- The video itself (typically numerous edited shots)
- Off-camera voice over
- Animations (like maps showing locations)
- Background music (royalty free)
- Logo animation (close)





When you show clips of great places  
**ALWAYS** add text to the video showing the location







**Post production**  
for creating great,  
low-cost videos



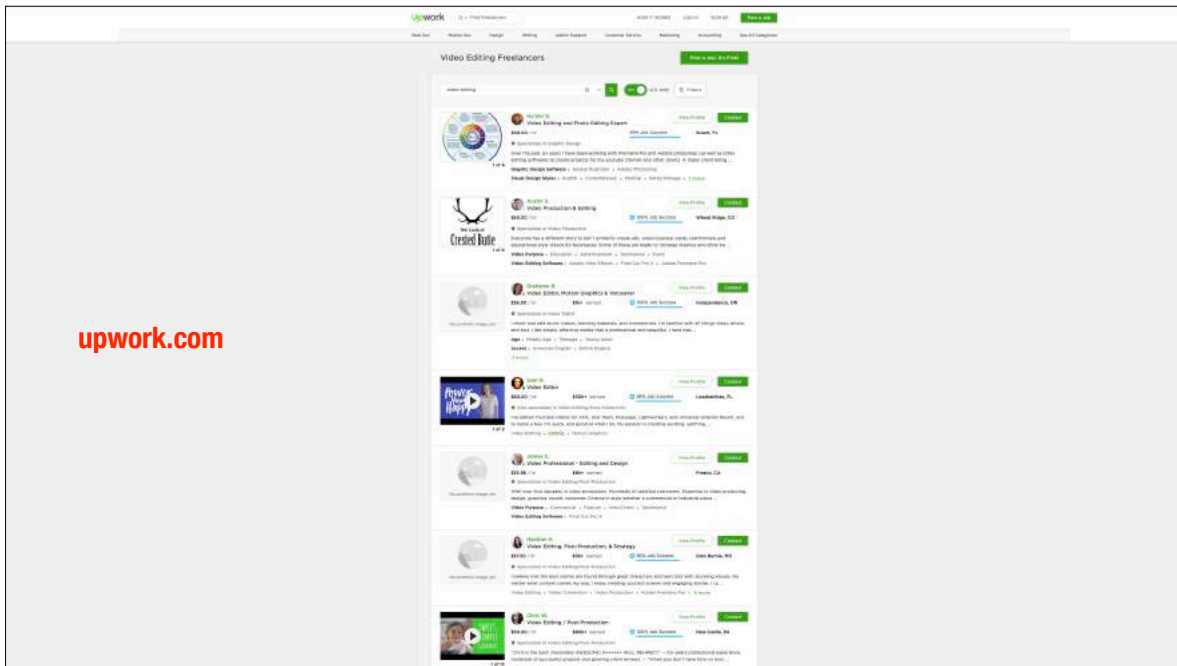
"But I don't want to have to edit my videos!"

Video editor | editing  
My advice: Contract it out



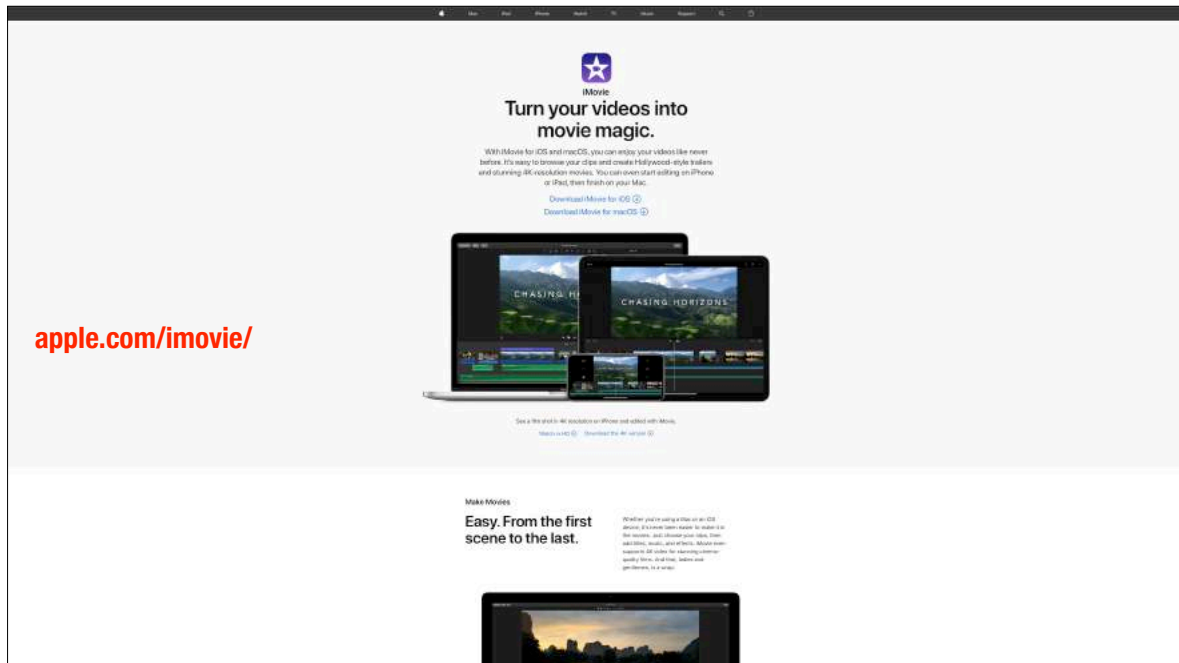






Video editing software





The screenshot shows the iMovie website. At the top, there's a navigation bar with links like Home, App, About, Contact, and a search icon. The main heading is "Turn your videos into movie magic." with the iMovie logo. Below this, a paragraph describes the software's capabilities for creating Hollywood-style trailers. Two download links are provided: "Download iMovie for iOS" and "Download iMovie for macOS". A central image shows a laptop and a tablet displaying the iMovie interface with a video titled "CHASING HORIZONS". Below this image, a small text line says "See a film shot in 4K resolution on iPhone and edited with iMovie." with links to "Watch iMovie" and "Download the 4K version".

