



**HOW TO CREATE MARKETING
VIDEOS FOR YOUR WEBSITE
AND SOCIAL MEDIA (PART 1)**

What we'll cover in Part 1

Quick Canva demo for image editing

2 ways to create a video in Canva and when you should use each

What resources can you put in your videos?

Video 1 - A video using 1 clip, add text, music and your logo

Video 2 - A video made up of multiple clips add text, music, transition and graphics / effects

Video 3: How to edit a portrait video for Instagram stories, Reels or TikTok

What are the 4 main types of marketing video

When should you shoot your video landscape or portrait?

In which type of videos should you speak directly to camera?

How to cut out parts of your video clips that you don't want

How to add music, lower the volume and fade it out

How to add text to different parts of your video

How to add multiple footage clips to show what the person is talking about

Video 4: How to edit a customer testimonial video for a service where you will learn:-

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How to add multiple footage clips to show what the person is talking about

How to crop parts out of your clip

How to crop into your clips and why it's a good idea

How to upload and download videos using the Canva App

Why use Canva to edit videos rather than Filmora or Inshot?

Canva



Filmora



InShot

Main benefits ...

- You can use the one tool to design all your images and edit your videos. All your marketing designs and videos are in the one place
- Canva has brilliant text options and text effects including animations
- Canva has amazing graphics to choose from
- Canva has a large free stock image library and a limited free video library (huge image and video library if you use Pro)

- **It is free to make videos in Canva – you need to buy a license for Filmora (around €100) and Inshot, otherwise there is a watermark on your video.**

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Canva



Filmora



Plus

- You can easily upload videos from your phone to Canva and then edit them on the desktop version of Canva or you can edit them on the Canva app
- Once you edit your video using the desktop version you can easily open the app on your phone and download it – so it is simple to design on desktop and share the videos to social media from your phone

Canva.com is a brilliant free image design tool



Use canva.com website

Canva is a brilliant free graphic design and video editing tool that works on PC and phone (using an app)

There is a premium version but what I will show in this course is part of the free service.

To setup a free account go to [Canva.com](https://www.canva.com) and click on Signup .

Exercise 1: How to add an image to square canvas plus your logo and text



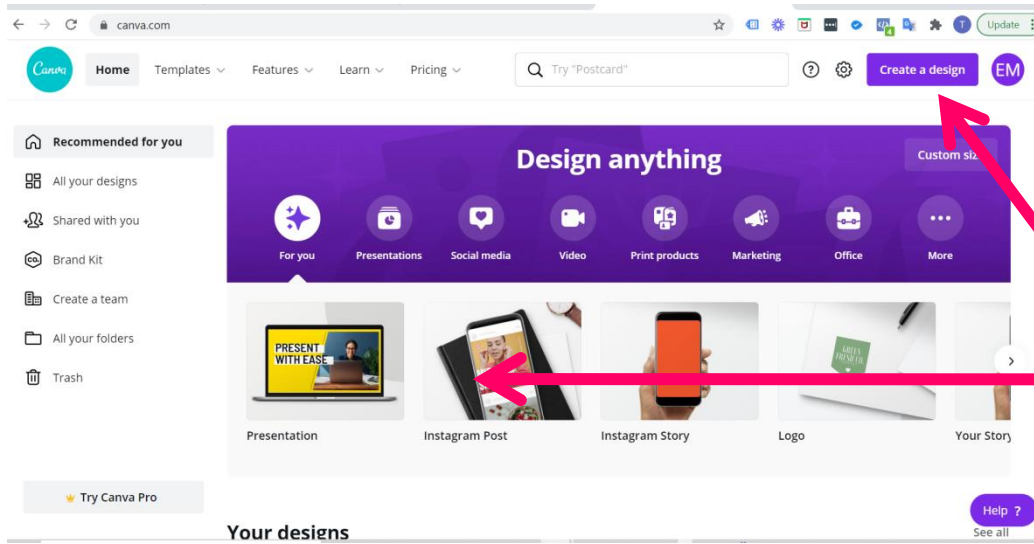
Use canva.com website

Import your image and easily crop or resize it to a specific size. Add your logo and text.

This is useful if ...

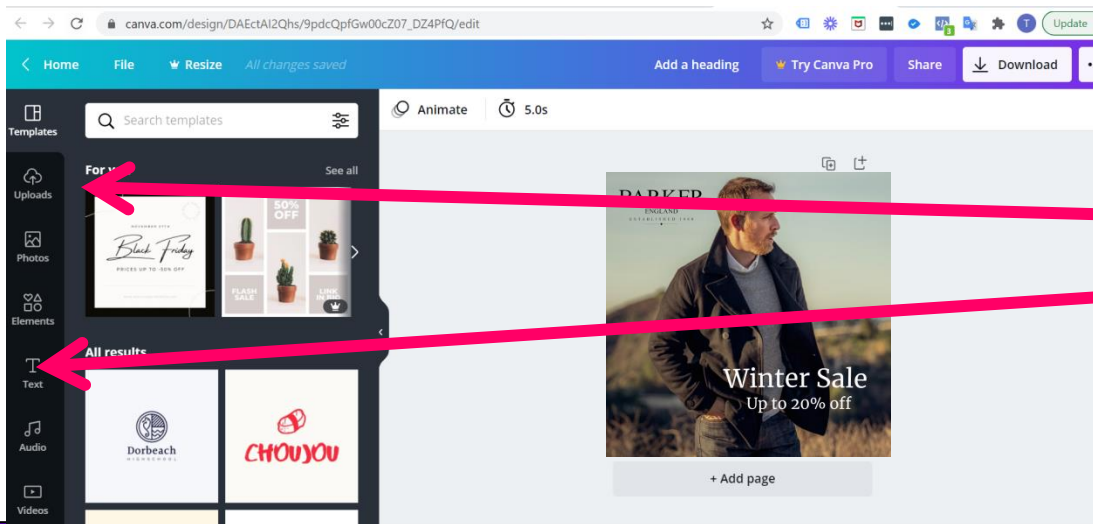
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

Using your PC – How to add your image, text and your logo



Use the canva.com website

To crop to square either click on Instagram Post or Choose custom size and set the size to 1080 x 1080



Use the left hand menu in Canva to

- 1) Select your image from your PC (uploads)
- 2) Then select your logo from your PC (uploads)
- 3) Add text by clicking on on text and then choosing a Headline / subhead

To save, click on Share on the top right and scroll down to select Download.

Exercise 2: How to use other text options plus how to animate text

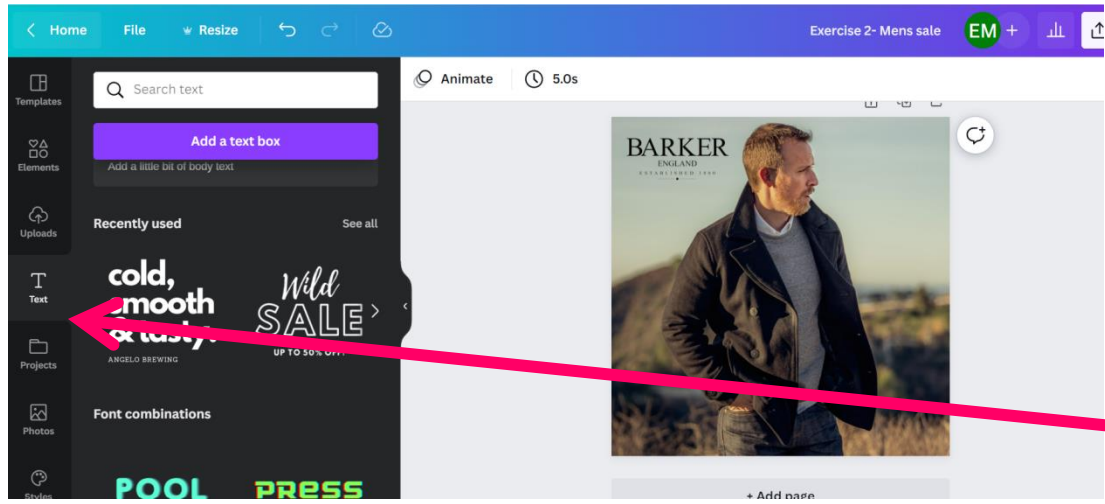


There are extra text options available under text

You can

1. Use some preformatted text options
2. You can search for some of these by topic eg. Christmas or sale

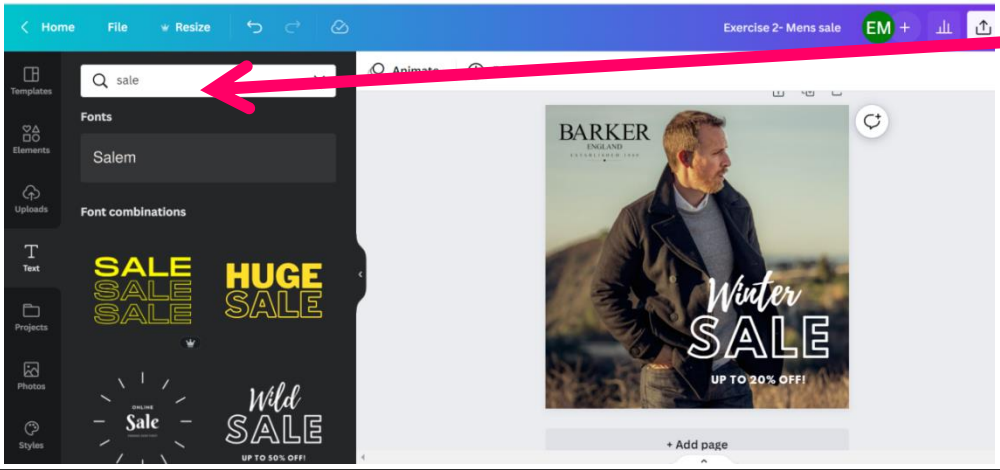
Exercise 2: How to use other text options plus how to animate text



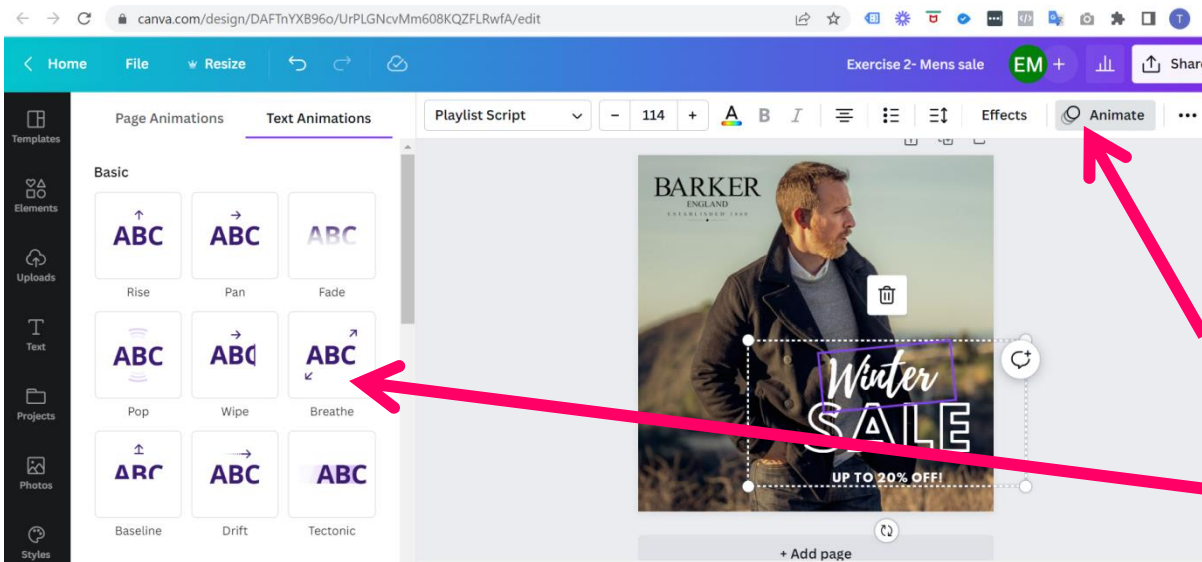
Add your image to the canvas plus add your logo

Use the left hand menu in Canva to

- 1) Click on text
- 2) Notice there are a lot of preformatted text options. You can choose any of these
- 3) Or you can type a topic such as Sale into the search box. Scroll down and you will see options
- 4) Click to add any of these to your image and change the text to what you want. You can also change the colour and size



Exercise 2: How to use other text options plus how to animate text

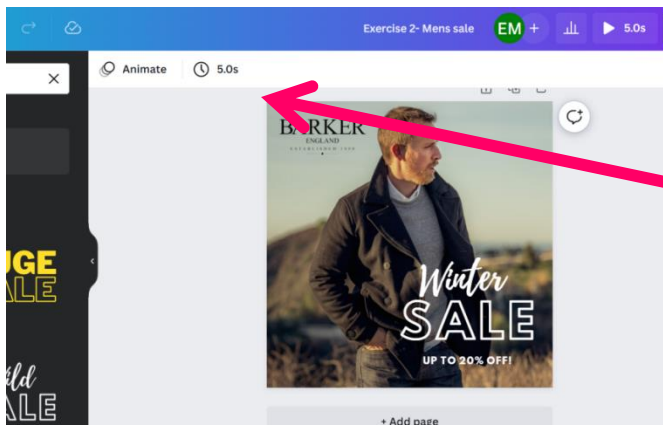


You can add animation to your text by

- Click on the text you want to animate
- Then click animate
- Then choose from one of the animation options in the left hand side of the screen

You can repeat this with other words

If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length eg. To 3 seconds



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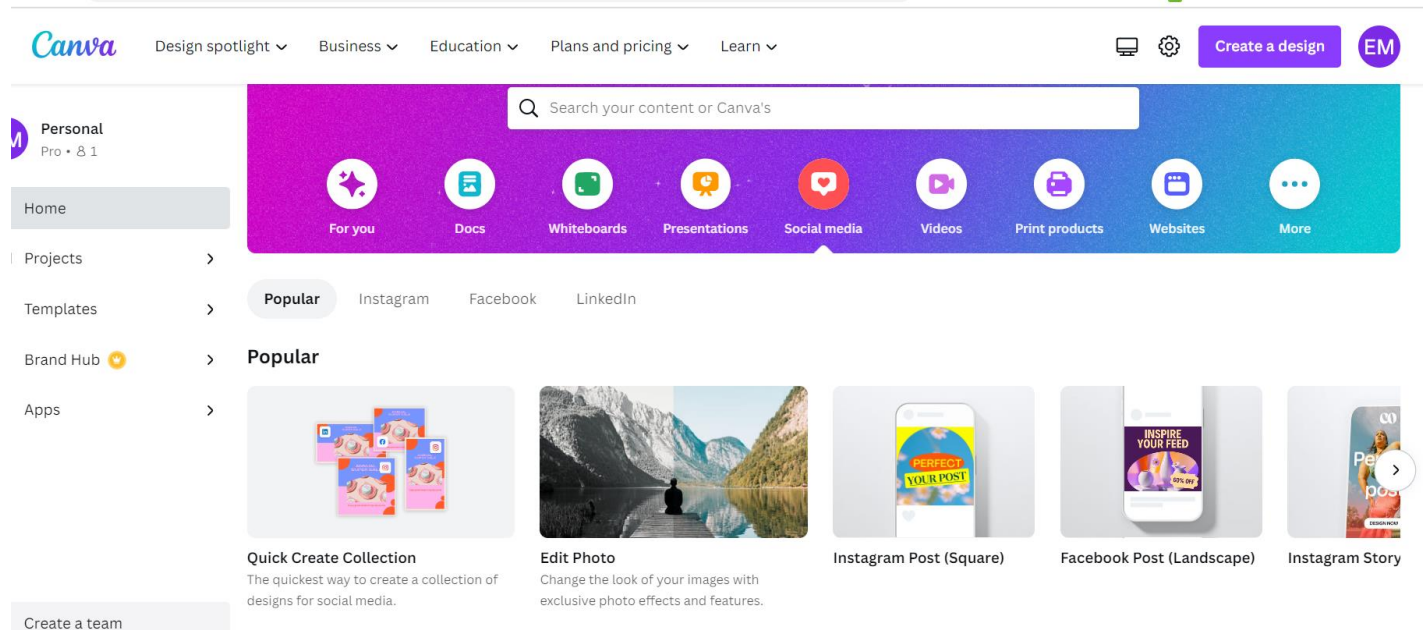
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How to crop parts out of your clip

