

Video Marketing: The Wave of the Future for Promoting Toastmasters Clubs

Hello everyone, I'm Rae Stonehouse and welcome to the prerecorded portion of **Video Marketing: The Wave of the Future for Promoting Toastmasters Clubs**

With **today's** technology, the possibilities on **personal** computers and **mobile** devices seems to be **endless**, allowing us to create videos that **grab** the attention of an audience within seconds.

Videos today are not just something that we **watch**, they are something that we **engage** in and something we become a part of.

Before we get into the **'how'** to do it, we should probably look at the **'why'** and the **'should' we** do it at all?

It has been said that the best way to get a guest out to your club meeting is to ask them.

The **personal** touch works best.

People are more **likely** to check your club and visit, if they **know** somebody there or they have heard **good things** about your club.

Closely following the personal touch, and in **someways** it might be the **exact opposite**, is having your club show up in the on-line search engines.

For instance... someone Googles Toastmasters or leadership and training in your community, looking for information or contact links.

This is becoming **exceedingly difficult** as **organic** searches are being phased out by the search engines.

Organic searches are where somebody would put in a search term, let's say Kelowna Flying Solo Toastmasters.

It's my club so I can **plug** it!

If they put in the exact term i.e. **Kelowna Flying Solo Toastmasters**, assuming that there is a website, odds are that it will show up in the search engine results.

There is a website and it does show up, but what about the **hundred** or so pages of content posted on that site?

When it comes to promoting your website, the saying up until recently, has been that **"content is King!"**

Your website content used to show up in the search engine results.

Not **anymore** though.

The search engines want you to **pay** for your listing to come up.

Our challenge as marketers is to create content that people will **want** to see and to share.

As Toastmasters charged with the task of developing public relations initiatives to market our clubs to the world, or at **least our neighborhood and community**, we need to be aware of emerging technologies that we can use.

I've read that by the 2020, some **80%** of the content on the internet will be video.

Another fact is that Youtube, is currently the 3rd largest search engine.

My experience is that if you create video, using popular tags, you are more likely to come up in the search engine results than you would if you didn't use video.

Let's try that **Google search** again for Kelowna Flying Solo Toastmasters but we will click on **videos** instead.

Now look what's happening here.

It looks like **almost every video** I post to our club Youtube channel is getting indexed by Google.

If a person sees results about your club in the search engine, they are more likely to research your club even more, perhaps contacting you.

Now as for answering the question of **should** you do it ... the answer depends on how much **work** you want to do and **your skill and experience level**.

To break this topic down into manageable portions, I have divided the presentation into Beginners, Intermediate & Advanced, but not expert.

Beginners:

Shooting a video at a club meeting or TM event with your smart phone or a digital video camera and posting it to Facebook and Youtube is **well within** the skillset of almost everyone.

You just **aim, record and upload** to your club Facebook Page and Share it from there.

So, what can you shoot a video of?

The short version is **happy, smiling Toastmasters**.

You want to depict your fellow Toastmasters participating in activities that look like they are **having fun**.

Hopefully, enough to entice the viewer of the on-line video to come out and check out your club.

You can shoot videos of members giving speeches, answering Table Topics questions, providing a **Toastimonial**.

If the term toastimonial is new to you, it just means that someone is **sharing the benefits** that they personally have gained from their Toastmasters membership.

Testimonials have proven over the years to be one of the most effective means of marketing a product or service.

The same principal applies to a **video** toastimonial.

As a **Beginner**, the idea is that you are recording a simple shot and without any editing, uploading it to social media or your club's website.

Your video shoot should be limited to **one** topic.

Let's look at Uses for your video:

We've already mentioned uploading your video to Facebook and/or other social media.

The particular social media that you post to is determined by the demographics of the audience you are trying to target.

Younger people have moved away from Facebook.

Linkedin has started allowing video uploads.

If you are targeting a business professional market, it might work to post your business-related video to **Linkedin**.

There is also your club webpage and/or your FreeToastHost site if you are using one.

And there's also your **personal and/or Club** Youtube Channel.

This isn't meant to be an exhaustive list of where you can post your video.

Trends are regularly changing.

What works today, might not work in a few months.

As marketers, we need to be aware of the trends and try to keep up to them ... or at least one step behind!

Logistics:

Let's look at the **logistics** of a simple shoot or **how to actually do it**.

As most smart phones **don't have** an adjustable telephoto lens, you need to ensure that your camera or smart phone is close enough to record the area that you want to record.