**apple.com/imovie/**


**iMovie**

## Turn your videos into movie magic.

With iMovie for iOS and macOS, you can enjoy your videos like never before. It's easy to browse your clips and create Hollywood-style trailers and stunning 4K-resolution movies. You can even start editing on iPhone or iPad, then finish on your Mac.

[Download iMovie for iOS](#)

[Download iMovie for macOS](#)




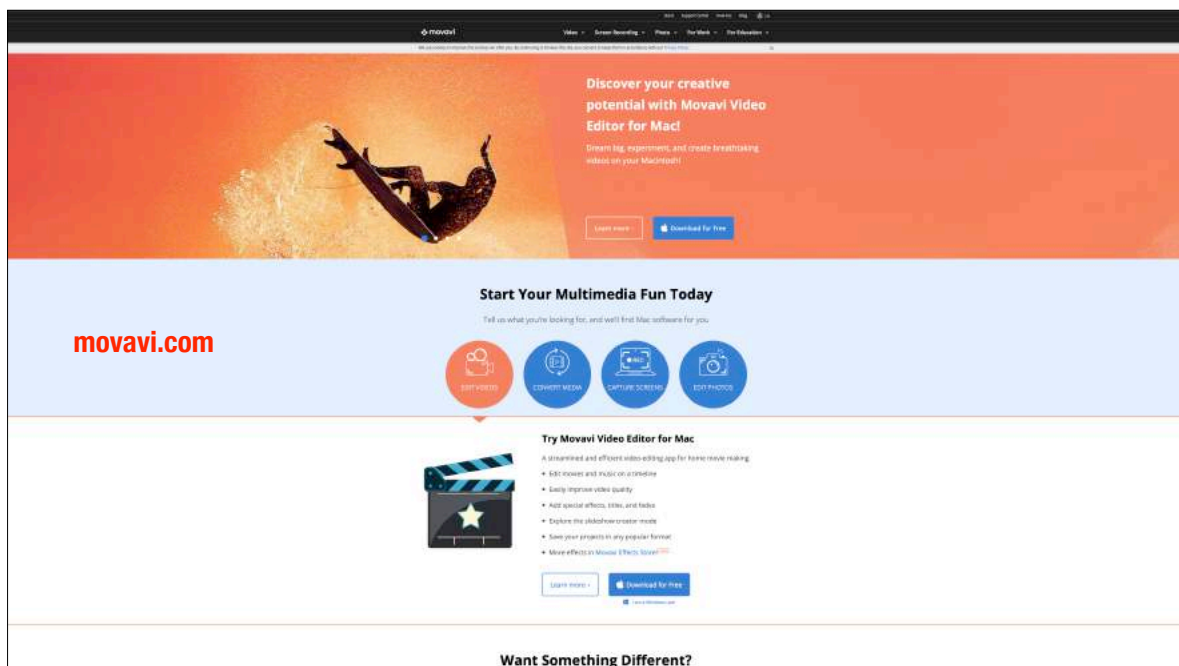
See a film shot in 4K resolution on iPhone and edited with iMovie.

[Watch iMovie](#) [Download the 4K version](#)

### Make Movies

**Easy. From the first scene to the last.**

Whether you're using a Mac or an iOS device, iMovie has been made to make it so. The intuitive and streamlined interface, from editing, audio, and effects. iMovie even supports 4K video for capturing stunning quality films. So what's better, better and get iMovie. It's a snap.

The screenshot shows the Movavi website. The top navigation bar includes links for Home, Features, Pricing, and a search icon. The main heading is "Discover your creative potential with Movavi Video Editor for Mac". Below this, a paragraph encourages users to dream big and experiment. Two buttons are present: "Learn more" and "Download for free".

**movavi.com**





## Discover your creative potential with Movavi Video Editor for Mac

Dream big, experiment, and create breathtaking videos on your Macintosh!

[Learn more](#) [Download for free](#)

### Start Your Multimedia Fun Today

Tell us what you're looking for, and we'll find the Mac software for you.