How to crop into your clips and why it's a good idea

How to upload and download videos using the Canva App

2 ways to create a video in Canva

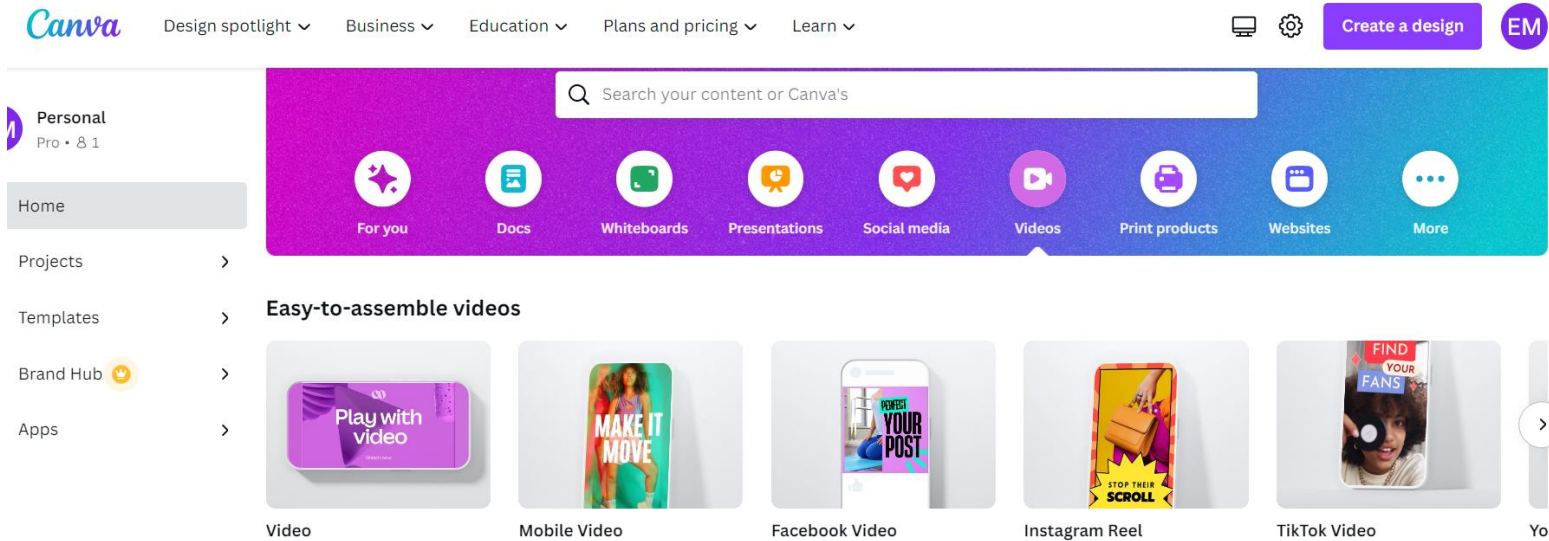


Option 1: Choose Instagram post (Square) or Instagram Story (Portrait)

Choose a canvas in the same way that you do when designing a square or portrait image. However, this is not the best way to create videos in Canva because ...

- You don't get a video timeline
- You can't split your videos into sections
- You can't adjust the timings of text and graphics

2 ways to create a video in Canva

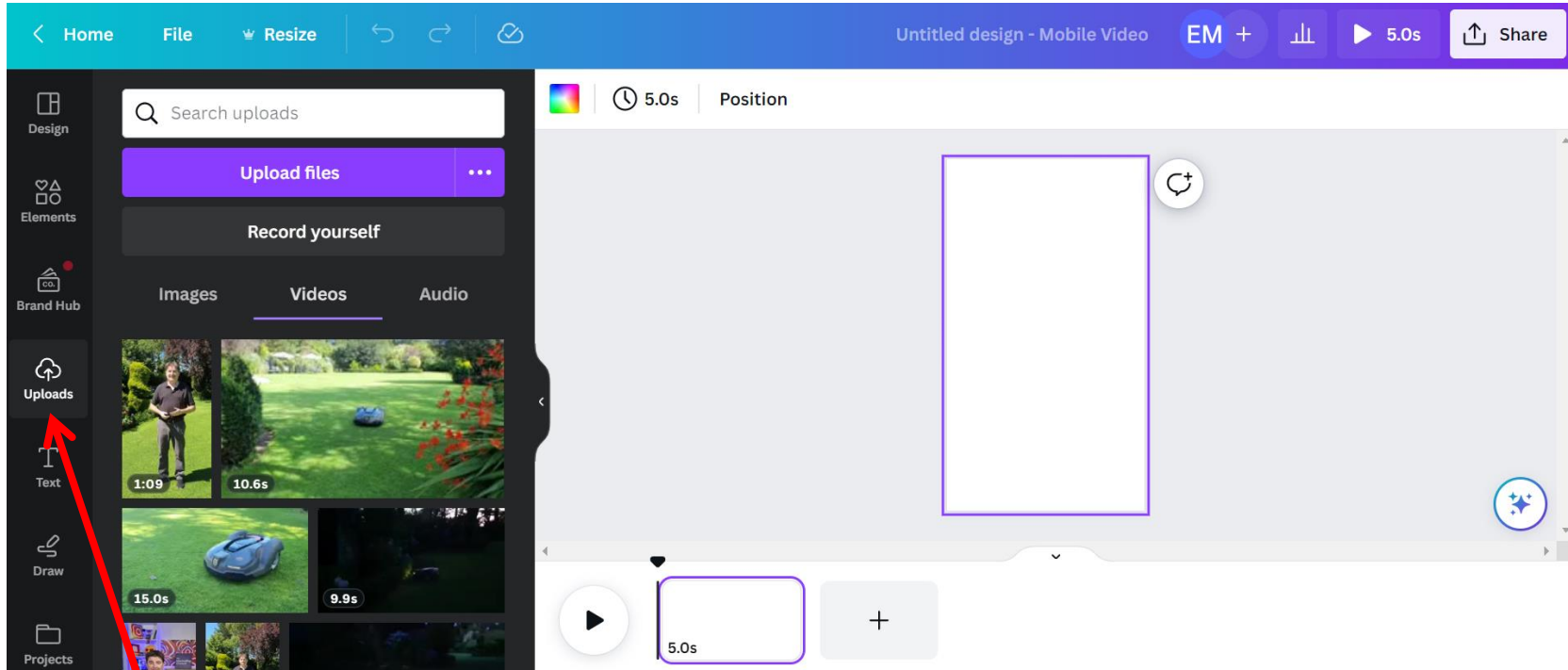


Option 2: Choose one of the options in the Video section

Choose a canvas based on your objective e.g. Video (Landscape) or Reel / TikTok (Portrait)
This is the best way to create videos in Canva because ...

- You get the full feature video timeline
- You can split your videos into sections
- You can adjust the timings of text and graphics
- You can add multiple audio

What can you use in your videos?

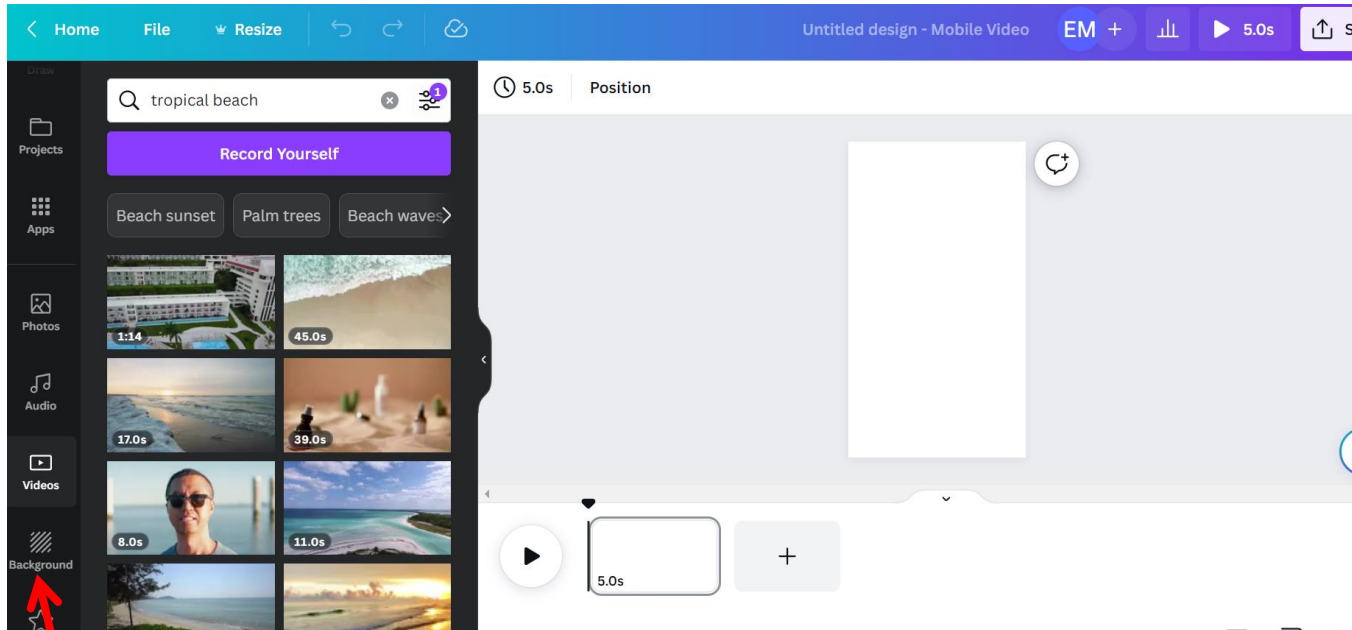


Upload your own videos

Click on upload on the left hand menu

Upload your videos. They will now be available in the upload section

What can you use in your videos?



Use videos from Canva's video library

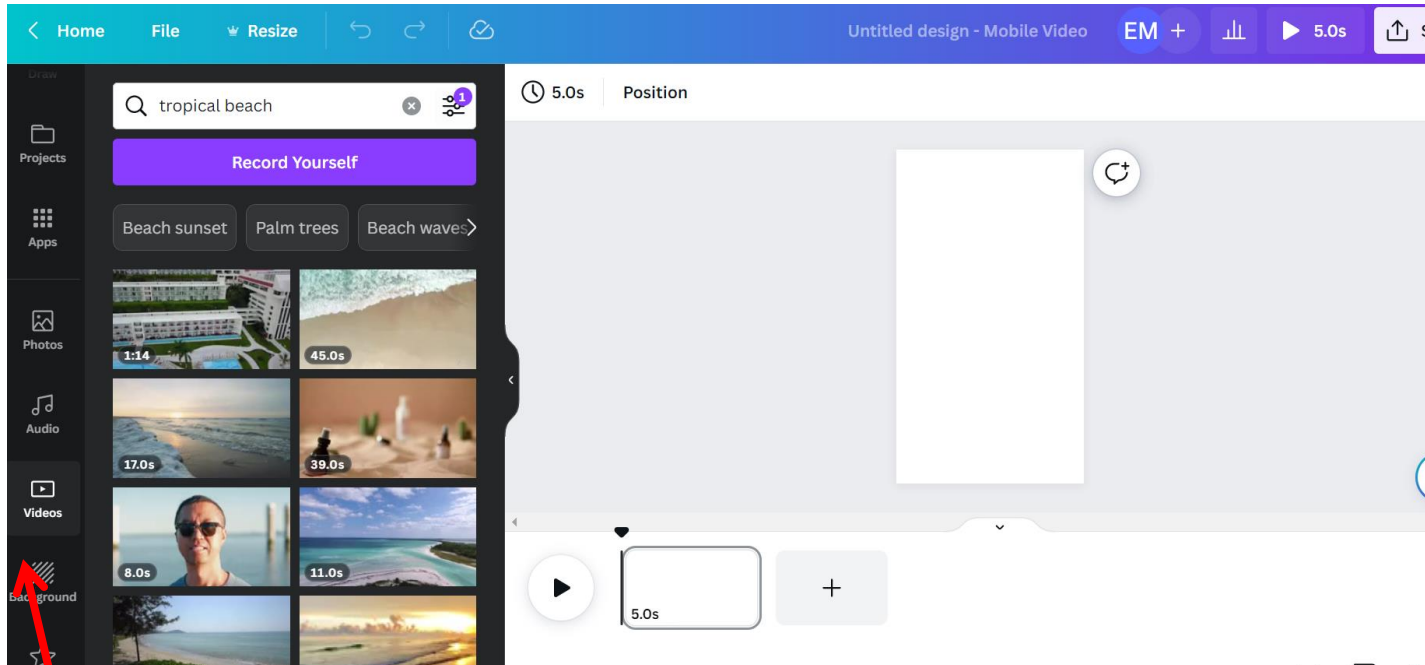
Click on videos

Search for videos – type in a topic

You can also filter for free videos.

Note – if you have a Pro account there are thousands of stock videos you can use

What can you use in your videos?



Use music and sounds from Canva's audio library

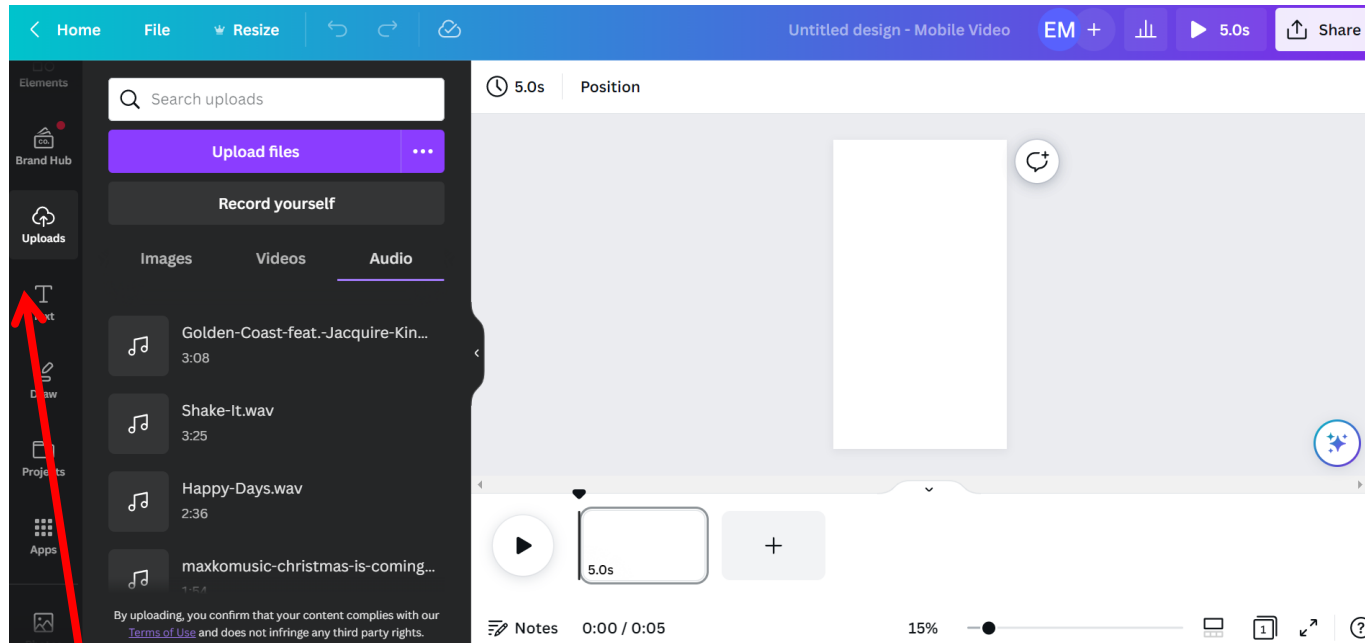
Click on audio

Search for songs or sounds

You can also filter for free songs / sounds

Note – if you have a Pro account there are thousands of stock music tracks you can use.

