

INTRO

We're co-owners of PixelPops Design and Blue Sky Media Group in Dallas, TX and today we're going to talk to you about videos on your website. Instead of just grabbing any old clip(s) from one of your videos and tossing it up on the web, we're going to offer some ideas about your streaming video demos that we hope will help you attract more business, better quality business and help you make more money

We only have an hour, so let's get started

Some of you are familiar with PixelPops and Blue Sky and have seen our work as wedding videographers and others of you know us better as "those Photoshop guys" or "those Web Design guys". We're talking about demos on your website today because we're in a unique position as both videographers and web designers. As wedding videographers, we're creating demos to promote our company on our own website, and since we also design websites for a lot of WEVA members, we see our client's video demos and a lot of them ask for our input on their demos before we encode them.

MARKETING, PRODUCTION, INTERNET

So, when WEVA first asked us to do this seminar, they wanted us to put it into an easily identifiable classification. Is it a Marketing seminar? Is it a Production/Editing seminar? Is it an Internet seminar? We've decided the answer is "YES – all of the above" since all 3 play an important part in the decisions you make on what videos you're going to put on your website.

WHAT WE'LL COVER

We're going to show you 3 different approaches to demo videos that work in booking brides from the Internet. We're going to break down our Gold Creative Excellence award demo from last year and show you a couple of cool techniques that went into making that video. We're going to show you how to pick clips from your existing videos that will help you sell from the Internet. And we're going to show some tips to make the most of video on the Internet

By now everybody has heard Roy Chapman and the WEVA gang say "you *have* to have a website" and most of you do. And many of you have also seen the value of having a really beautiful website as we talked about in our seminar last year. Now "you *have* to have video on your website".

Bride's quote "If they didn't have videos on their website, I just moved on to the next one".

It's about using your website as a Marketing tool.

Having a video on your website is a good thing...having a GREAT video on your website is a GREAT thing.

LAST YEAR'S SEMINAR

Last year we spoke about the importance of a website:

4 C's of a making a great 1st impression:

Creative

Your website says something about you as an artist.

Contemporary

Up to date

Clean

Easy on the eyes

Credible

Professional

People on the web are in a hurry

Time Matters

Make it quick and concise

It's your online Company Brochure

First Impressions matter

People will judge you and your company based on your website.

When you improve your quality, you improve your prices!

The point of a 1st impression is to get them to stay longer.

MARKETING

Company Brochure

First off, your website is a marketing brochure – not your autobiography, and your streaming video is a commercial for your company – not a full volume of everything you've ever produced..

You only have a limited amount of time to make your first impression.

Video is Commercial

It's a commercial for your company

Contact You

The goal of your website is to get people to contact you, to get them interested, to make them excited about your work and want to know more about you

Build Relationship

Build relationship with Bride

Contact You

Ice Cream Example

Image matters (ice cream example)

Make your demo look it's best

This appeal SELLS – leads to growth in your business

All of us use short demos in person, but on the web you have even less time.

It doesn't have to be an exact representation.

Make it as appealing as possible in the shortest amount of time possible.

Bad image vs. good image

It definitely matters what image you project because it sells higher quality

HOW DO YOU MAKE A DEMO? (PRODUCTION)

TWO APPROACHES

EDIT SPECIFICALLY AS A DEMO

Target your online audience

Don't include everything – keep it short

OUR DEMO - COMPILATION

COMPILATION OF SCENES FROM YOUR BEST WORK

We chose to edit our demo AS a demo.

We used a variety of clips from several different weddings.

We used only our **best** footage

This demo has booked us a lot of clients

It was last years CEA Gold winner for Demo category

SUBLIMINAL MESSAGES IN OUR DEMO

Reflects just how many weddings we've done

It's clear we're experienced, so we're credible.

If you're in our market, you recognize those high-end venues

HOW WE DID IT

Finding the moments

Finding the shots (limo)

Creativity (1st dance)

Choose creative scenes that set you apart

Creating opportunities (fireworks)

PACING

Maintain brisk pace...remember, you have a limited amount of time on the web

Average commercial cuts several times in 30 seconds

Important to today's viewers

FINDING THE MOMENTS

What is a moment?

Scrutinize over the exact portion of clip you will be using

CHOOSING THE RIGHT SCENES

Far too important to just "use anything"

Scrutinize over what you include

Don't fill it up with fluff or irrelevant scenes

No substitute for a good solid shot

SCRIPTED - BRETT CULP

(Scripted to define marketing message)

To build relationship with bride

Example : Brett Culp demo

Subtlety of a female voice

Appeals to FEMALE bride

Gets to the point

TESTIMONIAL - LADONNA MOORE

Ladonna Moore's award winning demo

Specifically edited to be a demo

2001 Gold winner for Demo

WEVA used this on their CD-ROM

USE EXISTING MATERIAL

Stand Alone segments

Use pieces from existing videos

Highlights, Love Stories can work best

These can work well as demos

If you ARE using existing footage, consider these points:

No long titles (example)

No static images (example)

No black beginnings w/music (example)

THINGS TO AVOID

Make your video get to the point fast

Quality can be an issue - don't make it worse (soft focus filters)

Never use filler or fluff - just your best stuff

You want to be perceived as a competent professional, so your website and video must speak that about you

INTERNET CONSIDERATIONS

It's a way to get client's to contact you, which IS what you want.

Windows Media is the most popular streaming format – Windows OS has 95+% market share

MAC/Quicktime – great, if all your customers are Graphic Designers

Windows Media Encoder is a free download

The way you layout your page matters (thumbnails work – help guide viewers to awareness of video clips)

Best clip should be first accessed

Number of clips not as important as Quality of clips. We have clients with 10 clips, 4 clips, etc. – but most have 1 or 2 great clips and that works well for them.

Don't force people to download your demo.

Separate page for your video clips – easy to find in main site navigation

DO's and DON'Ts

DON'T's

DON'T use soft focus filters that jepordizes your quality (streaming video looks bad enough...don't compound it by unclear footage)

DON'T use washed out effects (same as above)

DON'T use scenes that are ordinary (generic vows, bride's entrance, etc.)

DON'T use hit counters...people don't care how many visitor's you've had...only YOU do.

DO's

DO switch scenes every 3-5 seconds

DO use your best work

DO make it clean and clear

DO provide links to the streaming plugins you use

DO keep it short. Nobody has time for a 20 minute demo (do that when you meet with them...the web is not the place for that)
DO put your *best* video sample on top (if you have more than one)
DO use a creative thumbnail as a link
DO provide a direct path to your streaming videos from the front page
DO cater to the customer
DO make them want more!