 SOFTWARE
  CONVERT MEDIA
  CAPTURE SCREEN
  EDIT PHOTOS

#### Try Movavi Video Editor for Mac

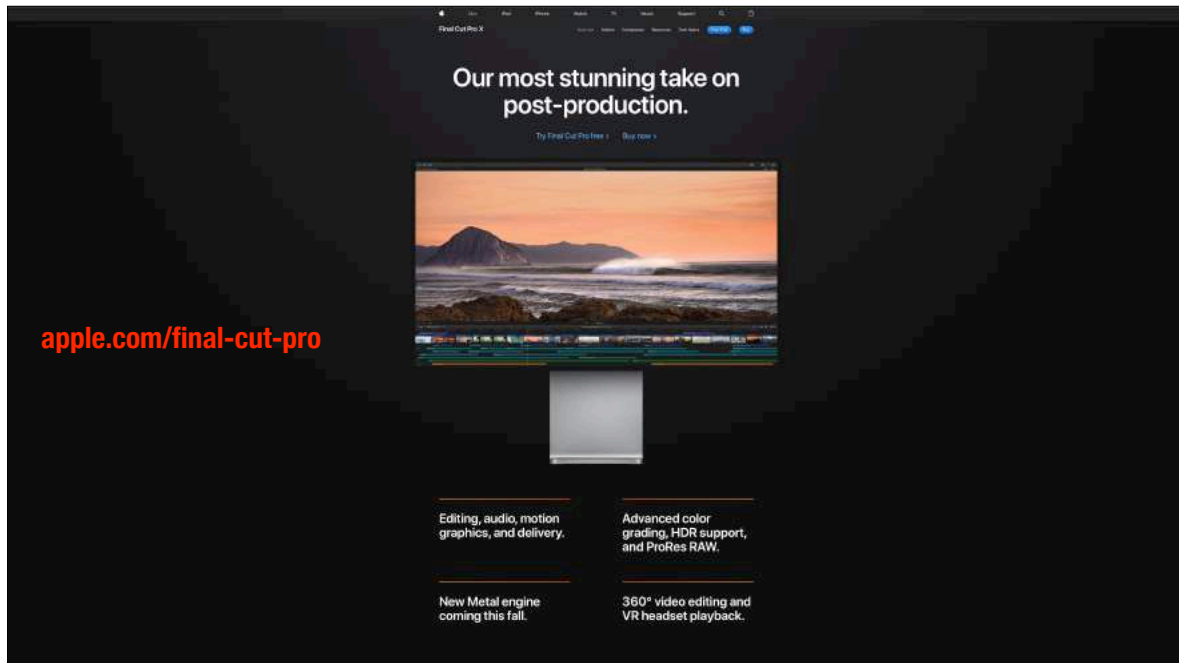
A streamlined and efficient video editing app for home movie making.

- Edit movies and music on a timeline
- Easily improve video quality
- Add special effects, titles, and filters
- Explore the slideshow creator mode
- Save your projects in any popular format
- More effects on Movavi Effects Space™

[Learn more](#) [Download for free](#)

[Facebook](#) [Twitter](#) [YouTube](#)

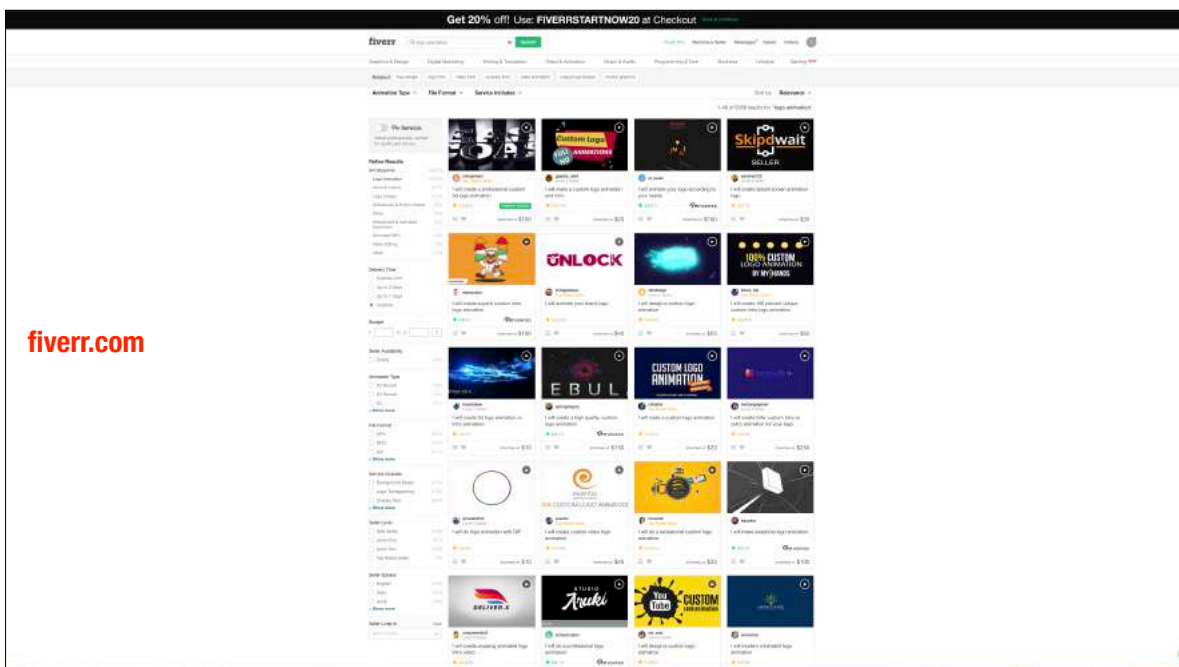
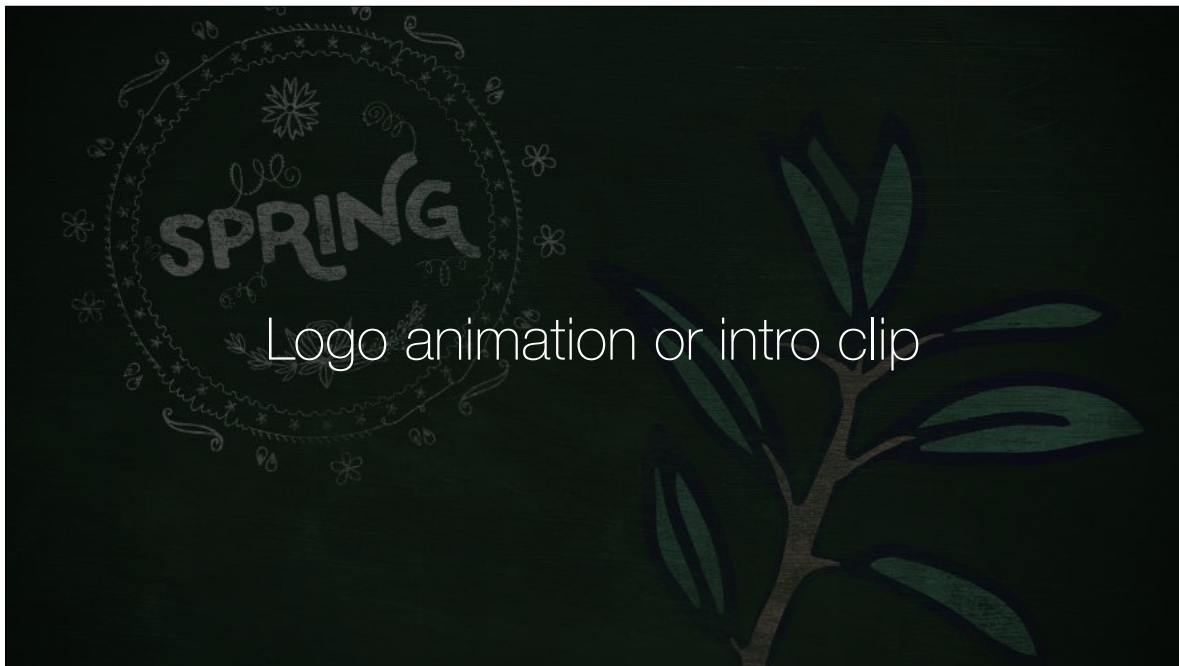
**Want Something Different?**