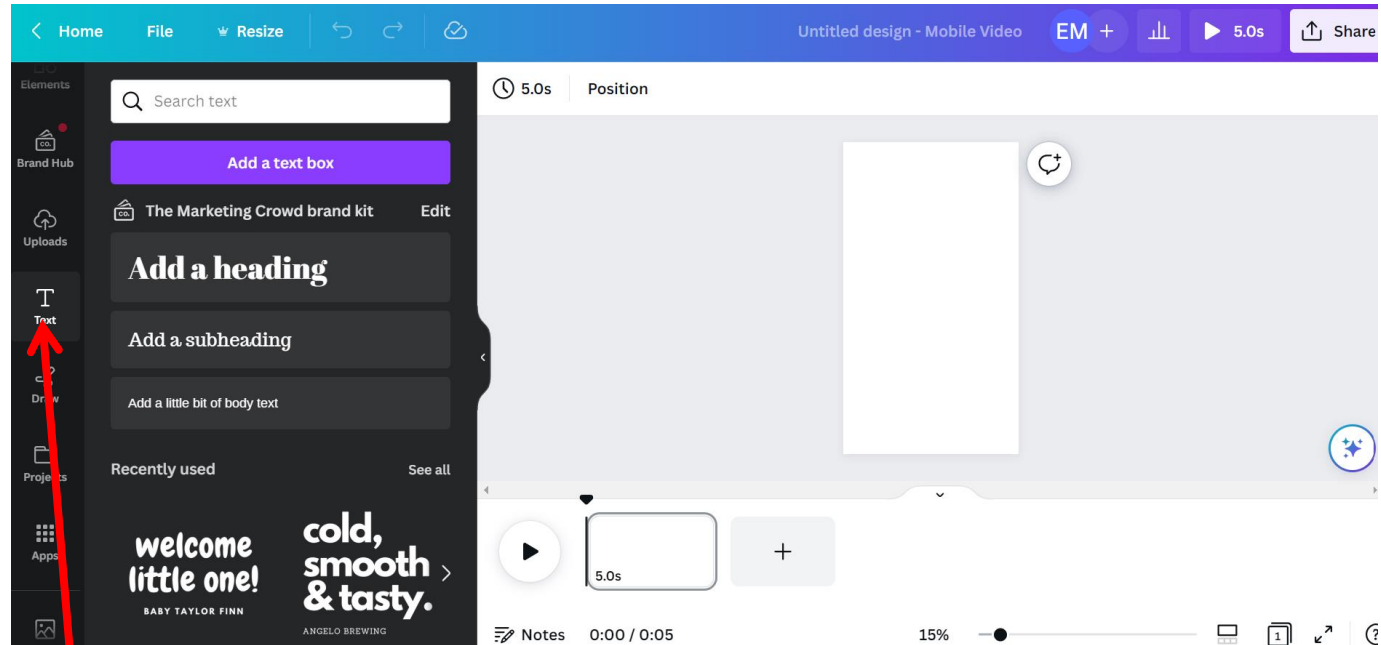
What can you use in your videos?



Upload music from your PC

Click on upload on the left hand menu
Upload your music files

What can you use in your videos?



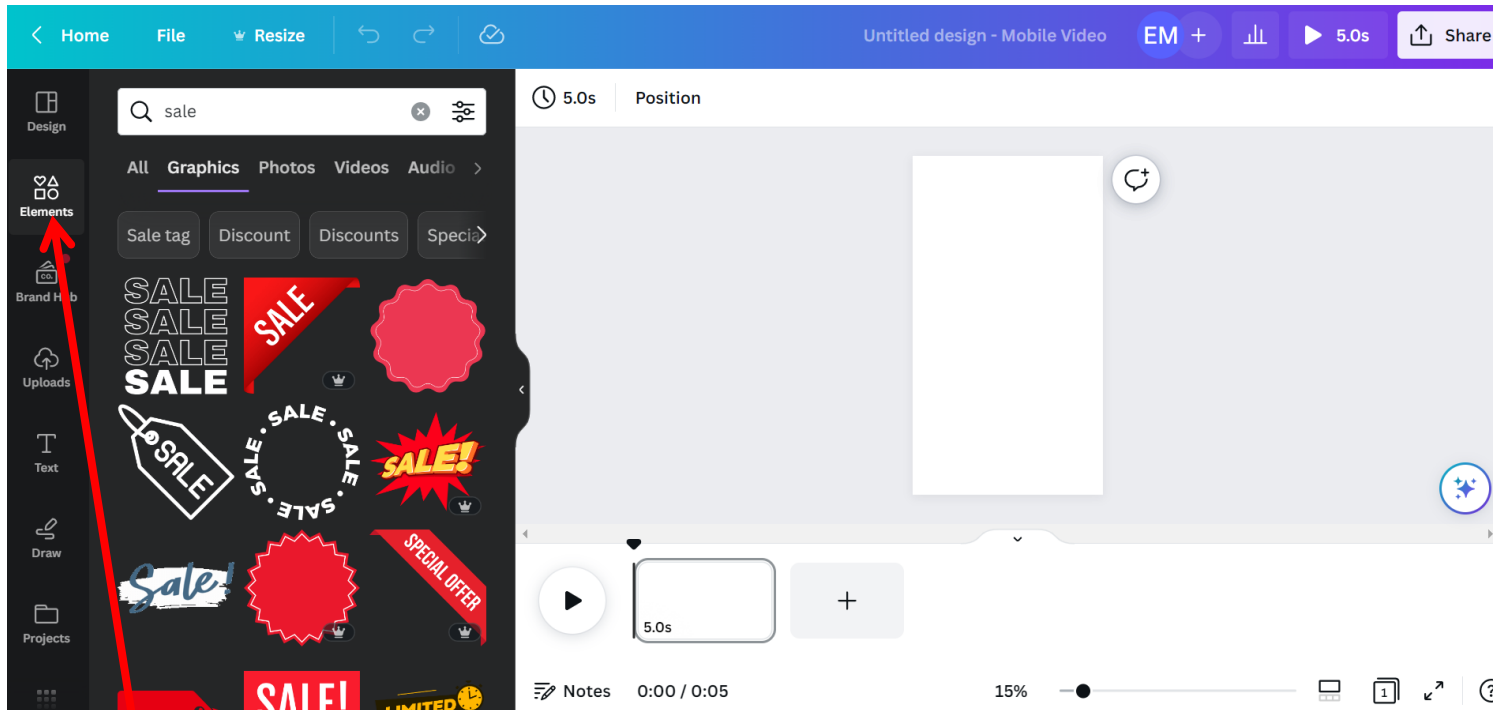
Use Canva's Text and effects

Click on text

Select heading / subheading or browse through their pre-designed text option

You can also add effects to the text and animate the text

What can you use in your videos?



Use Canva graphics

Click on elements

Type in a topic e.g. sale

Click on graphics – you now have lots of graphics you can overlay on your video

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Demo 1

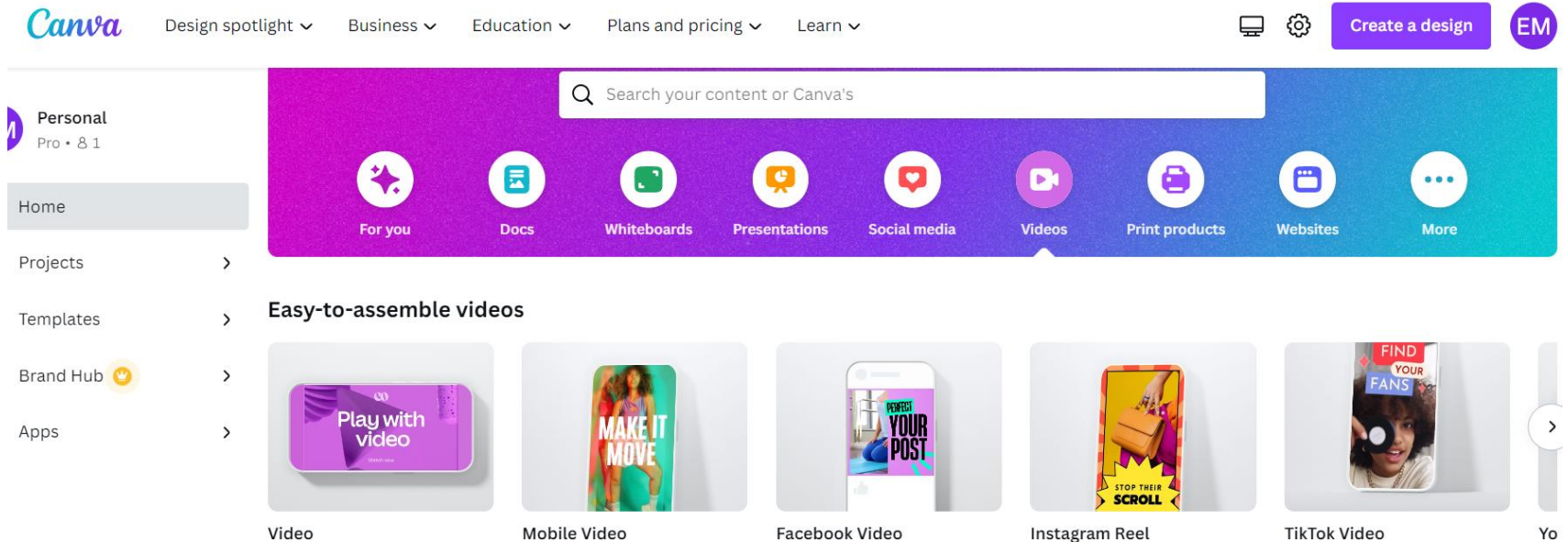


You have one video clip and you want to create a video for Instagram Reels or TikTok (portrait video)

You want to ...

- Add music
- Add text
- Add your logo

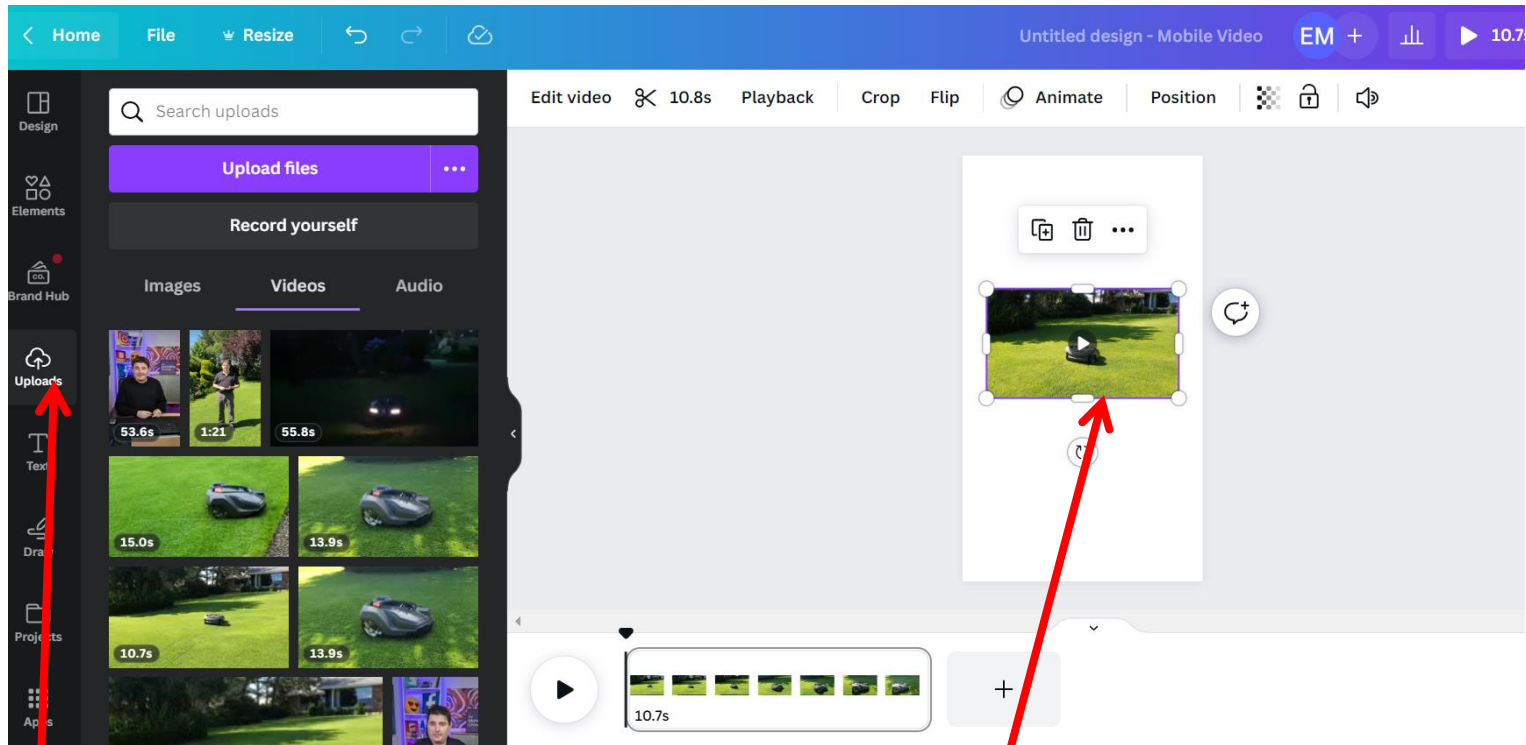
Demo 1



On the homepage click on Video

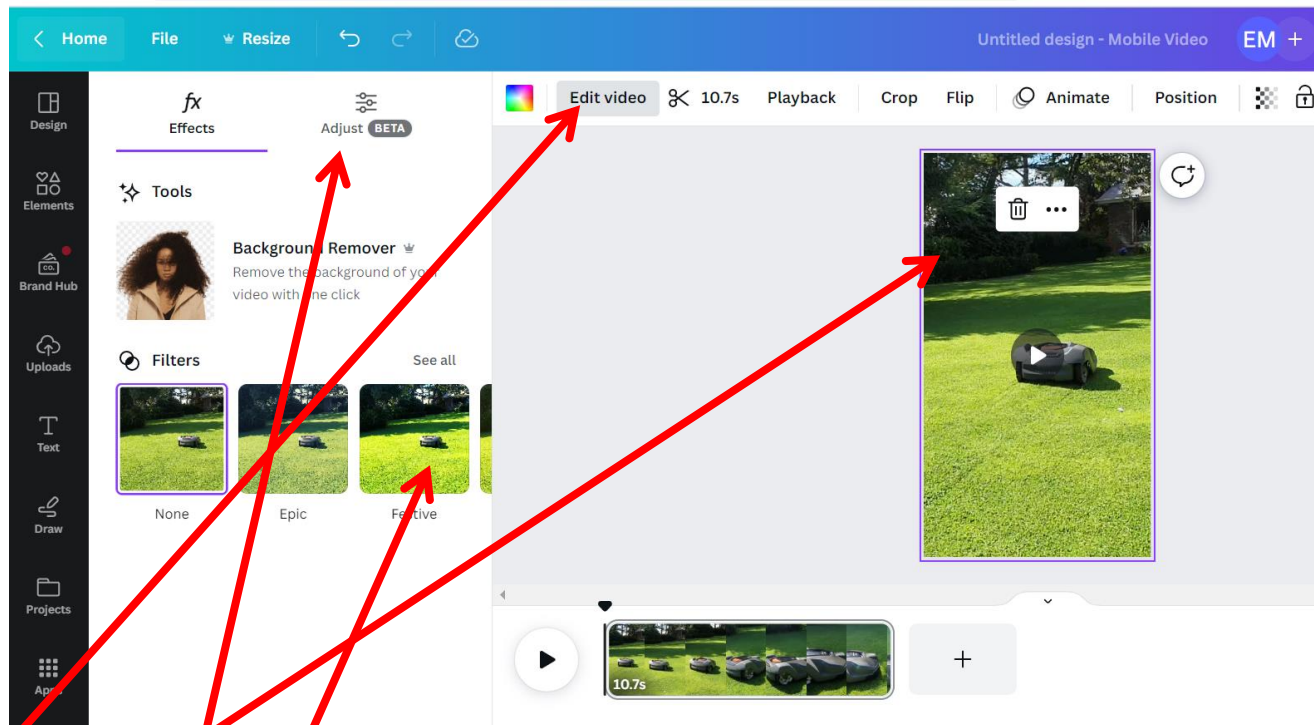
Then click on Instagram Reels or TikTok – both will allow you to create a portrait video.