You also need to **position** the camera so that you **frame** the picture so that you are grabbing the **scene or perspective** that you want.

If you are using a **smart** phone, you would be well advised to get a **portable**, table-top tripod stand so that you can stabilize your device.

While your video viewer will tolerate a **little bit** of jiggling or movement, you don't want them to quit watching it due to be annoyed.

You want to make your video **easy** to watch.

If you are using a camcorder or a digital camera with video recording capability, by using a **regular sized** photography tripod, you have a little more flexibility in taking your shot in that you can move around a little more without having to rely on a table top.

You are also able to adjust the height of the camera from the floor and move the camera up and down and from side-to-side if needed to stay focused on the shot.

A camcorder or digital camera also has the **ability to zoom in and out**, which gives you more flexibility.

If your camcorder requires electrical power to run, you would be well advised to bring an extension power cord and locate the electrical outlets in your meeting room.

Audio:

Test your sound recording by taking a **practice** shot, to see if you need to move closer.

Is there any background noise that might affect your video?

Some meeting rooms have a/c heat and air conditioning that you might **not even be aware** of until you record in them.

Some rooms may come across as sounding hollow, so your sound quality may be affected.

With this Beginner's level of video recording, you are likely relying on the **built-in mic** on your recording device.

Resist the urge to talk or comment on what you are recording as it will become part of your video.

You could easily get caught with your commentary being recorded that might have best been not said.

I know that from personal experience.

Lighting:

Don't assume that your meeting room will provide enough light to highlight your subject.

If you don't have access to additional light sources, you may need to reposition the speaker, to take advantage of existing light.

If you as an audience member find the lighting on the subject, let's say a speaker, odds are it will come out **even darker** in your final video.

Don't record a scene that has a window with daylight coming in from **behind** it. You are likely to have an overexposed shot.

Raising the bar a little, but still within the reach of a Beginner is that of taking a Facebook Live video.

All of the logistics mentioned so far come into play, with a few extra.

Since it is live i.e. streaming video, a connection to wifi is required.

Your meeting room may or may not have wifi access.

You could use your own personal digital plan on your phone, but that could easily get pricey.

If you are using Facebook Live, you would likely need a camera/device operator as well as someone to **comment and participate** in the live newsfeed.

They would have to be **logged in** and participating either as an audience member or an **Administrator** of the Facebook Page.

The purpose of streaming live is to create some **interaction** with your audience.

Your video would be posted on your Facebook Page, where you can **manipulate** it for future purposes.

Rather than shoot your entire meeting you may want to try just shooting **a specific speaker** or perhaps a Table Topics session.

Like anything else, you will likely get better with experience.

Being on Facebook Live isn't of much value if **nobody is watching you**. If you plan on doing it, you will need to do some advance promotion.

"Join us live on Tuesday 7 pm while we show you..."

To get extra exposure of your video you can also upload it to your own Youtube Channel or one with your club branding on it.

While Facebook and Youtube both allow you to post video, the value of each is different.

Posting your video to Facebook is considered **disruptive** marketing.

The idea is that someone is looking at their Facebook feed looking to see what is new and interesting.

If they are subscribed to your club Facebook page or group, the video will likely show up in their feed.

This also might happen if a friend shares it. It is considered **disruptive** because you have to **drop or stop** whatever else you are doing to view the video.

“Bright shiny object” comes to mind.

Youtube on the other hand **isn't** disruptive.

If you subscribe to somebody's Youtube channel and receive notifications of something new being posted or you happen to be surfing the web looking for videos on specific topics, you won't know about the video. You have to take action on your part to discover it. It didn't disrupt anything that you were doing.

Promotion:

When you upload your video to Facebook you should also include some **promotional** copy.

What was the **occasion** of the video clip?

Who are the **people** in the video clip?

Do you have a **message** that you want to include?

Are there **keywords** that you can add?

The **same** applies when you post your video to Youtube.

You need to apply **context** to your video, so people can see **why** it is relevant to them.

If there are people that you can **identify** in the video, add their names as **key words**.

This can help with the search engines **indexing** the video.

Before we leave this section on video for Beginners, there is at least **one more** video production technique that is **well within** the Beginner's skill level and that is using the **webcam** on your computer.

If you are wanting to do a quick testimonial or promo, while sitting at your desktop computer or laptop, you would start a recording session and **just talk** into the computer.

As you can see, you need to be aware of what your background looks like, as it **may take away** from your intent.