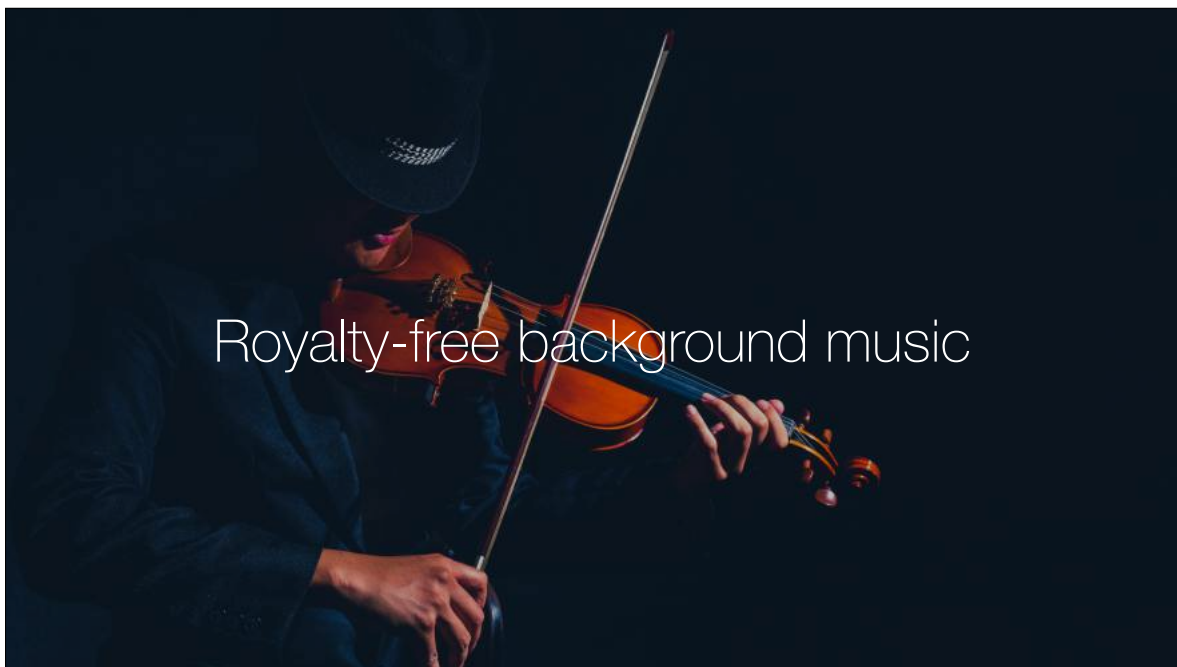
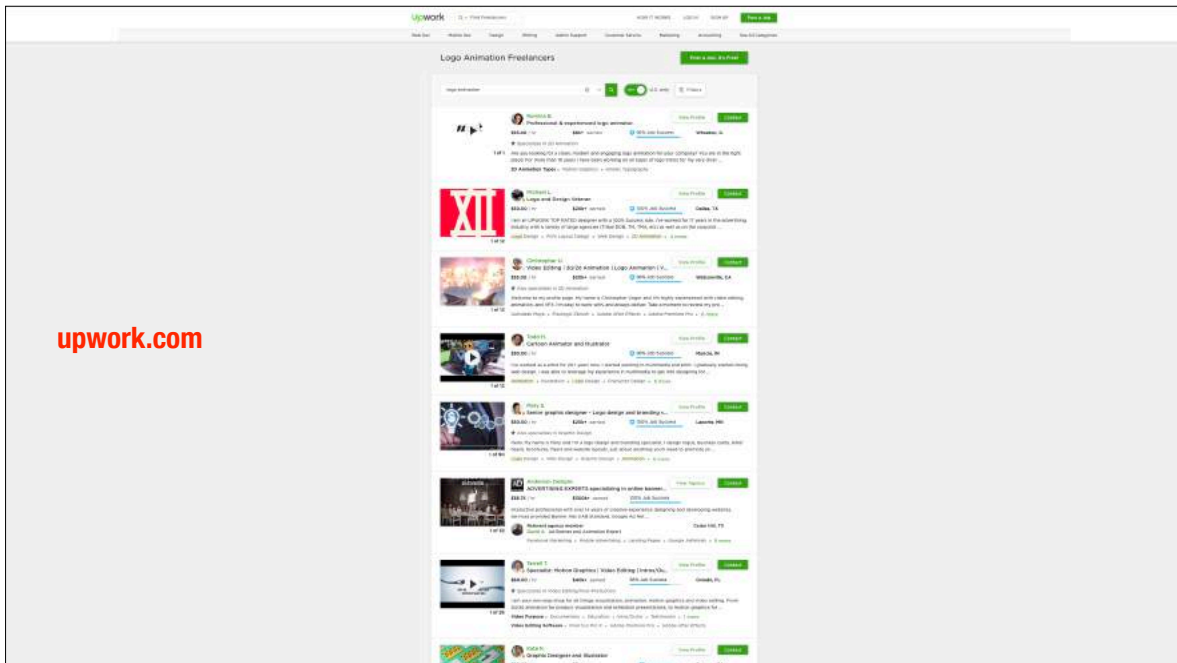