Demo 1



- Click on Uploads
- Upload your video
- Click on your video and it will appear on the page
- Right click on the video on the page and select set video as background

Demo 1



Click on your video and a menu will appear at the top

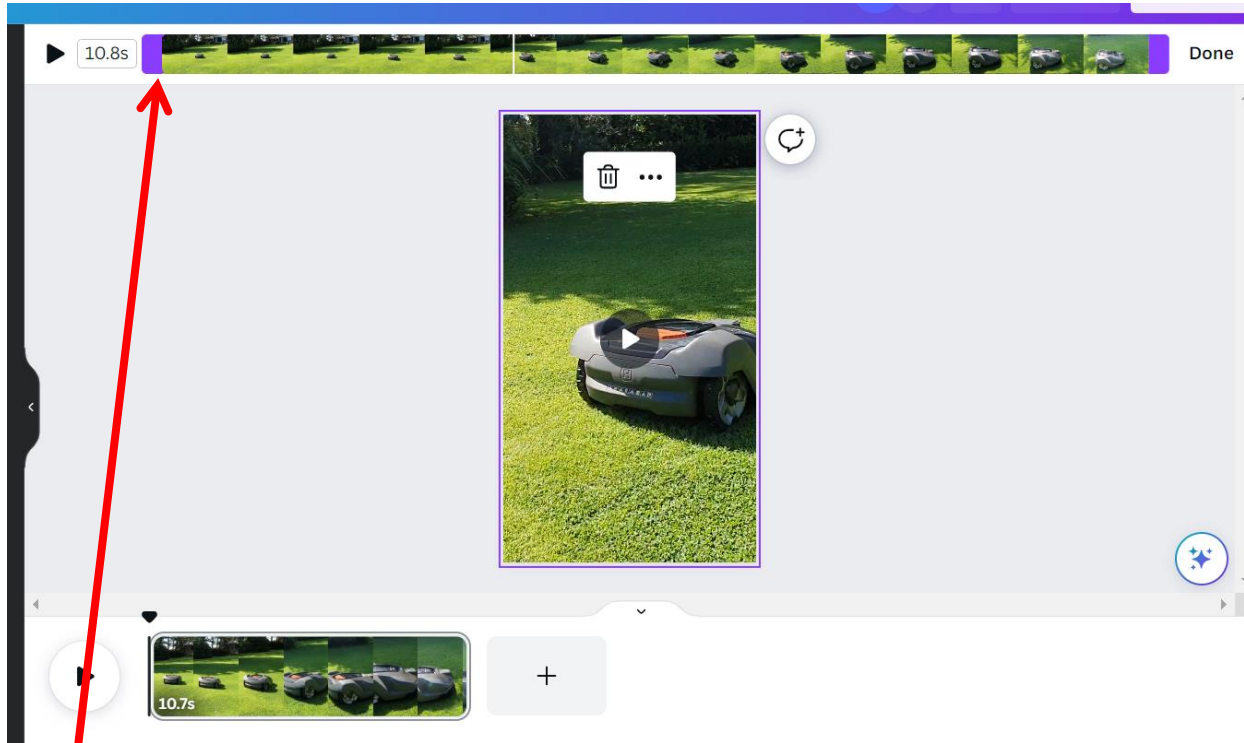
Click on Edit video

You can now apply a filter

You can also adjust the brightness, saturation by Clicking on adjust

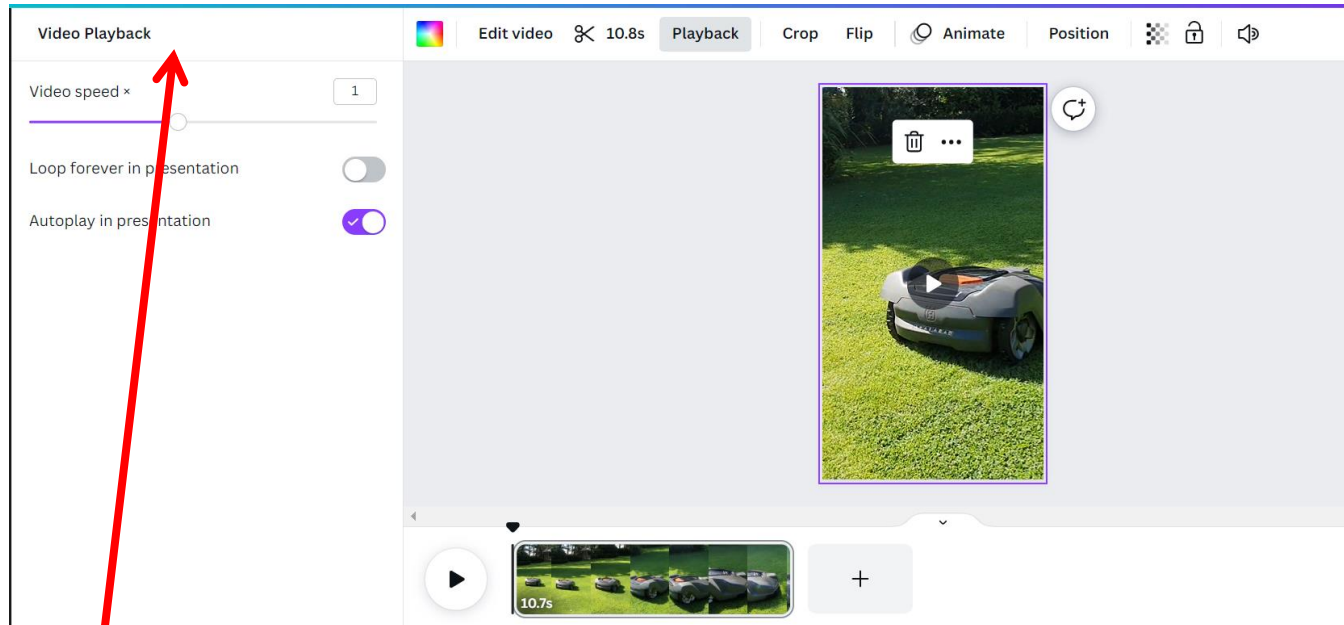
If you have the Pro version of Canva you can remove the background from a person or object in the video

Demo 1



Click on the Scissor to cut / adjust the length of a clip
Drag the sliders from the left or right to choose the length you want

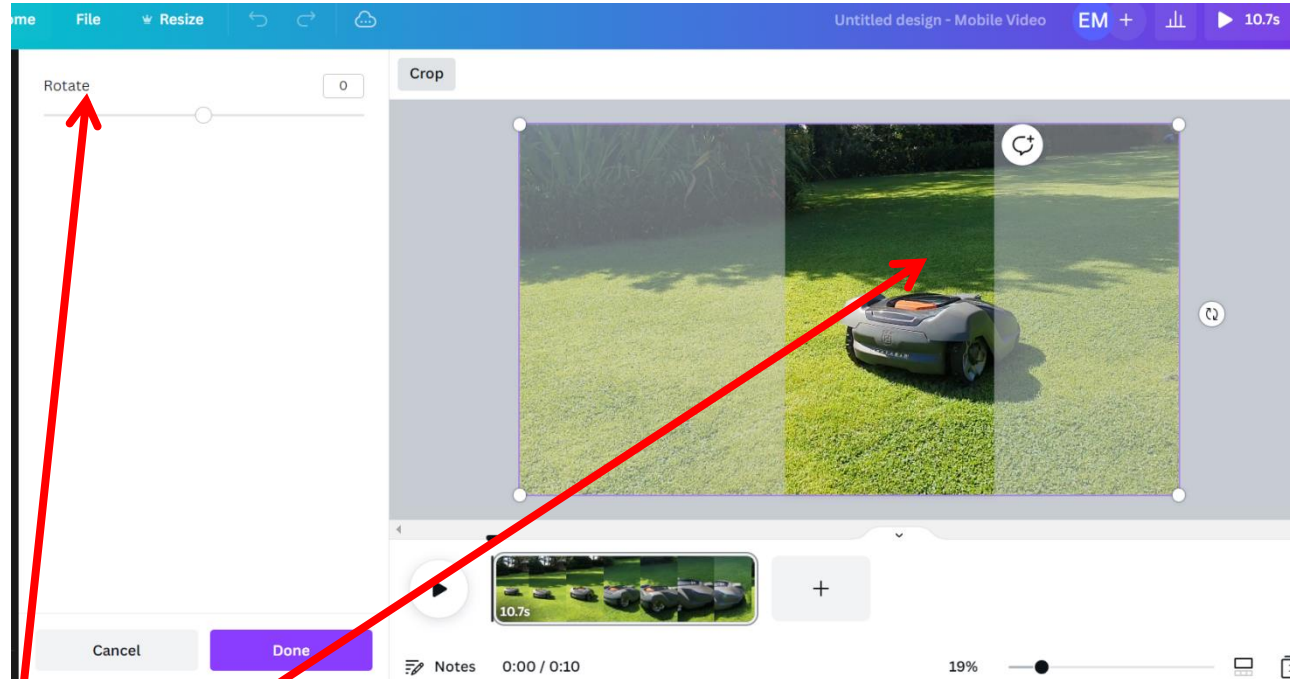
Demo 1



Click on Playback

You can now adjust the speed of the clip – from 0.25 times the speed (slow motion) to 2x the speed

Demo 1

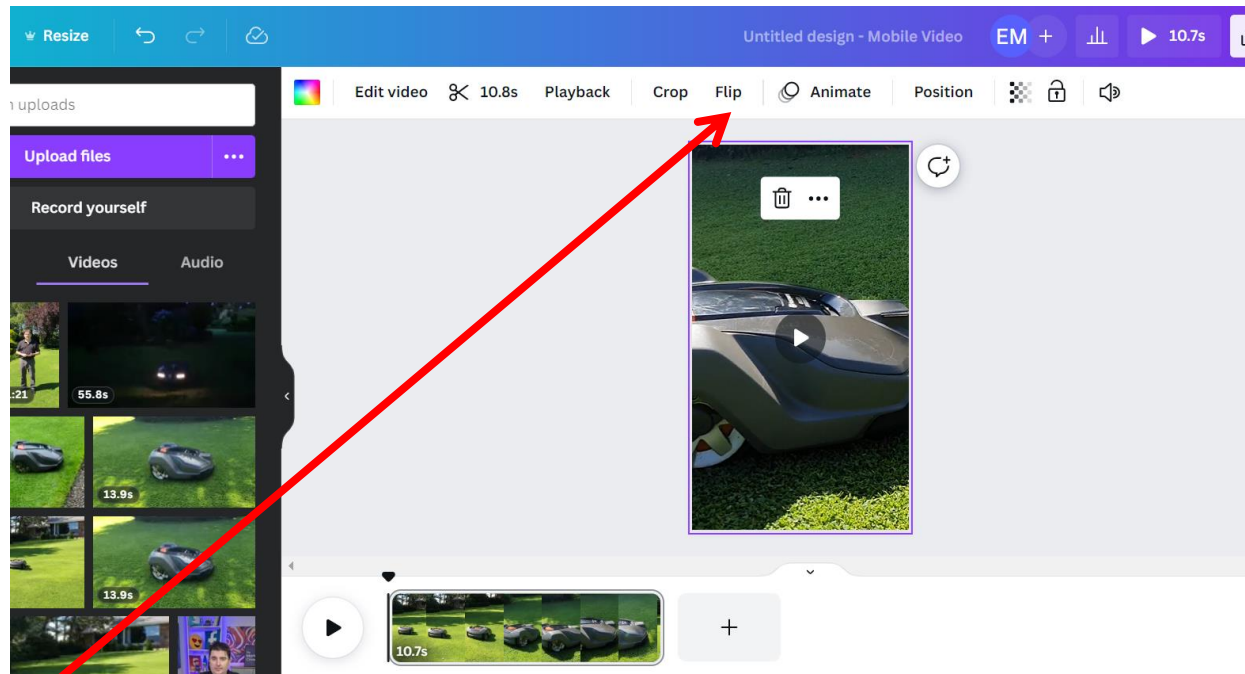


Click on Crop

You can now crop your video i.e. click on the bright area and drag it left or right to choose the part you want in the video

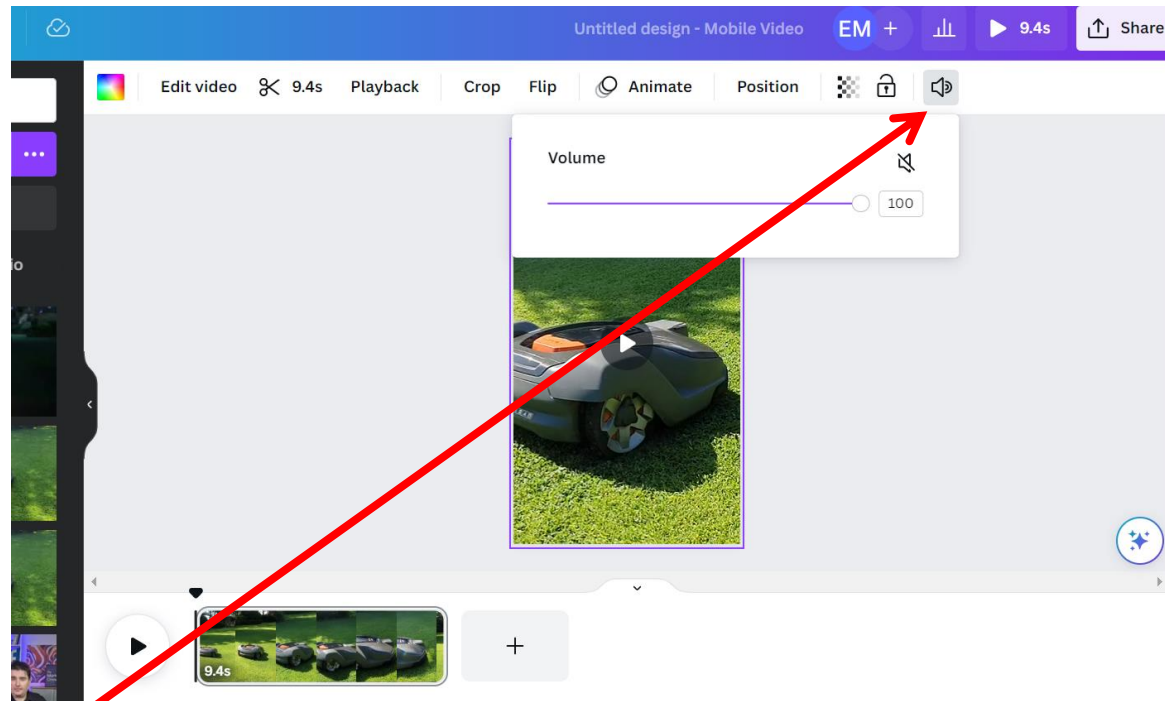
If your video is tilted an angle you can rotate the video clip

Demo 1



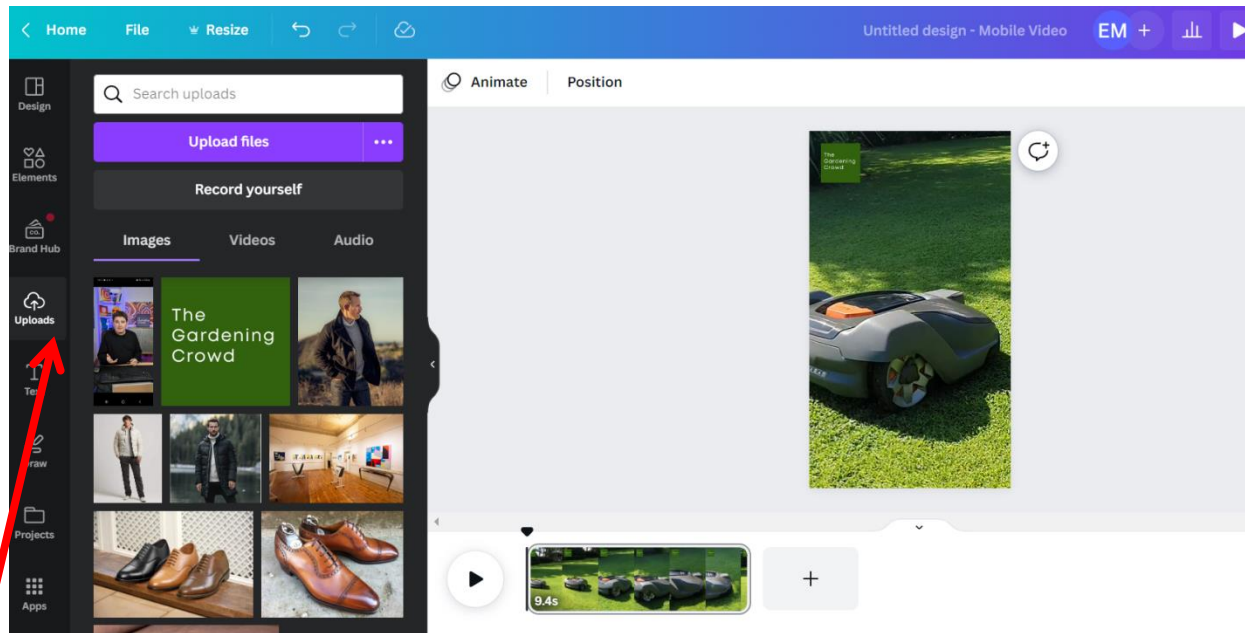
Click on Flip – to flip your video horizontally. Handy if you shot the video with a selfie camera
Click animate – to add an animation to the video e.g. Zoom
Click transparency – to add transparency to the video
Click volume / sound icon – to adjust the volume in your video.

Demo 1



Click volume / sound icon – to adjust the volume in your video.