Another way of recording a club meeting or interview is in using a laptop **but not** using the built-in webcam.

Instead, use a **portable webcam**, such as you would use on a **desktop** computer.

You would need the software to operate the webcam installed on your laptop but it gives you a **fair amount** of control in recording your subject.

I think this would be good for videoing club meetings as it allows you to move your camera around a little bit to focus on other members in the audience, as well as zooming in or out.

As with other recording methods, you need to ensure that your laptop is set up in a strategic position that will allow you to capture both your video and your audio.

Intermediate:

This next level of complexity or experience, depending on how you look at it, incorporates **planning** for your video shots and **editing** of your video, before uploading it.

Let's look at the **planning** portion first.

Many videographers create a **storyboard** as a first step.

If you have a message that you want to get across in your video, like any speech or story that you create, you need to **create a story**.

Your storyboard outlines the **milestones** of your video.

What is it that you want to **achieve**?

I've created somewhat of a storyboard in the production of this video.

I started off with an opening that **hopefully grabbed** your interest so that you want to watch the rest of it.

I had to develop the **talking points** in the script and then **decide** how I was going to illustrate those points in my video.

Then I had to do the same with both the **Intermediate** and **Advanced categories**, planning on what I was going to say and how to **illustrate my message** via video.

The next step was **locating and piecing together** video clips to show the message in the editing software.

You may be shooting a scene that runs from **start to finish**.

That is, you start recording at the **beginning** and keep shooting until it's **over**.

In video speak, this would be your **A roll**.

Additional footage or content that you want to add to your video, comes from your **B roll**.

Editing is generally done on your laptop or desktop computer with software **designed to edit** your raw video and audio footage.

Basically, there are choices in video-editing software that have similar functions.

You want to be able to **edit** the video track, either **cutting** unwanted scenes, or adding other content i.e. from your B roll material.

An example would be where you are videoing a club meeting and you splice in some **toastimonials** from your members.

You may also want to minimize the audio on the video that was recorded when shot it and insert your own voice over.

This is done within the audio track.

Audio: You can **improve** the quality of your audio in several ways.

If you are using your smart phone as a **recording device**, you can use one phone as the video recorder, allowing you to position your video shot from the best perspective.

You would use a second smart phone as the **audio** recording source.

Most smart phones have an app that lets you record the audio as a **sound track**.

You would then send the **separate** sound track to your video editing program and replace the one that was produced on your video recording smart phone.

It can take a bit of **tweaking** to line up the new sound track with the video as it can be noticeable when a speaker's mouth movements don't match the audio.

I would listen to the audio recording **first**, before going to all of the trouble of doing the splicing.

I have heard audio recording that is significantly better and some that wasn't worth the bother.

If you are using a digital camera or camcorder, most have the option of plugging in an **external mic** that the speaker can hold as a handheld one.

Alternatively, there are **wireless lapel** mics called lavelier mics that can be used.

This requires a little more technology in that you need a **transceiver** that receives the incoming audio data and sends it to your camera audio input.

As in example one with using an additional smart phone as your recording device, the same works with a digital camera or camcorder.

You set the smart phone close to the sound source, **record the audio** then **swap** out the audio track in your editing software.

Video:

In the Intermediate level, the **complexity** has increased somewhat, but is **doable** if you have the software.

The video you are watching now fits into the Intermediate skill level as it incorporates several components.

I'm going to be talking about software for the next few moments.

It might be confusing, however, there will be Speaker Notes available at the **end** of the webinar and I will include links so that you can research even further.

This video is created using Techsmith's Camtasia.

Camtasia is video-editing and screen capture software.

Screen capture meaning that whatever I want to show you on my screen, I can capture and record.

I can also do a voice-over while I am recording the screen.

This works well when using a **Powerpoint presentation** as your visual and then talking about what is **featured** on the slide.

I am then able to **drop** the capture into my video and audio time line in Camtasia's editor dashboard.

Camtasia costs around \$325.00 Canadian. I'll expand upon Camtasia in a moment or so.

Another Techsmith product that I use almost daily for the past decade, is Snagit.

Snagit allows you to easily make screen captures.

Captures can be graphics, entire pages, regions and even video.

As an example of how it works, let's say you want to copy a video that is posted on-line and want to upload to another on-line venue.

You would copy the video, save it to your harddrive than upload it, perhaps to Youtube.

I have used this technique to convert videos recorded in Vimeo to upload to Youtube.