## Other editing software solutions

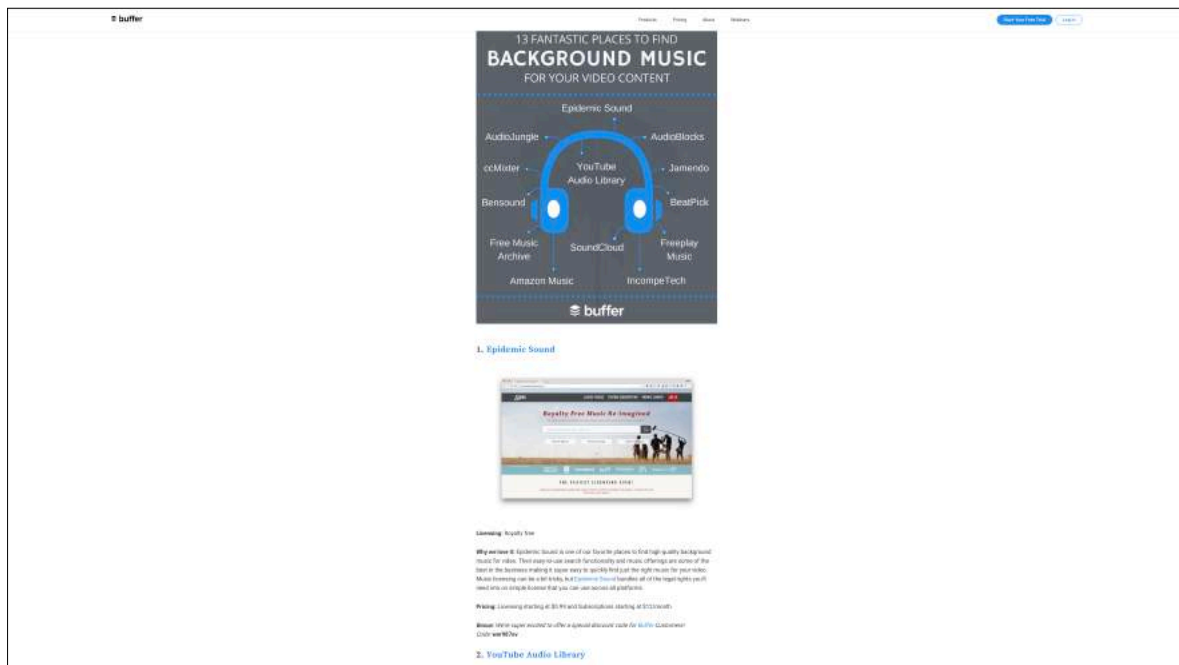
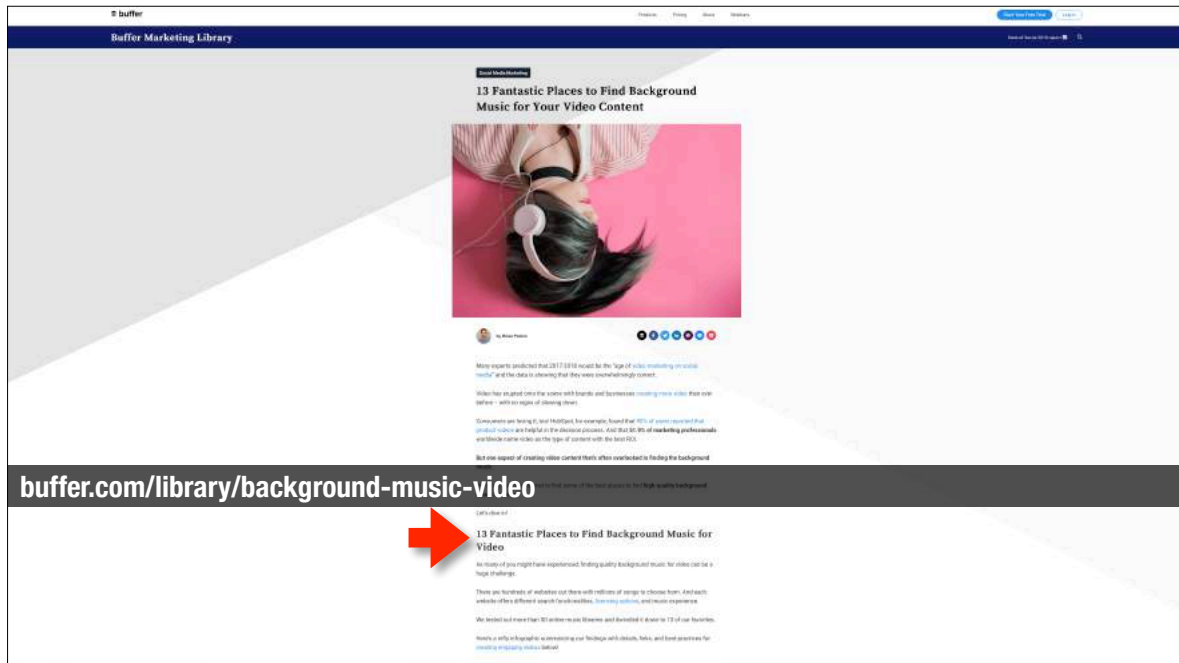
iMovie	Free	MacOS
FinalCut Pro	\$300	MacOS
Pinnacle Studio Pro	\$13	iOS
Pinnacle Studio Pro	\$30	Android
Pinnacle Studio Pro	\$80	Windows
Pinnacle Studio	\$3	iOS
PowerDirector 365	\$80	Windows
Adobe Premier Pro	\$21 mo.	Windows   MacOS
Adobe Premier Rush	\$10 mo.	Android   iOS