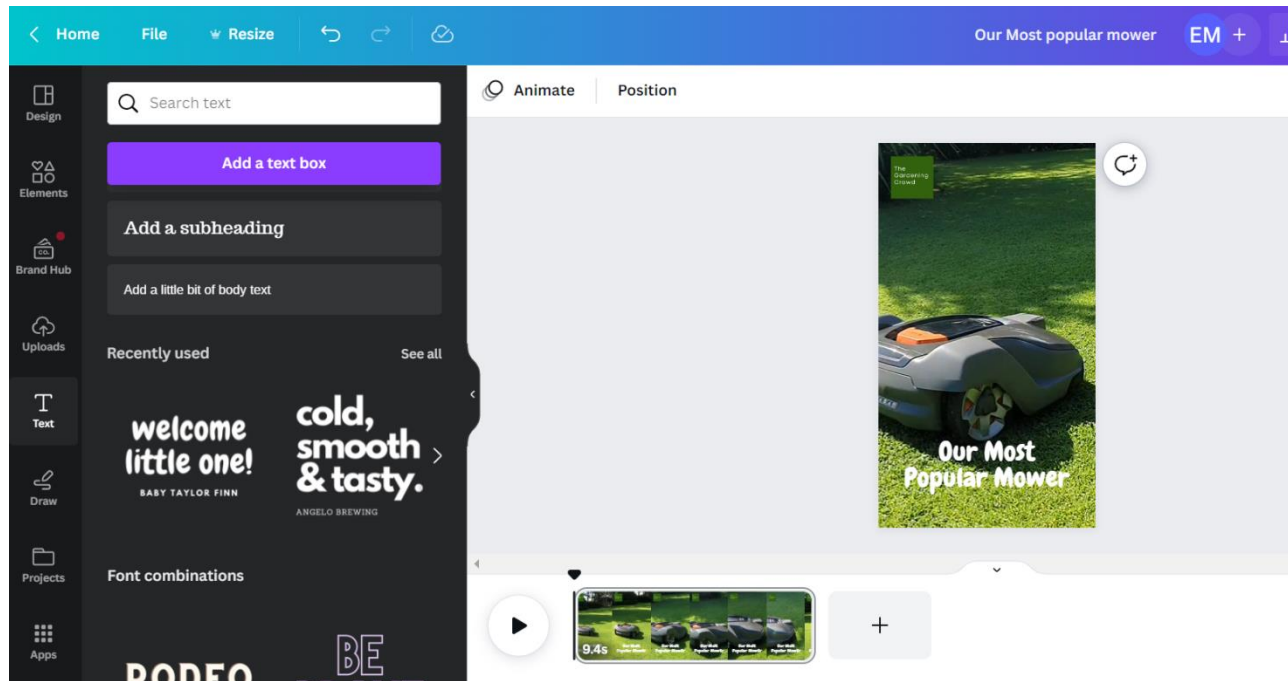
Demo 1



To add your logo to the video

- Go to uploads
- Upload your logo
- Click on it and it will appear on the video
- Drag a corner to resize it
- Position where you want it to appear on your video

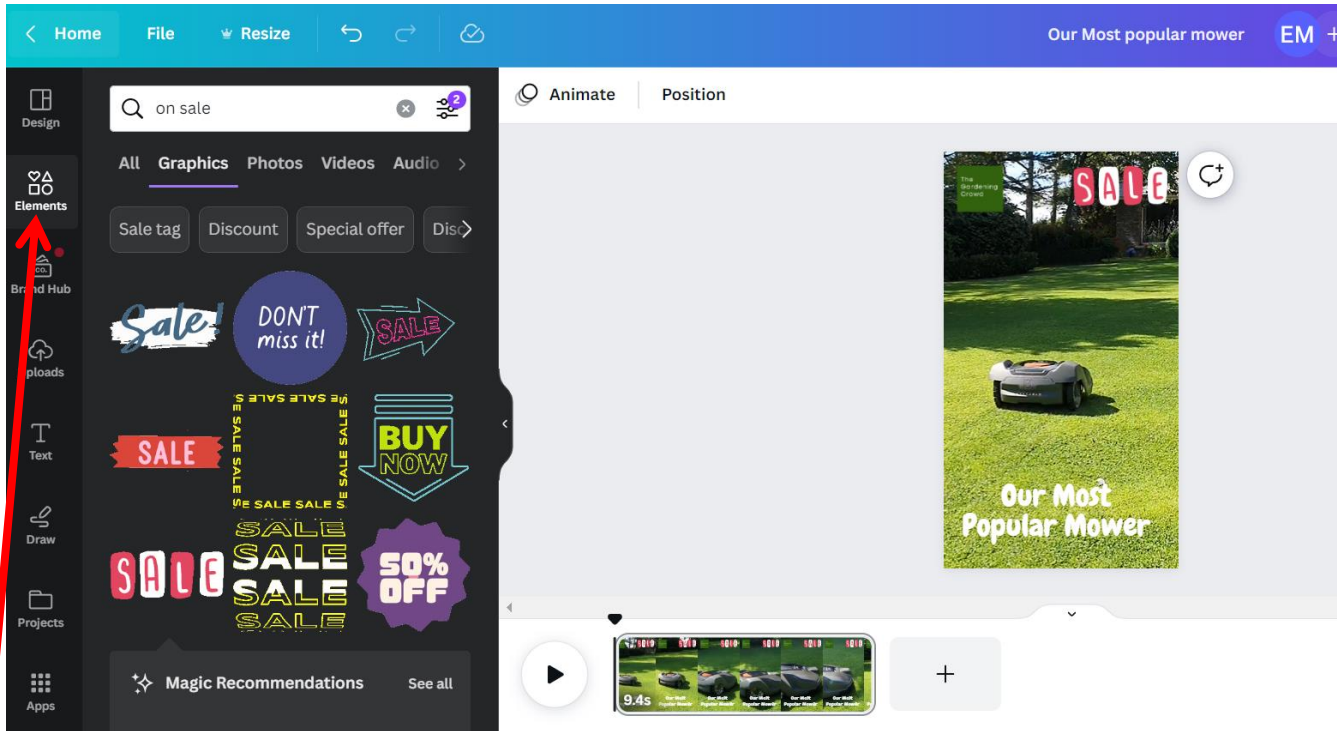
Demo 1



To add text – add text just like you would to an image

- Go to Text
- Either add a heading / sub heading or choose preformatted text
- Type your text on the video
- Move it where you want it to appear
- Click on the text and you can then change colour, font, add animation etc.

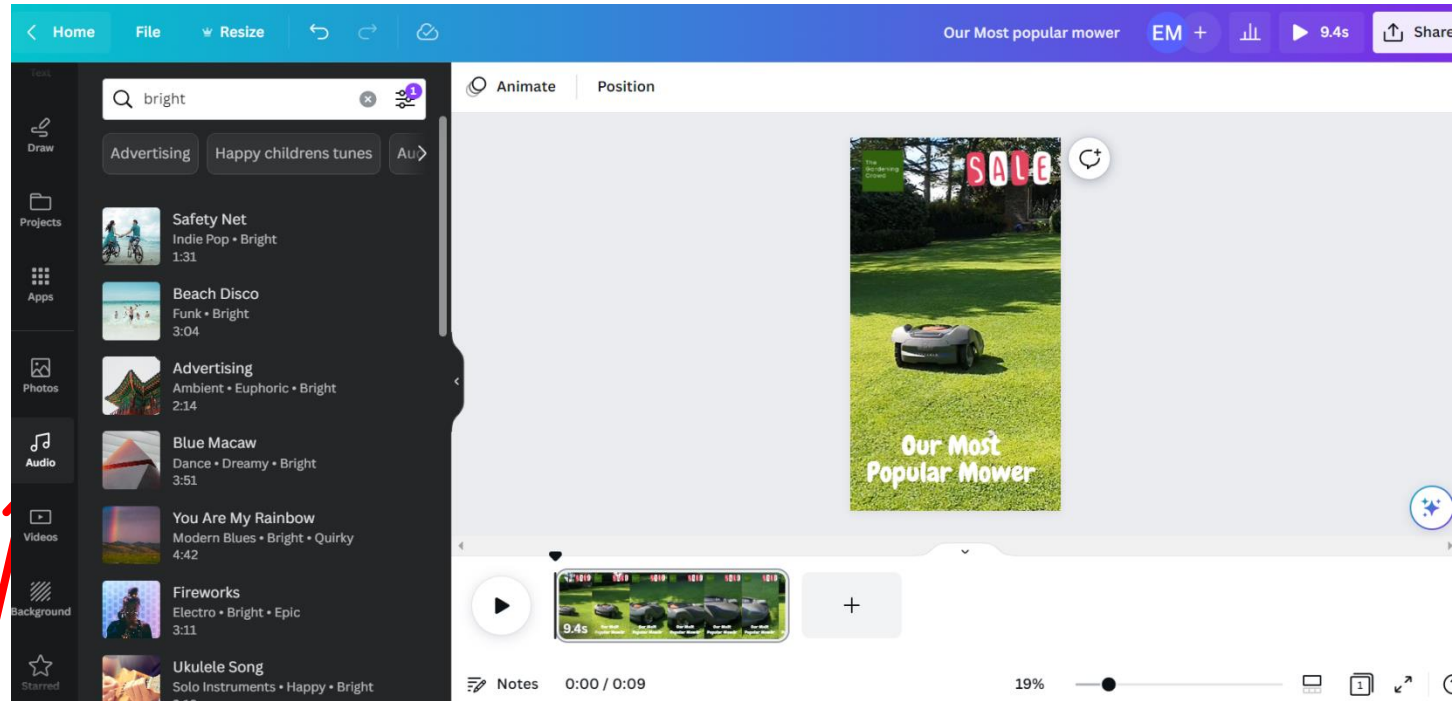
Demo 1



To add a graphic – add graphic just like you would to an image

- Go to Elements
- Search for the topic you want e.g. Sale
- Click on graphics
- You can also filter to only show free ones and animated one
- Click on the graphic and it will appear on the video. Resize and position it

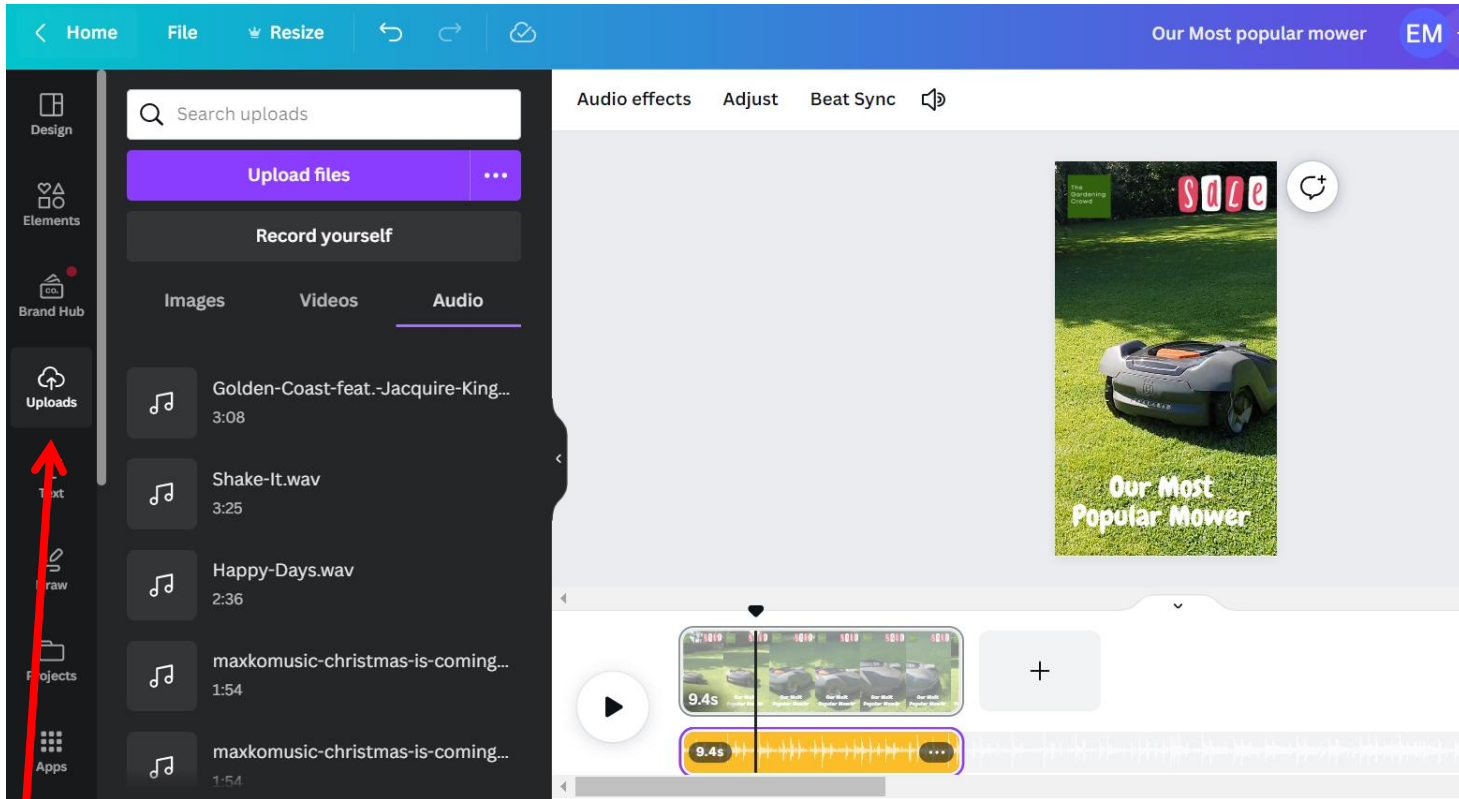
Demo 1



To add music – option 1 – use Canva's music library

- Click on audio
- Type in a mood e.g. Bright, upbeat, happy
- You can filter to only show free music
- Click on a track to listen to it
- To add the music to the video drag it onto the video

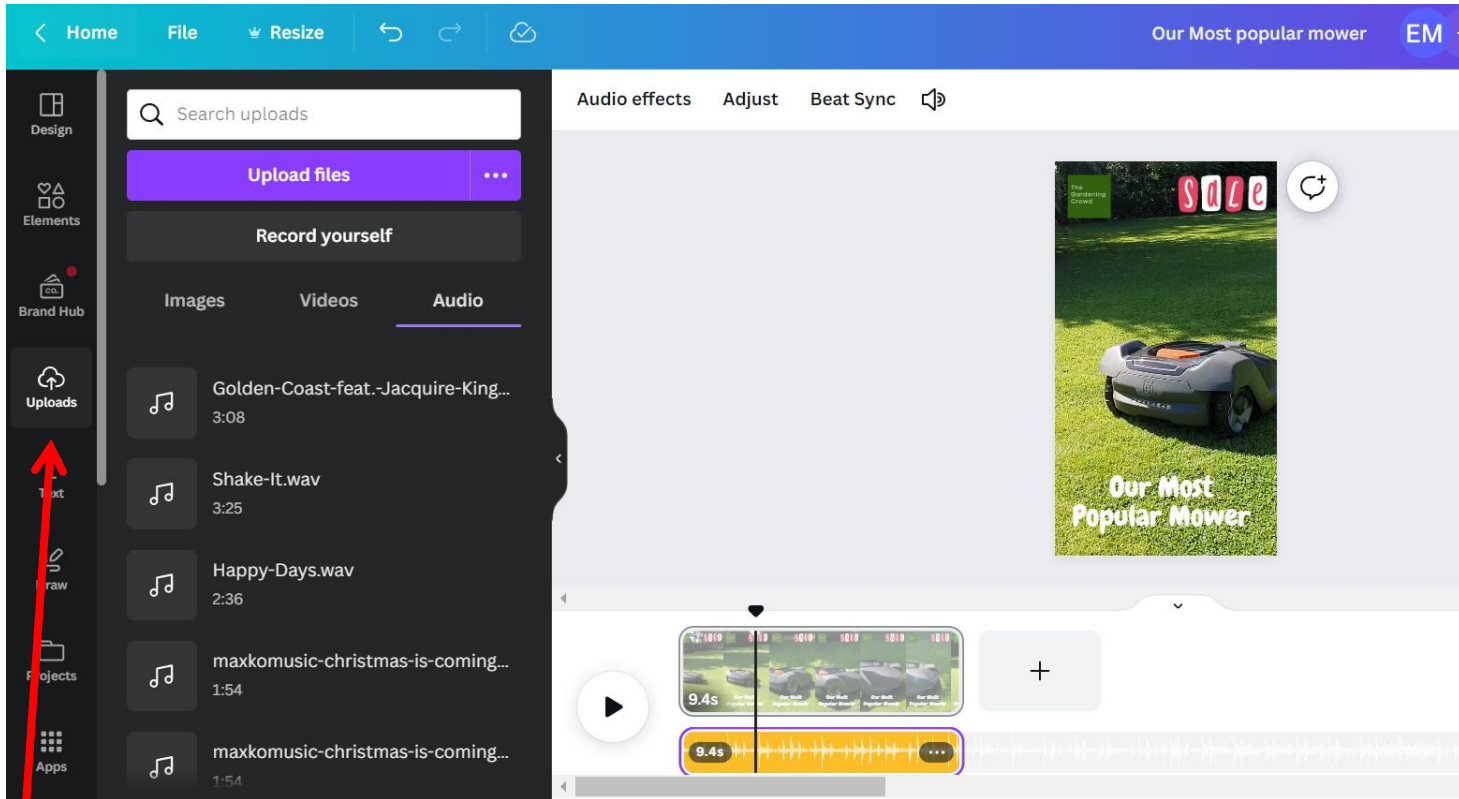
Demo 1



To add music – option2– Upload music

- Click on upload and then audio
- Upload your music track from your PC
- To add the music to the video drag it onto the video