Snagit is *fairly* inexpensive coming in at around \$50 to \$60.

Powerpoint comes in handy for many *tutorial* styles of video such as this one.

I find a Powerpoint template that *resonates* with my main topic and then create a *series* of slides that allow me to tell my story.

I have an online account with a graphics website that allows me to download graphics and I insert them into my Powerpoint presentation.

Between using Powerpoint's *ability* to resize a graphic and Snagit's ability to edit a graphic, I can adjust a graphic to my needs.

For videos that are more of the *stand and deliver* type of presentation, perhaps of an individual speaker or a whole meeting, I use a program called *Sony Vegas Movie Studio Platinum*.

It doesn't do screen capture as Camtasia does, but it allows you to insert title pages into your video timeline.

After having worked with Camtasia for a while now, I probably wouldn't have purchased the Sony Vegas Movie Platinum, as I can likely do everything and more within Camtasia.

Title pages are easily created in Powerpoint as a slide, then captured and saved to your computer by a Snagit screen capture as jpg or png file.

With the video production software, you are able to factor in transitions between your title slides as well as your different shots.

You can fade them in slowly, or quickly.

The same applies to fade out.

An example of this is where I have delivered training sessions at my Toastmaster meeting.

While I have a data projector, aiming my Powerpoint presentation at the screen, I will have the video camera only aimed on me.

The audience sees the Powerpoint presentation but the camera doesn't.

I will then add in my slides at the appropriate points while I am editing my video.

As for marketing these videos that are intermediate in their challenge of shooting and producing, the same tactics apply as we discussed in the beginning of this presentation.

Advanced: I'm just going to give a quick overview of the possibilities of how you can market your club in the Advanced level.

For the most part, I think that there may only be a few that are at this level and they are likely more skilled at it than I am.

There can be expenses at this level of experience, that can be prohibitive or conversely easily replicated.

You would need editing software of course. It may involve having a higher quality camera, sound and lighting equipment.

It could mean having blue/green screen capabilities.

If you watch the weather report on television, you have seen blue screen technology.

Basically, the weatherperson is standing in front a blue screen. There is nothing on it. Computer technology adds computer imagery.

For the amateur videographer it is a matter of having a green screen behind you and ensuring that you don't have anything green on, video yourself.

Camtasia has the capability for green screen shooting. I've tried it with limited success. You create a Powerpoint slide which you craft so that it is visible and readable around your head or body shot.

As an advanced videographer and marketer, you would be looking at creating video for the purpose of creating a Facebook ad campaign featuring your video.

I think delving into how to run a Facebook ad campaign is beyond the scope of this presentation, so I am going to end here and you can join me back in the live portion of the webinar to answer your questions.

Don't forget to check out the Speaker's Notes for a list of resources that I have mentioned.

Resources:

From Wistia: (commercial site but has good free content)

Becoming a Better Presenter: An Interview with Rand Fishkin

<https://www.techsmith.com/blog/most-aware/>

Wistia Video Library: A catalog of resources on how to succeed with business video.

<https://wistia.com/library>

Wistia Webinars: Want to learn more about producing, sharing, and measuring business video?

<https://wistia.com/webinars>

From TechSmith:

How to Edit Videos – Ordering Your Editing Options

https://www.techsmith.com/blog/editing-operations/?utm_source=nl&utm_medium=email&utm_content=dnl100&utm_campaign=tsc&spMailingID=55983994&spUserID=MTM5MDYyNzcyMzUzS0&spJobID=1342062799&spReportID=MTM0MjA2Mjc5OQS2

Tips & How To's (Blog)

<https://www.techsmith.com/blog/category/tips-how-tos/>

Snagit: Simple, Powerful Screen Capture Software

<https://www.techsmith.com/screen-capture.html>

Snagit – Free Resources Get tools to make the most out of your screen captures and videos so you can communicate like never before.

Camtasia: Easy Screen Recording and Video Editing Software

<https://www.techsmith.com/video-editor.html>

Camtasia Tutorials:

<https://www.techsmith.com/tutorial-camtasia.html>

Facebook Live as a Tool for Promoting Our Toastmasters Club

<https://www.clubawesome.org/blog/2016/12/30/facebook-live-as-a-tool-for-promoting-our-toastmasters-club/>

Quick Video Tutorials from Jon Loomer For Advanced Facebook Marketers

<https://www.jonloomer.com/quick-video-tutorials/>

YouTube: use how to create videos as your query in the Search box.