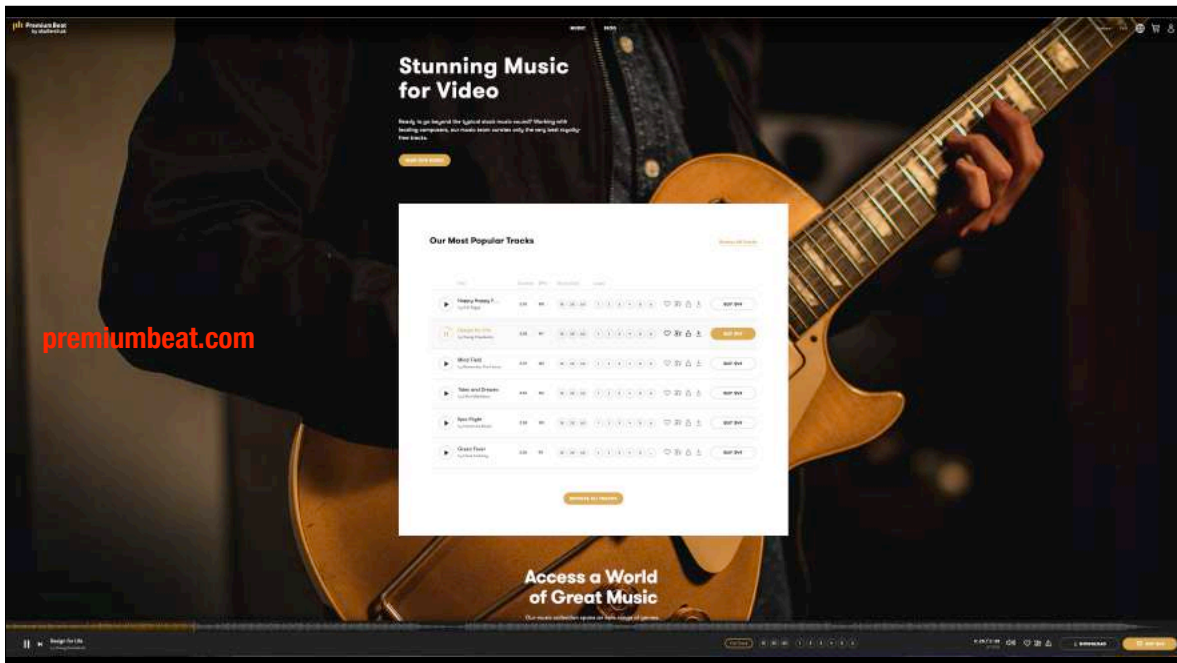




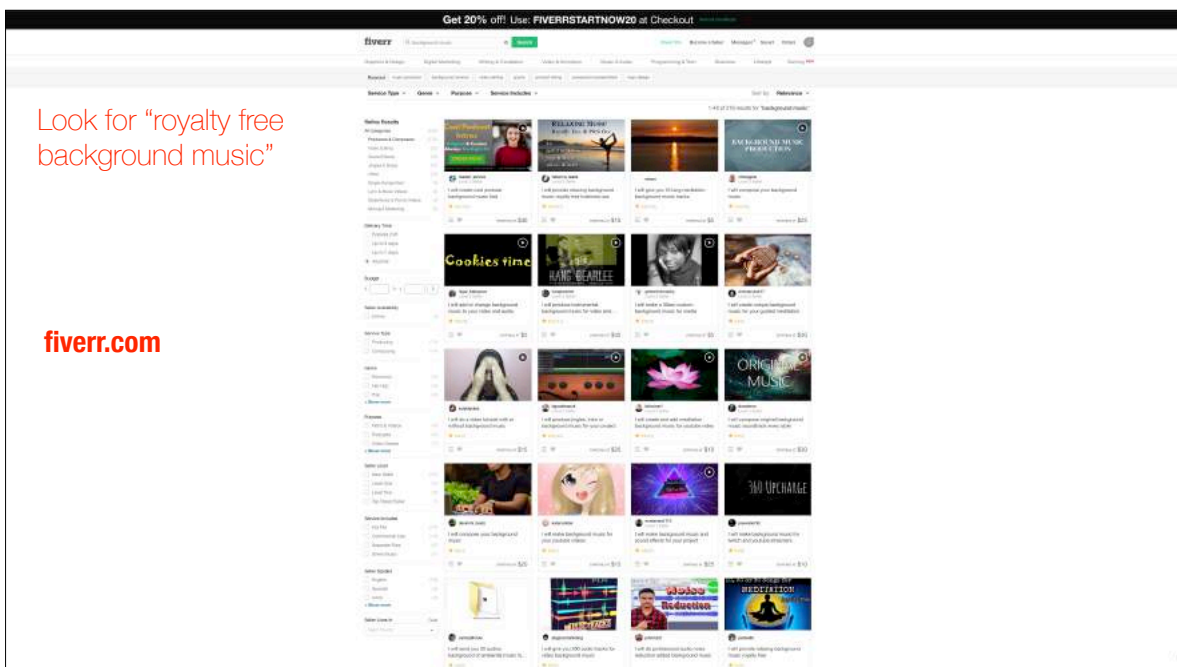








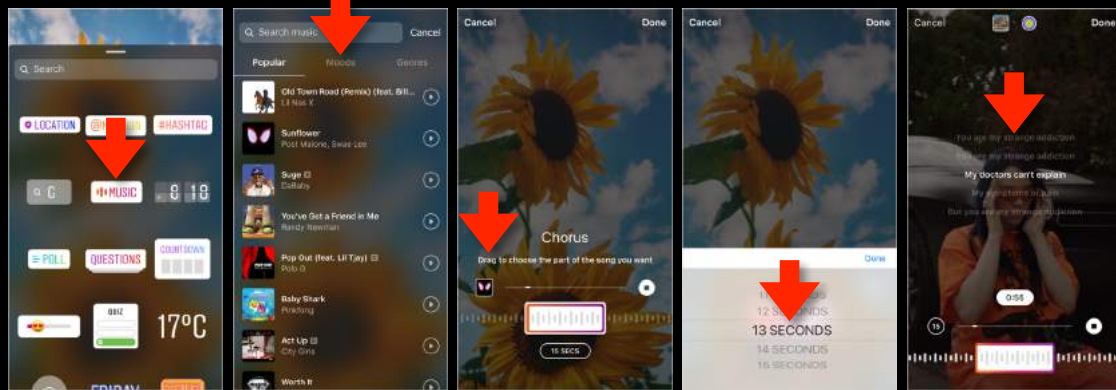
premiumbeat.com



Look for "royalty free background music"

fiverr.com





<https://later.com/blog/music-in-instagram-stories/>

## Creative Commons Licenses (CC Licenses)



# All the elements of your video are copyrighted by the creator

You "license" the use of them unless:

- **CC0**: Completely free

