



NASHVILLE VIDEO MARKETING

----- FREE GUIDE -----

Everything you need to know about your Video Shoot.



NASHVILLE VIDEO MARKETING

----- WHAT IS INCLUDED IN THIS GUIDE -----

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1. THE COMPANY VISION
Our mission statement and goals, as well as some useful statistics.
2. THE PROCESS
A walk-through of the filming process and how it works.
3. PREPARATION & TIME EFFICIENCY
An overview on must-do's required prior to your shoot day.
4. ABOUT SCRIPTS
Discusses how scripts affect today's video marketing and our take on whether or not you should use them at all.
5. SAMPLE INTERVIEW QUESTIONS
Start thinking about the answers to these questions and the most clear way to present them during your interview.
6. WARDROBE
This article (no pun intended) will help you decide what to wear on the day of the shoot, and tips on what NOT to wear.
7. THE EDITING PROCESS
What does "editing" entail? We walk you through the steps of clip selection, audio editing, graphics, music and more.
8. VIDEO CAMPAIGN MANAGEMENT / DEMOGRAPHIC DATA
80% of the return on your investment (ROI) will be from video engagement on social media, video hosting platforms, search engines, and paid online video ads. Let us help you tackle and manage your online customer acquisition.
9. RELEASES
To protect your company, and ours, from liability, these releases must be signed prior to shoot day.

QUESTIONS? Contact your project producer for more information.



NASHVILLE VIDEO MARKETING

----- WHAT WE STAND FOR. WHAT WE AIM FOR. -----

THE COMPANY VISION

Nashville Video Marketing's aim is to provide an effective marketing platform, predicated on authenticity and honesty, driven by high-end video and audio technology.

We strive to bring inspiration and innovation into what makes every business unique.

We aim to be our clients' lead business partner, to grow their business and drive profitability through adaptive and inventive visual marketing, with a relentless focus on creativity and results. Our strength as a provider of discovery is the ability to communicate feelings and ideas that feel natural and organic.

Video is a HIGHLY Effective Marketing Platform

- 51% of marketing professionals worldwide name video as the type of content with the best ROI
- Marketers who use video grow revenue 49% faster than non-video users
- Sixty-four percent of consumers make a purchase after watching branded social videos
- Social video generates 1200% more shares than text and images combined
- Views on branded video content have increased 258% on Facebook and 99% on YouTube as of June 2017
- Video drives a 157% increase in organic traffic
- Video on a landing page can increase conversions by 80% or more
- Having a video on a landing page makes it 53% more likely to show up on page 1 of the SERP
- An initial email with a video receives an increase click-through rate by 96%
- Blog posts incorporating video attract 3x as many inbound links as blog posts without video
- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
- Over 500 million (half a BILLION) people are watching video on Facebook every day (via Forbes)

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NASHVILLE VIDEO MARKETING

----- WHAT TO EXPECT ON THE DAY OF YOUR SHOOT -----

THE PROCESS

Our goal is to capture the essence of your business, what you stand for, and your mission, as well as personalize it to attain the highest level of connection with your potential clients.

Arrival

Your videographer will arrive 20 minutes before your scheduled shoot time to review the location and set up. Please be sure your business is clean and ready to be filmed, your staff is prepared to be on camera, and your speakers are prepared to speak (See HOW TO PREPARE FOR YOUR SHOOT for more information on pre-shoot preparation)

You will need to take your videographer on a brief tour of your business. Your videographer will assess the natural lighting and set up additional lighting as needed. Your videographer will also suggest a good place to film the interviews, based on what looks cinematic or pleasing to the eye on camera.

Releases

Before the videographer begins filming, the Property Location Release must be signed, as well as the standard Image Release, by all parties who are to appear in the video.

Interviews

In most cases, we will interview one to two staff members, as well as one to three clients. Each participant will be wired for sound with a small attachable lavalier microphone and audio recording device that will sit either in an inside jacket pocket, or clip onto the interviewee's waistline. The videographer will then, from behind the camera, play the role of interviewer and ask a series of leading questions to each participant, keeping the mood light, friendly, and comfortable. (See Preparing For Your Shoot - Interview Questions for a list of most common interview questions).