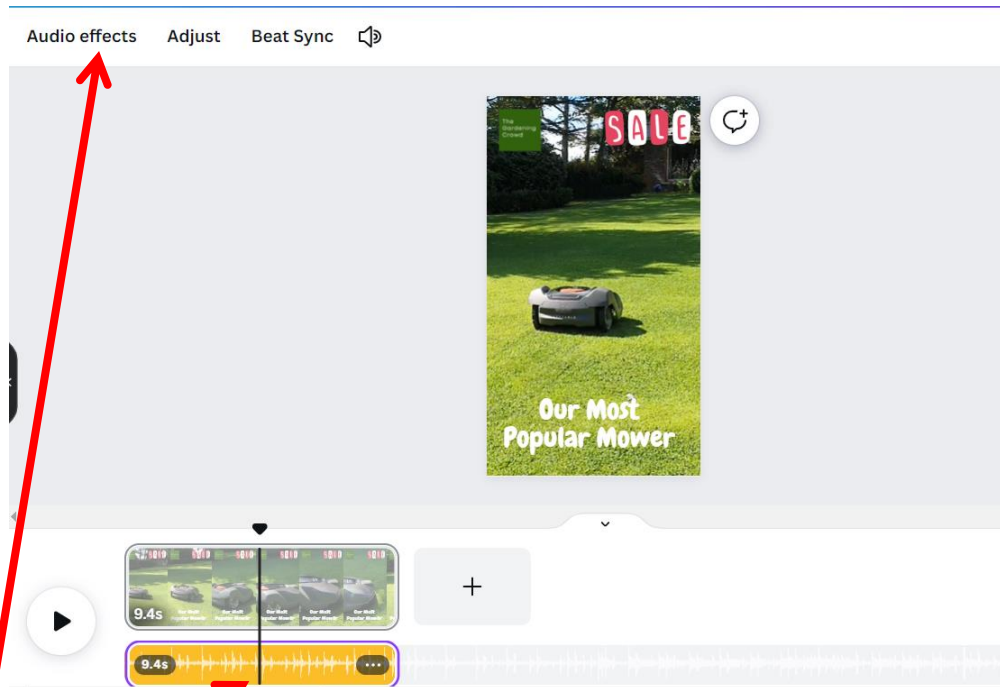
Demo 1



To add music – option2– Upload music

- Click on upload and then audio
- Upload your music track from your PC
- To add the music to the video drag it onto the video

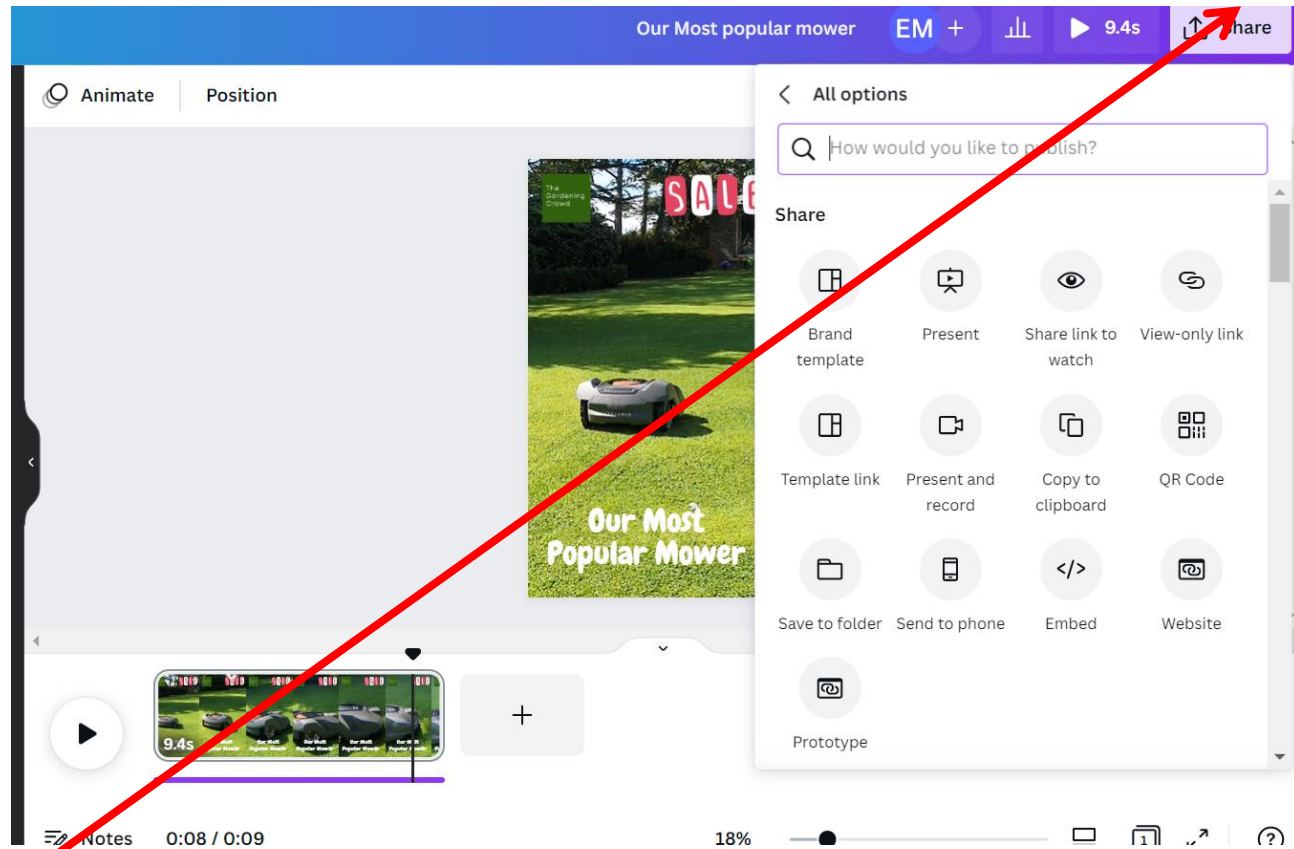
Demo 1



To adjust the music ...

- Click on the music (the orange element below the video on the timeline)
- You will now see a menu at the top.
- Click audio effects to fade the music in and out
- Click adjust and you can choose a different part of the music track but the same length as the video clip
- Click the volume button – you can adjust the volume of the music

Demo 1



To download the video

- Click on the Share
- Click download to download the file to your PC

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Demo 2



You have more than one video clip and you want to

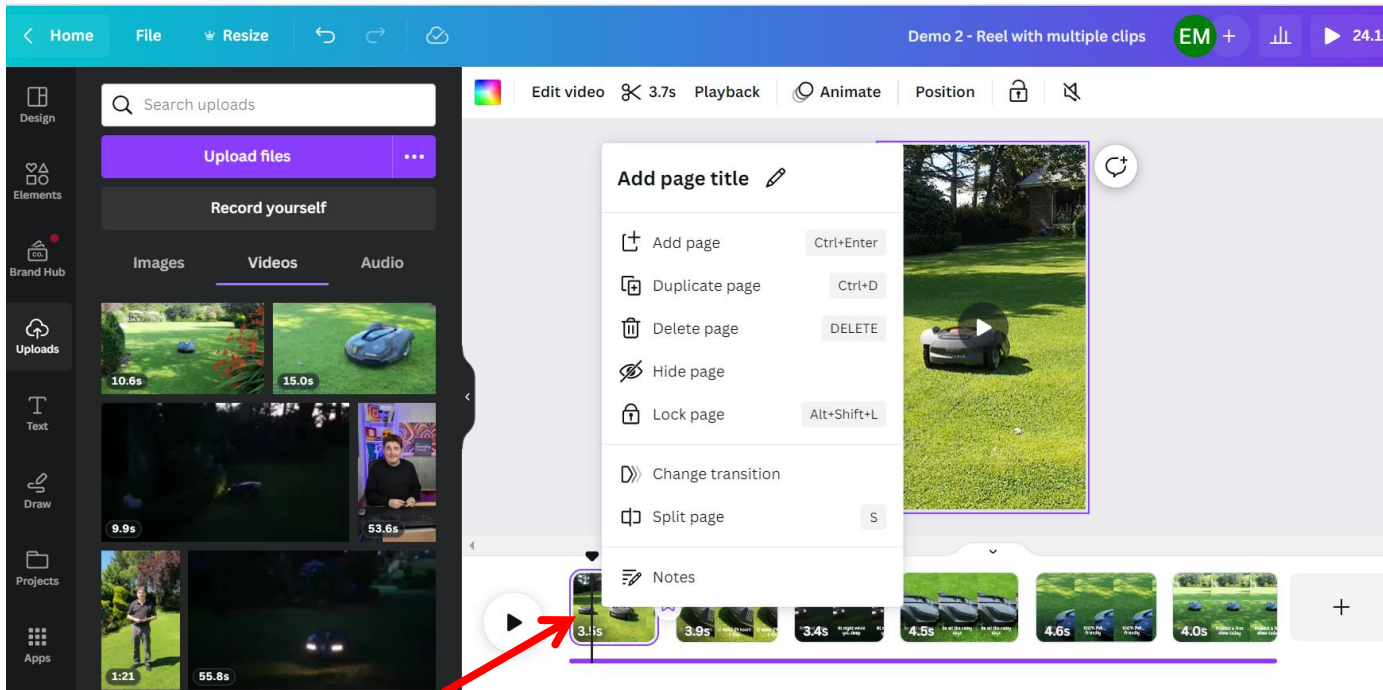
- Add and edit multiple clips
- Add music
- Add text

Demo 2

The screenshot displays a video editing application interface. At the top, a teal navigation bar includes 'Home', 'File', 'Resize', and undo/redo icons. The main title bar shows 'Demo 2 - Reel with multiple clips', a green 'EM +' button, a play button with '24.1s', and a 'Share' button. Below this is a toolbar with various editing tools like text, bold, italic, underline, and effects. The left sidebar contains a search bar for uploads and a list of asset categories: Design, Elements, Brand Hub, Uploads, Text, Draw, Projects, and Apps. The 'Uploads' section is active, showing a grid of video thumbnails with durations such as 10.6s, 15.0s, 9.9s, 53.6s, 1:21, and 55.8s. The central workspace features a large preview window showing a video clip of a small car on a lawn, with a toolbar for clip manipulation (lock, delete, etc.) and a circular refresh button. Below the preview is a video timeline with a purple playhead and a series of clip thumbnails with durations: 3.5s, 3.9s, 3.4s, 4.5s, 4.6s, and 4.0s. The bottom status bar shows 'Notes 0:02 / 0:24', a 18% zoom level, and various window management icons.

Click on upload and upload the videos you want to use
Drag them down into the video timeline. You can change the order of them by dragging one left or right

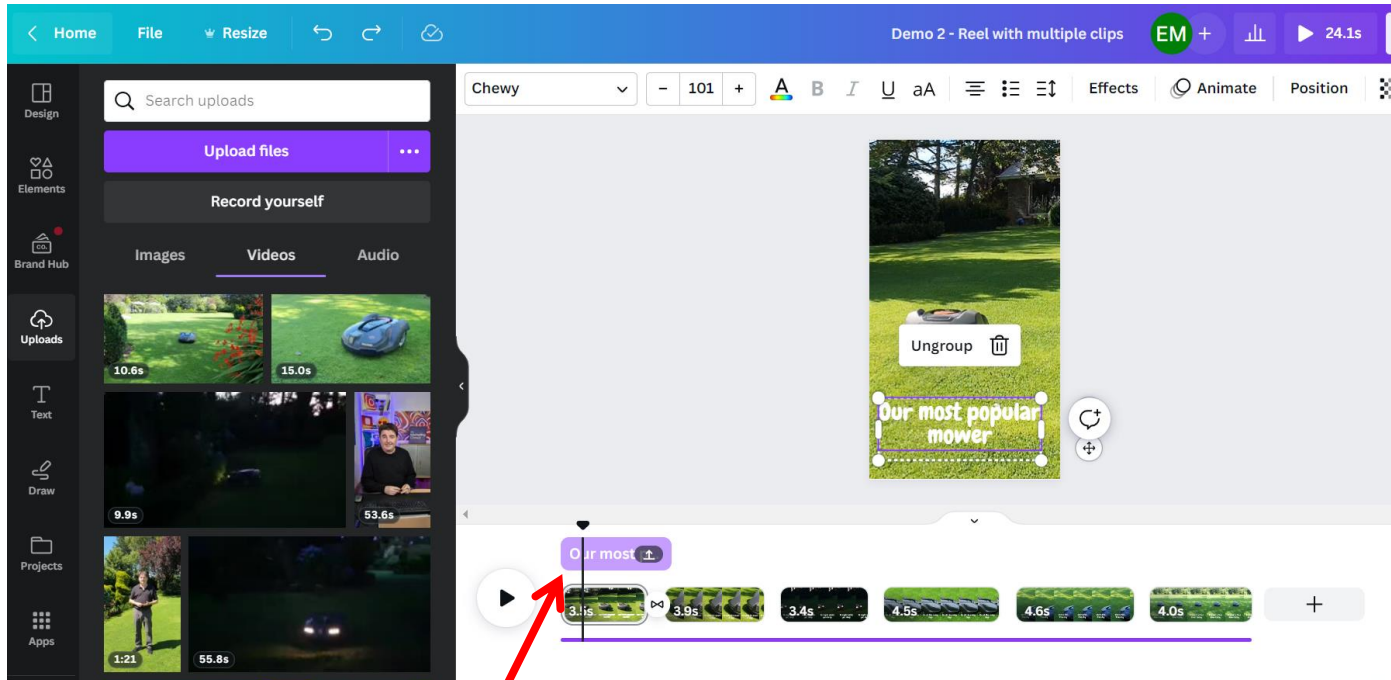
Demo 2



To choose the parts of the clips you want and remove the parts you don't want ...

1. Drag the sliders on the left or right hand side of any of the boxes
2. Or Click play and pause where you want to split the clip. Then right click and choose split. Delete the part you don't want.

