

Creating a Visual-Voice for Your Mission

How to get started with video to engage your audience and increase outreach.

Introductions

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Agenda

- **Overview**
- **Online Video Basics**
- **How to Communicate Your Story**
- **Tools / Resources**
- **Return on Investment (ROI)**
- **Case Study / Examples**

What you talkin' about Willis?

- **M4V, MP3, AVI, FLV, WMV, MPEG-4**
- **Embed, upload, stream, webcast, Codec**
- **CMS, CSS, wysiwyg, blah, blah, blah**
- **Ask Questions if we say something you don't know...**

Consultants have all the answers...

- No, not really
- There are “best practices”, but you must test in your organization
- Testing is the key, much easier to do online
- If it works do more, if not try something else

You Tell Us ...

- Why did you sign up for the Luncheon?
- What is your single biggest question about online video?
 - How are you using it, and how is it going?
- If not, what is stopping you?
- How will online video help your business/organization?
 - Realistic goals

Overview

Online Video

- More affordable and easier than ever
 - Flipcam / Youtube
- Create personal connection / Emotion >> Action
- Great way to tell your “Story”
- Reaches larger audiences

YouTube: Why Video

YouTube is the #2 Search Engine!

- 3 billion page views per day
- Up to 48 hours of video uploaded every minute
- 2.9 billion hours on YouTube in a month — over 325,000 years
- 490 million unique users worldwide per month .
- 100 million mobile views per day
- 400 tweets per minute containing a YouTube link
- 179 million watched online video in 2010

Online Video and Social Media

- **Joined at the Hip**
- **Online video IS social media**
 - Facebook, Twitter, YouTube (The Big 3)
 - YouTube – Channel, subscribers, friends, comments
- **Online video gives you something to talk about**
- **Online video is HOT – Google loves it.**

The Basics

Myths

- **“If you build it they will come”**
- **We don’t have enough (time, money, energy, skill)**
- **We just need one “viral” video and everything will be great!**

Online Video Basics

- **What are you hoping to accomplish with online video?**
 - If you do get a viral video or increased traffic, what are you going to do with it?
- **You Need Sound Fundamentals FIRST**
 - Clean functional website
 - Capture email addresses
 - Simple purchase/donate process (Where is the checkout?)
 - The Funnel
 - Web Design Questionnaire

Online Video Basics

- **Who should be the “voice”?**
 - Individual or Org
 - Staff interest
 - Maybe not “part” of the tech team
- **Incorporate into your current marketing**
 - Website, Newsletter, Flyers, email signature
 - Need to ask for it – followers, fans, emails

Online Video: How to Communicate Your Story

KISS

(keep it simple stupid)

Keep It Short

- Powerful videos are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message.

Keep It Simple

- Try to focus on one main topic (ie. an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.

* From our friends at Flip Video – www.flipvideospotlight.com

Laws of Social Storytelling

- Be prepared to tell 3 types of Stories
 - The story of Self (organization)
 - The story of us (community as a whole)
 - The story of now (changing the landscape)

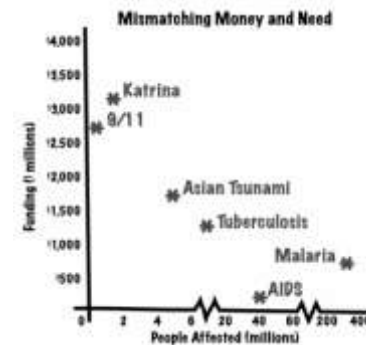
The Message & Style

- **What themes does your audience care about right now?**
- **What story are you telling?**
- **What can video accomplish that text and images cannot?**
- **How will video compliment your other creative materials?**

Emotional connection

- **Its all about the story**
 - Individual Stories are more effective (see graph)
- **Video can do this easier than other mediums**
 - Reading vs. watching/listening

Dan Ariely – Money v. Need



Strategy & Planning

- **What is the story/message you want to tell**
 - What do you want to say?
 - What is the objective/goals
 - Why should it be told
 - Who wants to hear about it (audience)
 - What makes it unique
- **How will you use the video?**
- **How will you distribute the video?**
- **What tools will you need?**
- **What is your "Call to Action"**

Pre-Production

1. Production Schedule & Timeline
2. Interviewees
3. Interview questions
4. Script / Shot list (going to be captured)
5. Do you have any pre-existing media?

Production

DIY or Outside Firm

- Do you need outside help?
- How much media do you already have?
- What new footage do you need?
- How will you script the piece?