B-Roll Footage

After the interview(s) are filmed, the videographer will acquire footage of your business, staff, and clients in action. The goal will be to obtain footage relevant to the information gathered in the interview process. Footage of organic interaction between the clients and staff will give the viewer an insider look at what your business has to offer and put your potential client at ease. In most cases, the exterior of your business will be filmed. Shots of awards and certification plaques are often helpful in legitimizing the business and its credentials.

QUESTIONS? Contact your project producer for more information.

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----- HOW TO PREPARE BEFORE THE DAY OF YOUR SHOOT -----

PREPARATION & TIME EFFICIENCY

Promotional video packages offer an allotted time for filming. **Your time is important!** Make the most of it by confirming everyone involved is aware and prepared and that your business is ready to be filmed. These guidelines and tips will help you avoid delays and get the most value out of your investment.

Tidy & Clean

Pay attention to detail because it's likely that your potential clients will. It is important that unwanted signs, papers, folders, garbage, garbage cans, and clutter are all hidden from the camera's eye, and that the business is staged for success. Our high end 4K HD professional cameras capture and enhance the full essence of your business and its environment. We don't want to enhance an empty Ramen noodle container or an old dead plant.

The Exterior

Don't forget about OUTSIDE!

In most business promotional videos, we will briefly include exterior shots of your place of business, including a wide shot of the building and relevant, appropriate signage. After staging the inside of your business, be sure to check the exterior for clutter, garbage, outdated signage, and dead plants. By reviewing and acting on these minor details, viewers will get a clear message that you care about your business and making it the best it can be to serve clients.

Have Releases Signed

Before the videographer begins filming, the Property Location Release must be signed, as well the standard Image Release, by all parties who are to appear in the video. Your producer will email all the releases to you in advance of the shoot. Print out the releases and have each of your staff sign the Image Release Form prior to the scheduled day of filming. In addition, be sure to have the Property Release Form signed by the appropriate party prior to the scheduled day of filming. These simple proactive steps will save you the headache of running around asking for signatures, and will allow you to relax, be yourself, and conquer a stress-free video shoot.

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NASHVILLE VIDEO MARKETING

----- HOW TO PREPARE FOR YOUR SHOOT -----

ABOUT SCRIPTS

Who writes the script?

Preferably, no one! We recommend NOT using a script. We are in an age where consumers are simply blind to “salesy” marketing efforts. The days of hiring the incredibly bubbly supermodel and/or the snazzy, polished, good-looking, and somewhat cheesy actor to perform those exhausted chants of “...the highest quality at the lowest price” just doesn’t cut it in 2018. In fact, in most cases, this approach turns off viewers, leading to an immediate click of the X.

Consistent research shows that today’s consumers are driven most by one thing - Authenticity! People are no longer interested in a flawless sales pitch. Rather, they want to know that they’re doing business with authentic business owners that care and are passionate about their service or product. People want to know that your message is real and comes from the heart.



Screenshot of Jill Baxter of Southern Life Chiropractic, during her interview.

What about an outline?

Preparing an outline is a GREAT idea. We encourage thinking out what elements of your company’s message are important to your target market. It’s a good idea to print out an outline for reference. This will assure you don’t forget to mention something important once the camera is rolling.

What if I bomb on my interview?

What’s nice about your interview is that IT IS NOT A LIVE STREAM. Our editor’s job is to select only the best segments, and clean up flubs, umms, and hiccups! The best thing you can do for your video is BE YOURSELF!

What questions should I be prepared for?

Typically, your videographer will ask leading questions that allow you to present the highlights of your business, facts that separate you from the pack, and most importantly, share your passion and vision. See our SAMPLE INTERVIEW QUESTIONS document for a list of questions that your interviewer will likely ask.