Demo 2

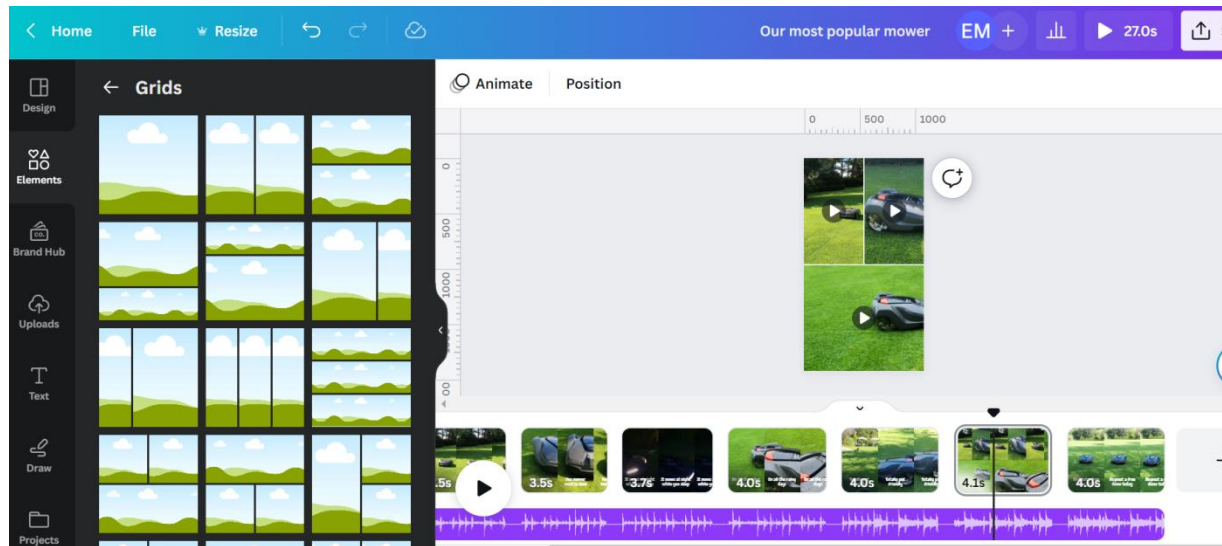


Add text to some or all of the video clips

1. Add text in the same way that we did in demo 1. Choose to add animations if you wish
2. You can indicate how long you want the text to be on the video by right clicking on the text box and select show timing
3. You can then drag the sliders left and right to choose the length

Note: You cannot have text run over multiple clips. Text can only run the length of one clip (page) However, a workaround is – copy the text on page 1 (ctrl c) and go to the next clip (page) and paste – ctrl v. The text will paste into the exact same spot on all clips. However, for this to look good you cannot add an animation to the text

Demo 2



Add a video montage

Click on elements in the left menu

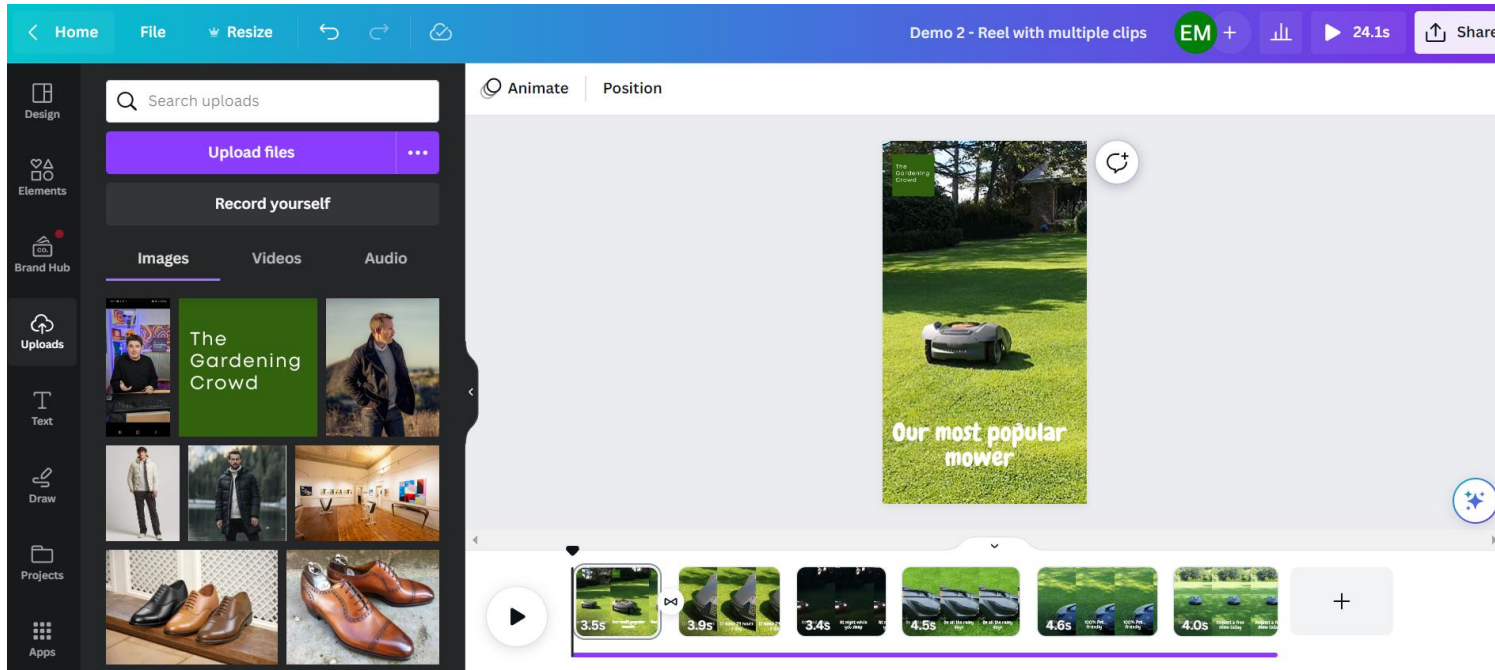
Got to grids

Choose a grid with the number of videos and shape you like. Drag it onto the timeline

Then go to uploads and drag your videos into the grid areas

Then adjust the length of the video clip to what you want

Demo 2



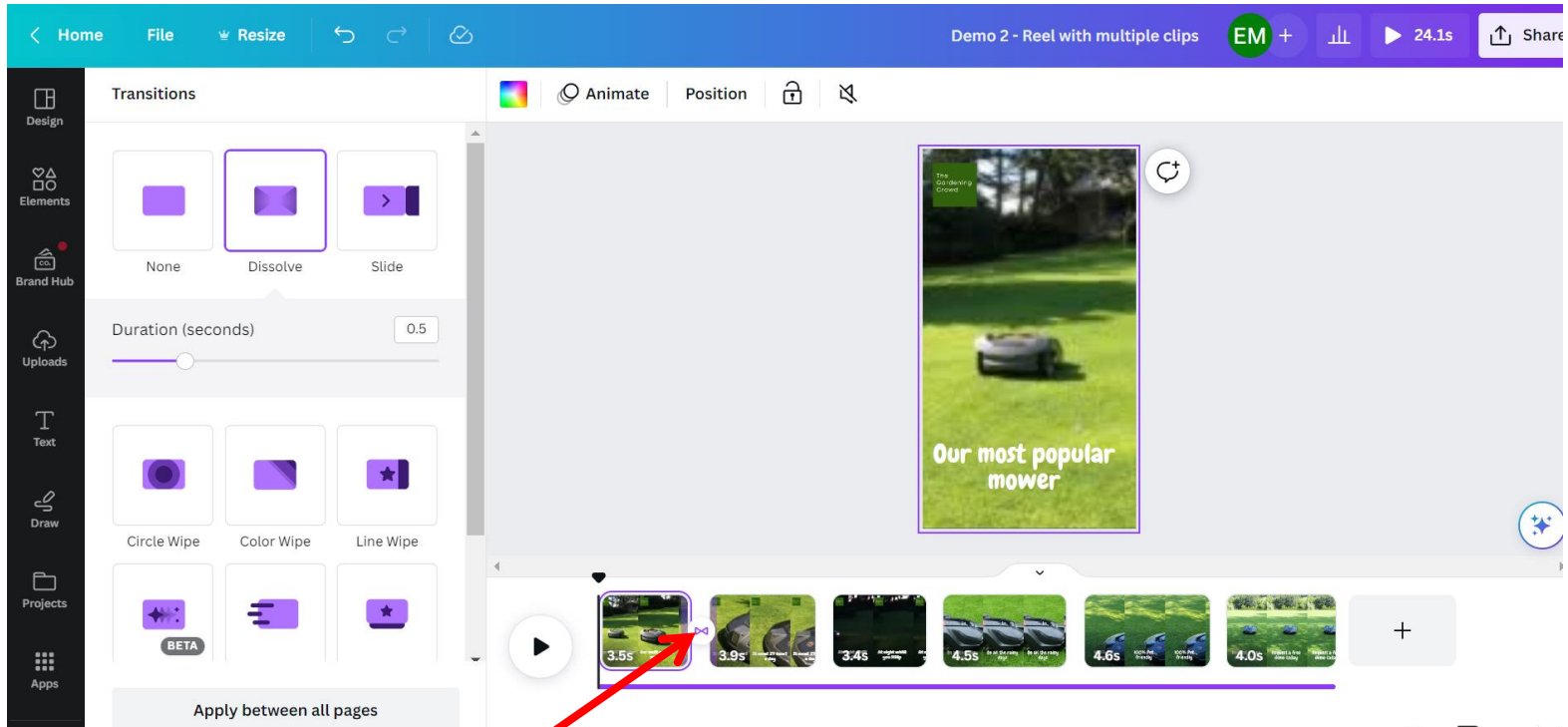
Add your logo

1. Add your logo in the same way that we did in demo 1

Note: You cannot have an image like your logo run over multiple clips. An image can only run the length of one clip (page)

However, a workaround is – copy the logo on page 1 (ctrl c) and go to the next clip (page) and paste – ctrl v. Do this for all the pages (clips) and the logo will paste into the exact same spot on all clips

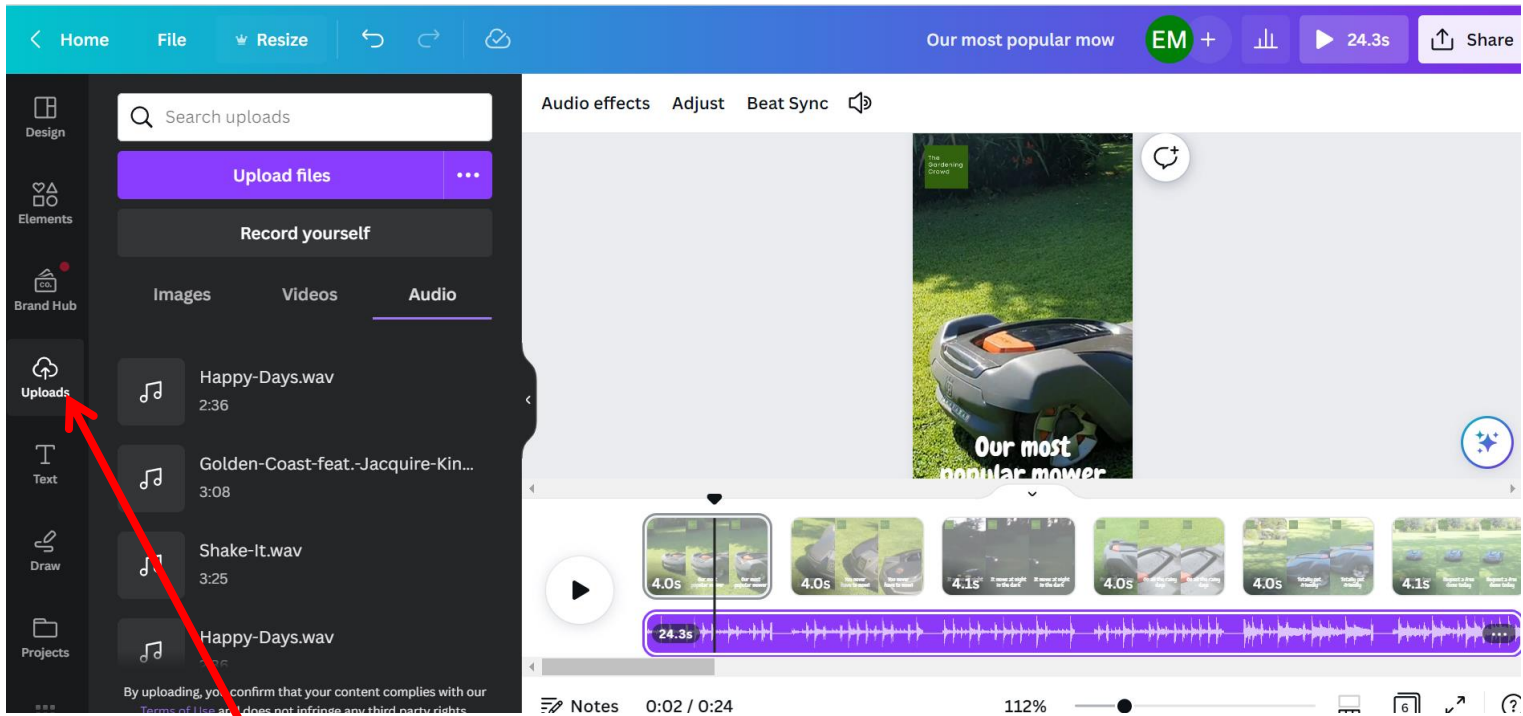
Demo 2



Choose whether you want to add a transition between clips

1. To add a transition, click on the icon between 2 clips
2. You can then choose a transition from the option on the left.
3. You can also choose the duration (speed) of the transition and also whether you want it applied to all pages (clips)

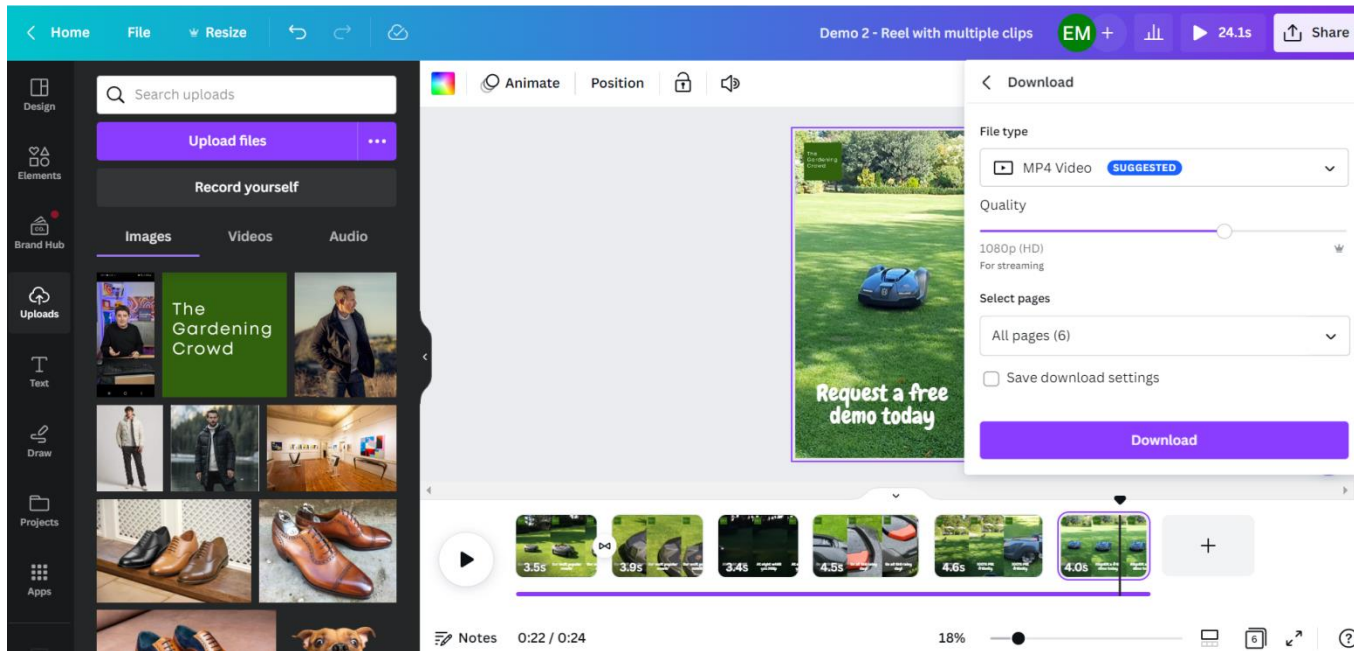
Demo 2



Add music

1. Either choose music from Canva's music library or upload your own
2. Then follow the same process as in demo 1

Demo 2



Save your video

1. Download your video in the same way we did in Demo 1

Click Share top right and then download.

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What are the 4 main types of marketing videos



There are 4 big types of marketing videos

- 1. Testimonials**
- 2. Company promo**
- 3. Product / service videos**
- 4. “How to” videos**

Testimonial and Company promo videos are typically made with someone being interviewed

Product or service videos typically have someone speaking directly to camera

“How To” videos typically have someone speaking to camera

Landscape or vertical?
Ask yourself, why are you creating the video



Is it a “marketing” video created to showcase your business, product, service?

- Examples would be company promo, testimonial, 60 second product or service video
- You would want to have these videos on your website and YouTube ... And also post them on Facebook, Instagram, LinkedIn and Twitter

Any important “marketing” videos like these should be shot and edited landscape because that works best on your website and YouTube. Plus landscape works well on Facebook, Twitter, LinkedIn and works ok as a post on Instagram

Landscape or vertical?

Ask yourself, why are you creating the video.