Professional vs. Flip-Cam Staff Produced

- Behind the scenes looks at the office or on the ground
- Use computer cameras or Flip Video to interview staff members, interns, volunteers
- Good for immediate updates from the field

Editing

- Audience?
- Duration / Scope / Venue
- Organization / Workflow
- Assets to project
- iMovie / Windows Movie Maker / Vegas
- When to outsource to a professional

Ideas for Video Projects

- Testimonials / Client Stories
- "The Interview"
- Video Tour of Office / Staff
- Seminars / Trainings
- How To / Tips and Tricks
- Video Annual Reports
- Music Video / Promo
- Holiday Messages

Documentary

- Strong way to show organization's work and impact
- Focus on the individual stories of real people
- Create a media library to pull from
- Reuse and repurpose for different mediums (live events, DVDs, meetings, website)

Ideas on Locations

- Events
- On Location / Out in the Field
- Appreciation Lunch / Dinner
- Trainings / Workshops
- Around the office
- Anywhere and Everywhere

Tools / Resources

Tools / Resources

- **Flipcam or handheld camera**
 - Kodak Zi8
 - www.flipvideospotlight.com
- **Editing**
 - iMovie (Mac)
 - Windows Movie Maker
- **YouTube**
 - Youtube.com/nonprofits - Premium features for free

Tools / Resources

- **Tubemogul / PixelPipe**
 - **Syndication**
 - **Immediate updates sent to:**
 - Youtube, Vimeo and many other video sites
 - Facebook Post
 - Twitter Post
 - **Analytics**
- **Google Analytics**

ROI

(Return on Investment)

Investment

- **Equipment & Software**
- **Staff time devoted to creating/maintaining**
- **Video Production Company**

ROI

- Not going to be immediate..takes time
- Hard ROI
 - Quantitative – can be counted/measured
 - Web traffic, followers, etc.
- Soft ROI
 - Qualitative – opinions, feelings.. Harder to measure
 - Connection, education, etc.

ROI

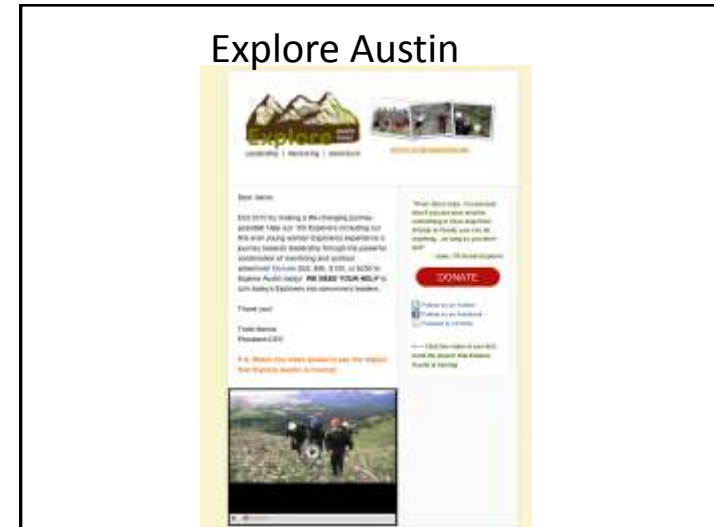
Some ideas to start with:

- Website traffic
- Increase in Fans, Followers, Subscriber, Views
- Increase in Mentions
 - RT's, @ mentions, wall posts, etc.
- Increase in backlinks, # of buyers/supporters, email list, \$\$\$\$,volunteers, etc.
- Survey your audience
 - How did they find you, communication pref

Video ROI

- Analytics / View count / Time on Page
- Call to Action next to video
 - Call Us, Email Sign up, Donate, Volunteer
- Audience Emotional Connection to content
 - Survey, Interviews, Comments, Forward to a Friend
- Education
 - Survey

Case Studies



Explore Austin

Results

- Landing page #4 most visited for Dec
- Much higher “avg. time on page”
- Video link most popular click-through by far
- Click-through % higher in 2010 for the final Year End
- 37% click-through from landing page to donation form

Examples

On the Scene Videos

- TAPE Interview with Rep. Maldonado
 - YouTube, blog, twitter, newsletter, etc.
 - Reason to go to site
- You can get these anywhere, anytime – just need a flipcam
- <http://www.tape.org/representative-diana-maldonaddo-speaks-about-education-partnerships>

Examples

- The Modern Jewish Wedding
- Explore Austin
- KIPP: Austin Public Schools

What we do

- Online Webinars
 - Online Video & Social Media – July 6th
 - Sign up online or leave a business card
- Online Video Services
 - Full service documentary videos
 - Create promo video from your footage
 - Music video style videos
- Online Marketing
 - Local Search Engine Optimization
 - Google Places Optimization
 - Email Marketing
 - Website Development

Q & A



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