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----- HOW TO PREPARE FOR YOUR SHOOT -----

SAMPLE INTERVIEW QUESTIONS

For the business owner or manager:

1. Give a brief (under sixty second) description of your business, it's products or services, and to whom your product or service serves.
2. In one sentence, state your mission / vision as a company.
3. Give a brief overview on the history of the business. Who started it? When was it started? Why was it started and has that "why" remained throughout history until now?
4. What is your role in the company and what are you passionate about within your role?
5. What makes your company different and stand out amongst others in the same industry?
6. What are your interests outside of the business? What are some of your personal goals?

For the client testimonial

1. Why did you initially choose this company over others in the industry?
2. What aspect of the business stands out to you, exceeds your expectations, and keeps you coming back?
3. How has the business made an impact in your life? Tell a short story, where applicable.
4. Describe the quality (material, speed, design, etc) of the business output.
5. Thank the business owner directly for their service or product.



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----- HOW TO PREPARE FOR YOUR SHOOT -----

WARDROBE

In a promotional video shoot, **wardrobe** is an important consideration. For the highest quality, most effective video, keep these factors in mind...

Branding Opportunity

If your company has specific brand colors that coincide with your company logo, consider wearing clothing with these colors and/or complimentary colors. If your company has a standard staff uniform, consider wearing it for your shoot, for brand consistency.

No Stripes or Patterns

Wear a solid colored shirt, rather than one with patterns or lines. Videos often experience a undesirable effect called “**moiré**” when focused on lines or certain patterns. This can cause your viewer to be distracted and, thus, detract from your message.

Dark Colors or Light Colors

For your interview, your videographer will attach a black or white lavalier microphone to your shirt, blouse, or dress, in order to capture the clearest interview audio. Wearing a dark colored shirt will allow the black lavalier microphone to be blend in, keeping it from standing out on video. Alternatively, attaching the white lavalier mic to a white or light colored jacket provides camouflage for your mic.



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NASHVILLE VIDEO MARKETING

----- WHAT TO EXPECT AFTER THE DAY OF YOUR SHOOT -----

THE EDITING PROCESS

You did it! You made it through the agony of speaking on camera, signing releases, staging for video, and keeping your staff on their best behavior. Now it's our Editor's turn to take over and assemble an eye-catching, professional looking, effective marketing video with a clear message shining with authenticity and honesty.

Clip Selection

The process of editing starts with a review of all the footage collected on our shoot day. The editor will review, label, and organize the footage, as well as highlight only the best, clearest, most authentic, and integral sections.

Audio Editing and Enhancement

It is recognized in the film industry that the audio of a production is of equal, if not more important than, the video itself. Viewers are not so forgiving of clips, distortion, excessive noise, or hiss, and will X out of a video quickly if it is not audibly pleasing. When filming, each person speaking on film will be set up with a professional dual-record audio capture device, which provides the opportunity for crystal clear audio. Then, having more than 30 years experience in the field of audio, our Audio Editing Specialist will tweak the recording to remove the majority of unwanted hiss, noise, and random clicks present from the recording environment.

Graphics, Styling, and Background Music

We customize all graphical elements, to ensure brand consistency, matching your company colors, fonts, style, and vibe. Animated graphics will include lower third titles on screen, highlight text, your company logo, and more! Color correction and grading improves the overall look of the video. In addition, our music specialists take into account the most appropriate music selection to impact your company's individual message.

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VIDEO CAMPAIGN MANAGEMENT

So, now you have a great-looking, quality video you can add to your website, post on Facebook, IG, YouTube, and LinkedIn. Your high quality promotional video will act as a sales tool, as your existing fans, followers, and clients, as well as organic website visitors who seek you out, will view the video. However, reaching your target ideal clients, beyond your existing fanbase and site visitors, requires proactive, intentional online targeted ad placement, and regular ad tracking to ensure a profitable ROI.