Royalty free: You can download, use, remix, share and do anything else you want with this track, and you don't have to credit the artist.

- **CC-BY**: Attribution

You can use this however you'd like, but you need to provide an attribution link to the original artist.

- **CC-BY-SA**: ShareAlike

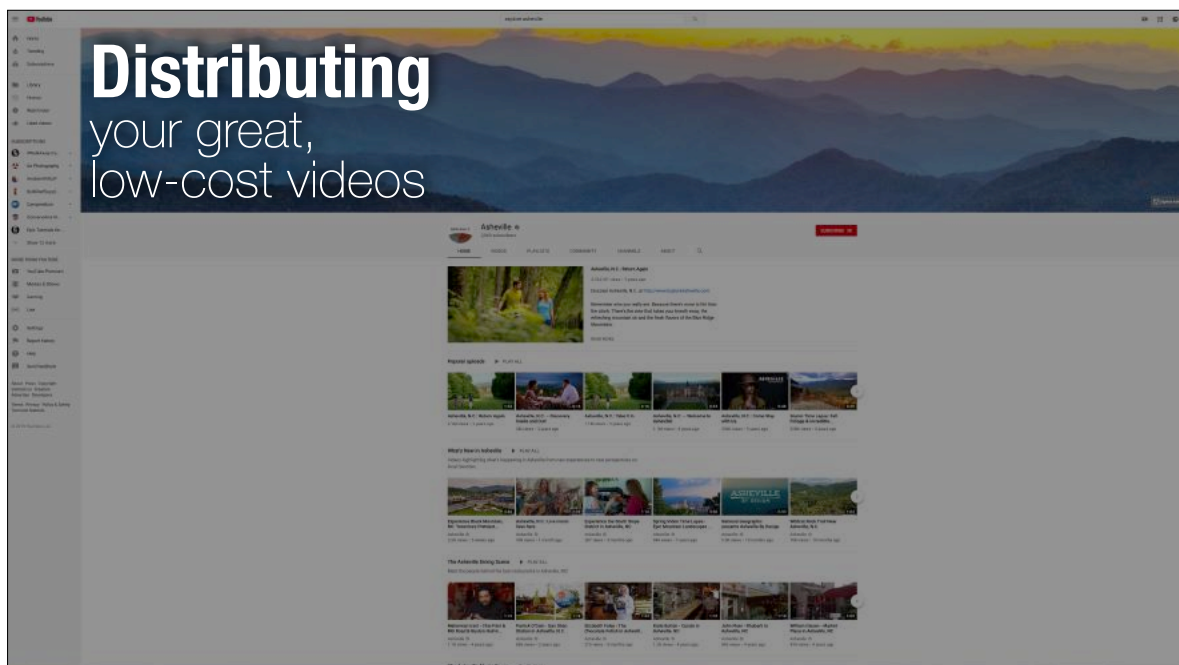
With this license, you need to make anything that uses the piece of music available under the same license.