Let's put your video to work! **Nashville Video Marketing** is now offering Video Campaign Management (VCM) for existing production clients. For a monthly management fee, **NVM** will actively distribute an appropriate adspend in video ad placements on Google, as well as social media outlets (details below), design effective "Call-To-Action" implementation, and track conversions (ie. click-throughs, ad-generated calls, emails, subscribers, sales) on a weekly basis.

Below is an outline of what we provide in our standard VCM package

- ★ Content, optimization, engagement, and ongoing management
- ★ Video Ad placement on Google Marketing Platform / Google Ads
- ★ Video Ad placement on Facebook
- ★ Video Ad placement on Instagram
- ★ Video Ad placement on LinkedIn
- ★ Video Ad placement on YouTube
- ★ Weekly Google Analytics reporting
- ★ Weekly Facebook/IG/LinkedIn/YouTube Analytic reporting
- ★ Establish campaign revenue goals



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----- HOW TO PREPARE FOR YOUR SHOOT -----

DEMOGRAPHIC DATA

Target Demographic: Who is your ideal client?

- Male / Female _____
- Marital Status _____
- Age range _____
- Annual Income _____
- Location Range _____
- Occupation _____

- Additional Ad Set Demographics

CALL TO ACTION

Determine what the goal of your video will be. What will we direct the viewer to do? (Call your office, visit your website, set an appointment, make an online purchase, visit the office directly, etc)

Monthly Revenue Goal _____
Average Sale Value _____
Client Sales to hit goal _____



Image Release and Authorization to Photograph

FOR VALUABLE CONSIDERATION, receipt of which is hereby acknowledged, I hereby grant Nashville Video Marketing ("Videographer") the irrevocable right and permission, throughout the world, in connection with the videos and photographs he has taken of me, or in which I may be included with others, the following: (a) the right to use and reuse, in any manner at all, said photographs, in whole or in part, modified or altered, either by themselves or in conjunction with other video and photographs, in any medium or form of distribution, and for any purposes whatsoever, including, without limitation, all promotional and advertising uses, and other trade purposes, as well as using my name in connection therewith.

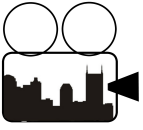
I grant Videographer the irrevocable right to use, copyright, and publish any still or motion picture images of me or in which I may be included, as well as my voice, likeness, and biographical information about me, for any purpose Videographer deems appropriate, including but not limited to promotional purposes. I waive the right to inspect or approve any use thereof. I hereby forever release and discharge Videographer from any and all claims, actions and demands arising out of or in connection with the use of said photographs and video, including, without limitation, any and all claims for invasion of privacy and libel, claims of negligence, resulting in any physical or psychological injury, illness, damage, or economic or emotional loss I may suffer because of my participation in this video, including travel to, from, and during the filming. I am voluntarily participating in this promotional video. This release shall inure to the benefit of the assigns, licensees and legal representatives of Videographer.

I agree that no sum shall be due to me or any third party, including guild or union, regardless of use granted within this agreement. I acknowledge that I am not an employee of Nashville Video Marketing. I represent that I am over the age of eighteen years, or that I am the parent or duly authorized representative, and that I have read the foregoing and fully and completely understand the contents hereof.

AGREED TO AND ACCEPTED:

PRINT NAME	SIGNATURE
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Property Location Filming Release

I, _____, hereafter as "Property Owner" hereby authorize Nashville Video Marketing, hereafter as "Videographer", as well as it's agents, employees, independent contractors, and suppliers, to enter the property, described as

hereafter as "The Property", for the purposes of filming a promotional video production. Property Owner attests that he or she has full authorization to consent to publication of acquired photographs and video taken inside or outside of The Property. Property Owner further agrees to the following terms:

- a. Videographer may enter The Property, with equipment, record images and sound, with no obligation to use such recordings.
- b. Videographer may bring equipment, hired actors, and crew members into The Property, and agrees to use reasonable care to prevent damage to The Property and will hold Property Owner harmless from any liability caused by Videographer and it's agents.

AGREED TO AND ACCEPTED:

Signature:	
Print Name:	
Title:	
Date:	