- **CC-BY-NC**: NonCommercial

This track can't be used in anything that's intended for monetary gain, including monetized YouTube videos, without written permission from the artist.

- **CC-BY-ND**: NonDerivative

You can't put this track in a video without written permission from the artist.



## Posting your video

### Introductory video

- Top of your YouTube channel
- Your home page

### Content videos

- Under each of your drop-down menus
- On all of your social media channels
- Covert blogs to vlogs | include transcription for SEO

## The Ultimate Social Media Image Sizes Cheat Sheet for 2019



Profile Photo  
400x400



Profile Photo  
110x110



Profile Photo  
360x360



Profile Photo  
600x600



Company Logo  
300x300

Photo Size  
1200x675

Photo Size  
1080x1080

Photo Size  
1200x628

Feed Pins  
600x900

Photo Size  
1200x628

Header  
Image  
1500x500

Photo  
Thumbnail  
161x161

Cover  
Photo  
820x312

Cover  
Photo  
600x600

Company Cover  
Photo  
1536x768



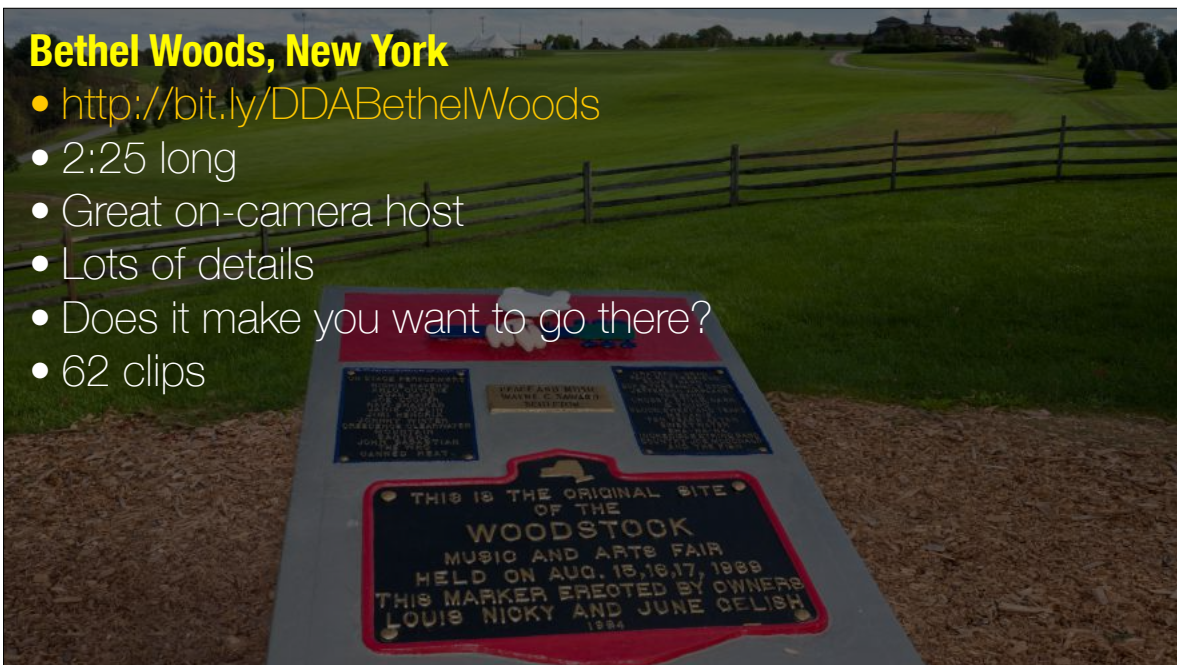
# Examples

of low-cost  
high-impact videos



## Bethel Woods, New York

- <http://bit.ly/DDABethelWoods>
- 2:25 long
- Great on-camera host
- Lots of details
- Does it make you want to go there?
- 62 clips



A woman is shown in profile, sitting at a wooden desk. In front of her is a laptop displaying a video of a person with the text 'MY BLOG IS BACK ON'. To the right of the laptop is a professional video camera mounted on a flexible black tripod. A black coffee cup sits on a saucer to the right of the camera. The background is softly blurred, showing a plant and some office equipment.

## The alternative | additional content:

Have your visitors, locals and everyone else create video and photography for you!

Reach out to social media influencers who have the gear, the personalities, and they provide a third-party endorsement

The background features a complex, organic pattern of glowing yellow and orange lines and shapes, resembling a network or a cellular structure, set against a dark, almost black background.

## Nellie Bly Kaleidoscope Shop

- Length: 2:13
- 8-second “what’s this about”
- Logo animation
- On camera appearances
- Mixed with several on-site clips
- Lots of details
- 16 clips
- Does it make you want to go there?

Here's to creating your  
amazing low-cost video content



[linkedin.com/in/rogerbrooksintl](https://www.linkedin.com/in/rogerbrooksintl)



[@Roger\\_Brooks](https://twitter.com/Roger_Brooks)



[facebook.com/RogerBrooksIntl/](https://www.facebook.com/RogerBrooksIntl/)



[travelwithrogerbrooks](https://www.instagram.com/travelwithrogerbrooks)



[travelwithrogerbrooks.com](https://www.travelwithrogerbrooks.com)

**Destination Development**  
Association