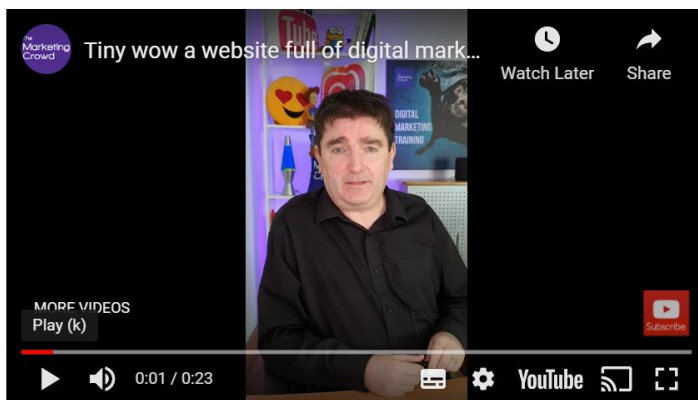
Example of a landscape video



Any important “marketing” videos like these should be shot and edited landscape because that works best on your website and YouTube.

Plus landscape works well on Facebook, Twitter, LinkedIn and works ok as a post on Instagram

Example of a portrait video



Ask yourself, why are you creating the video?



Is it a “social media” video created primarily to be a social media post?

- Examples would be “How to” videos, helpful tips, short videos about a product or promotion, short video about an event or behind the scenes with staff.
- You are really creating this video to post it on Facebook, Instagram, LinkedIn and Twitter and having it on your website is not that important

If this is the case, you need to ask yourself, which is your most important social network – the one you get most reach and engagement on – and then decide the format based on what works best on that social network

What type of marketing videos tend to have people speaking directly to camera?



Product or service videos examples

- Garden centre / boutique / shoe shop telling us about a new product
- Restaurant owner telling us what is new on the menu
- Estate agent showing us a house on the market
- Life coach telling us about the service he / she offers
- Yoga instructor telling us about upcoming class

“How To” videos examples

- A cookery school showing us a recipe
- A garden centre showing us how to plant something
- A consultant sharing tips and advice

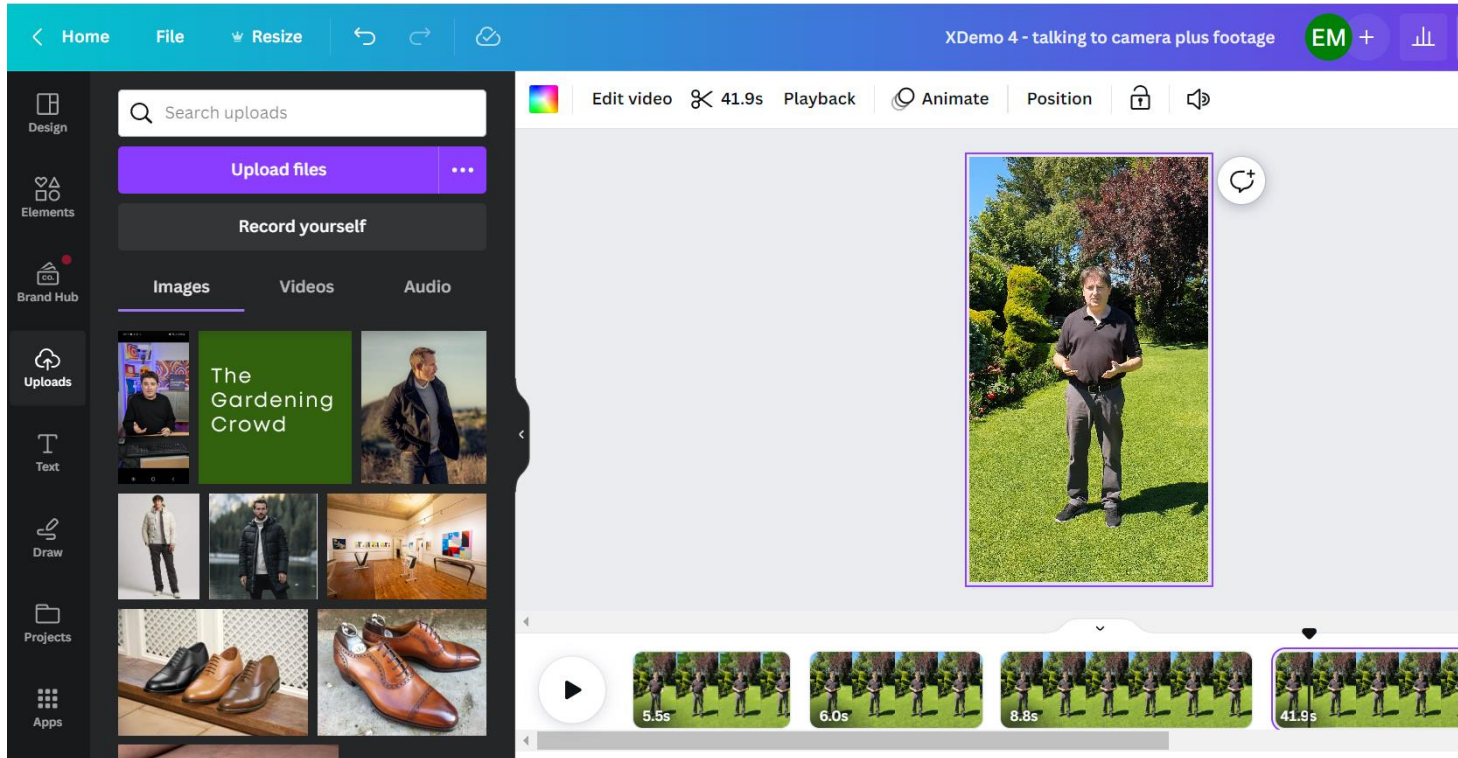
Demo 3



Someone is speaking in the video and you want to show footage

- Add a video of someone speaking
- Overlay footage clips
- Add music
- Add text
- Add your logo

Demo 3

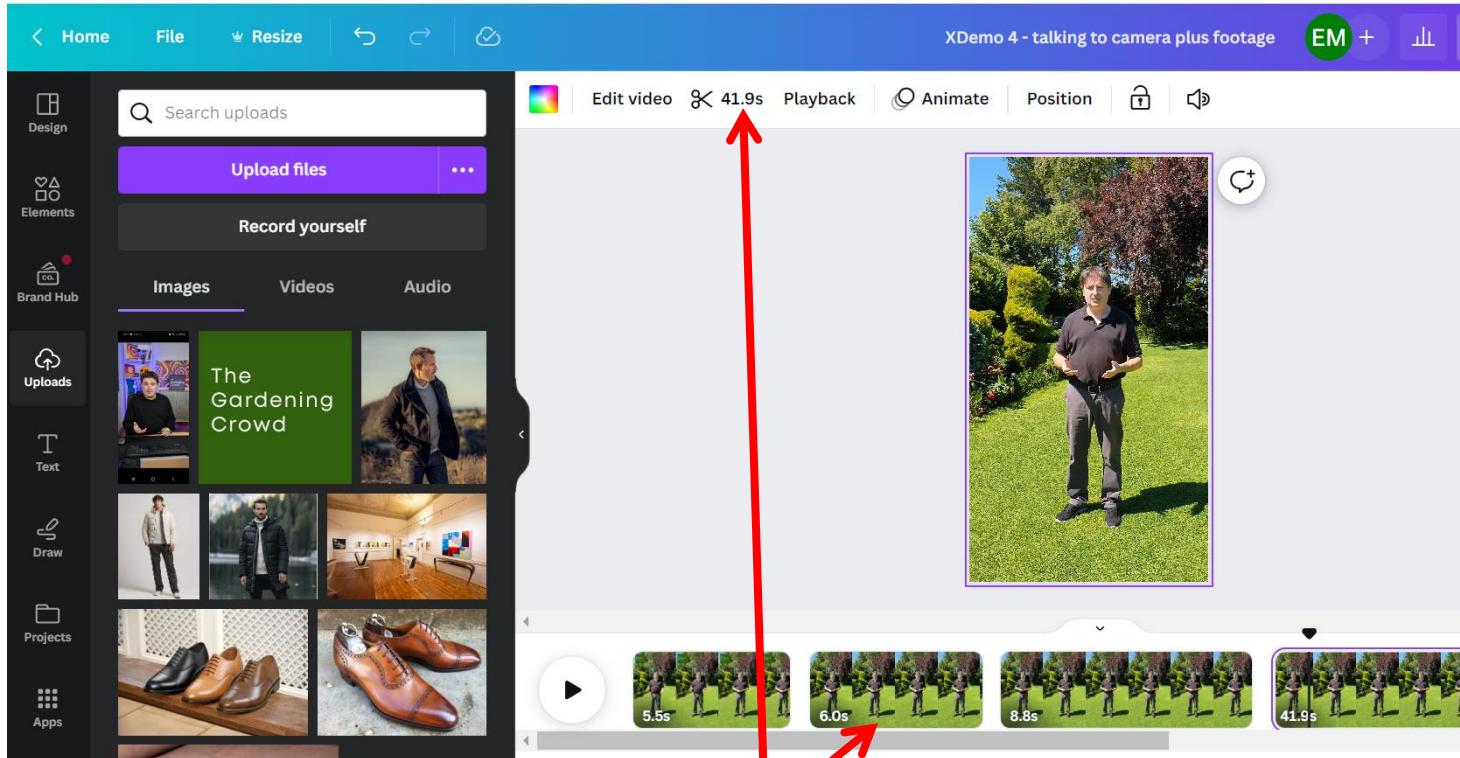


Upload your video clips

Drag the clip of someone speaking over to the timeline

Cut out parts of the clip that you don't want – right click and select split (as per demo 2)

Demo 3



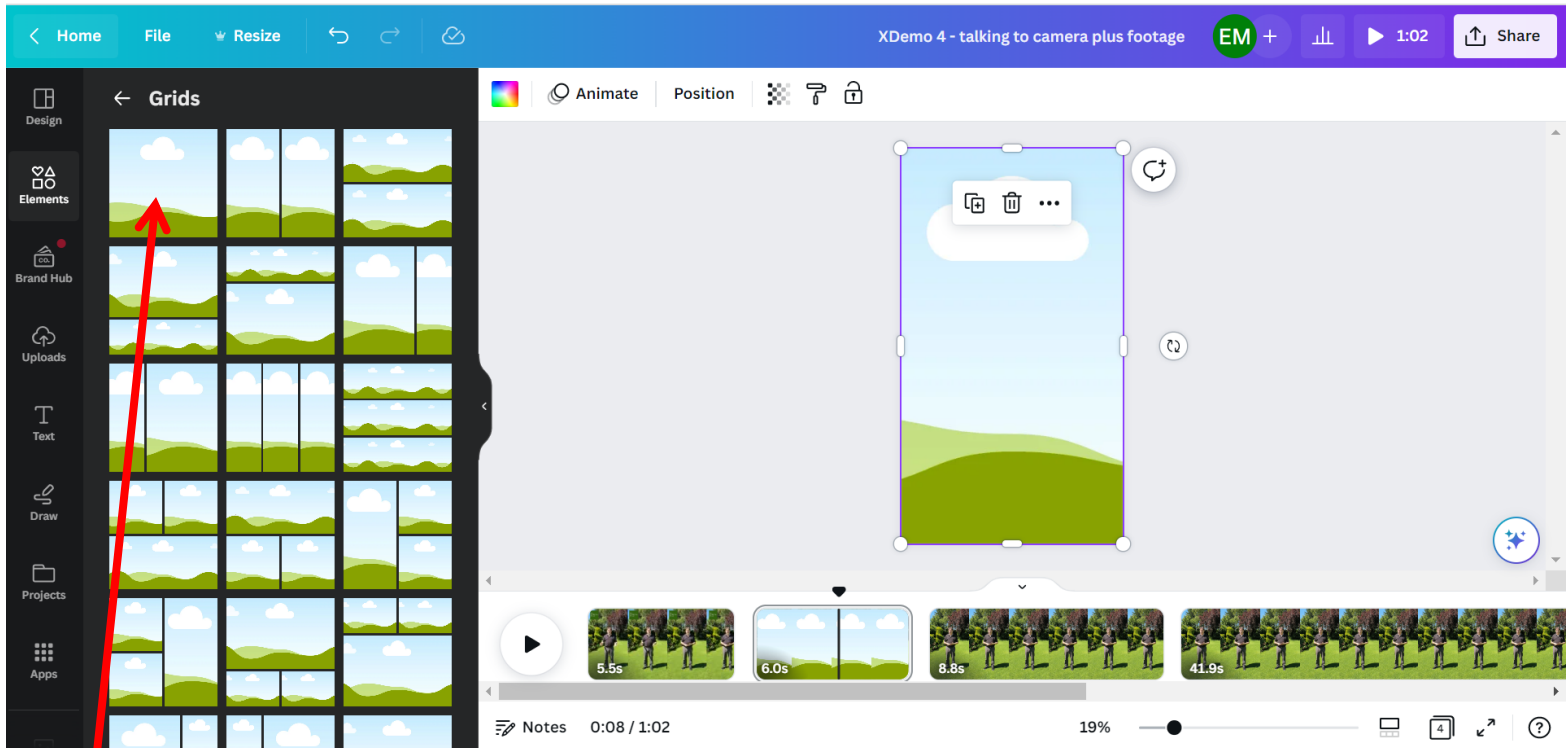
How to overlay footage

Note: Canva's video editor doesn't have the facility to overlay footage like can in editors like Filmora and Inshot. However, this is a workaround that will allow you to achieve the same result

Step 1 – Decide where you would like to overlay the footage and then split the clip at the start and end of that section. This is now it's own clip (page)

Click on the clip and note the exact length of it e.g. 6 seconds

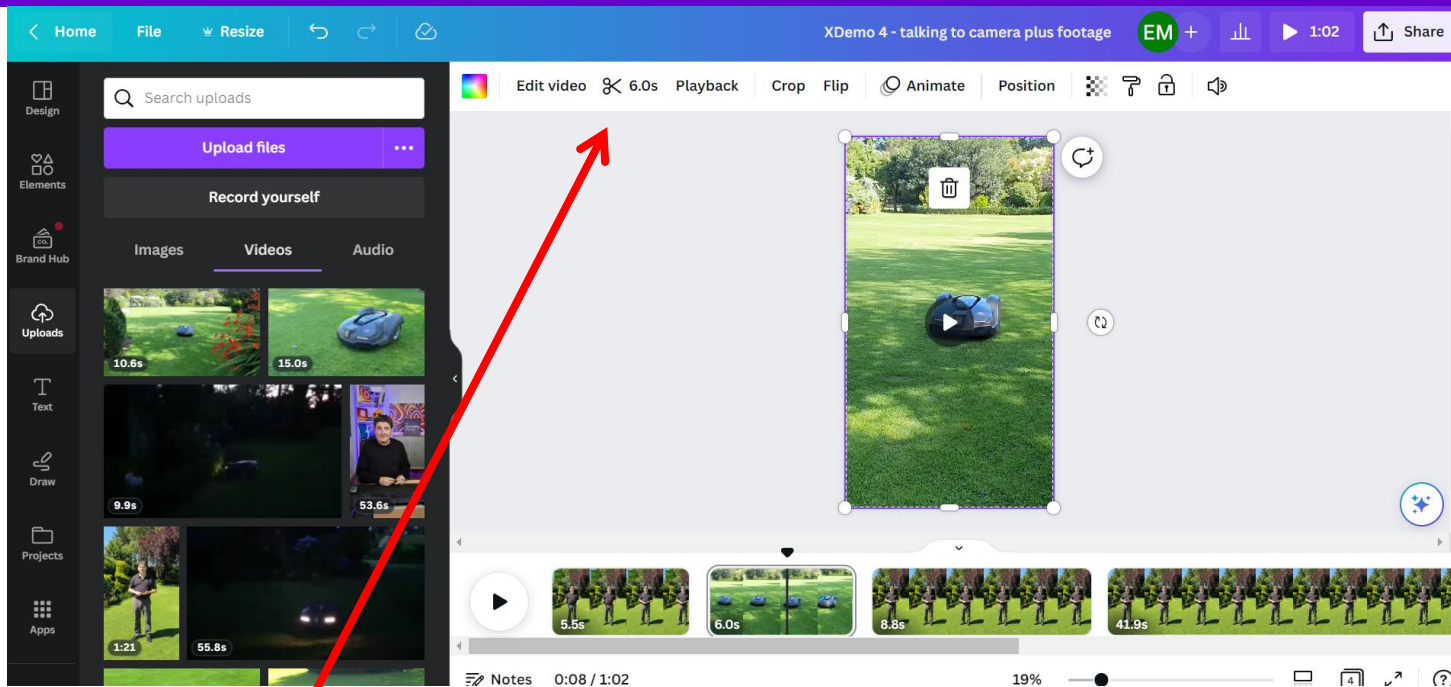
Demo3



Step 2: Go to Elements and then Grids.
Click on the first grid which is made up of one grid
Drag this grid on the video clip. It will snap into place

You can now place your footage video or image into this grid

Demo 3

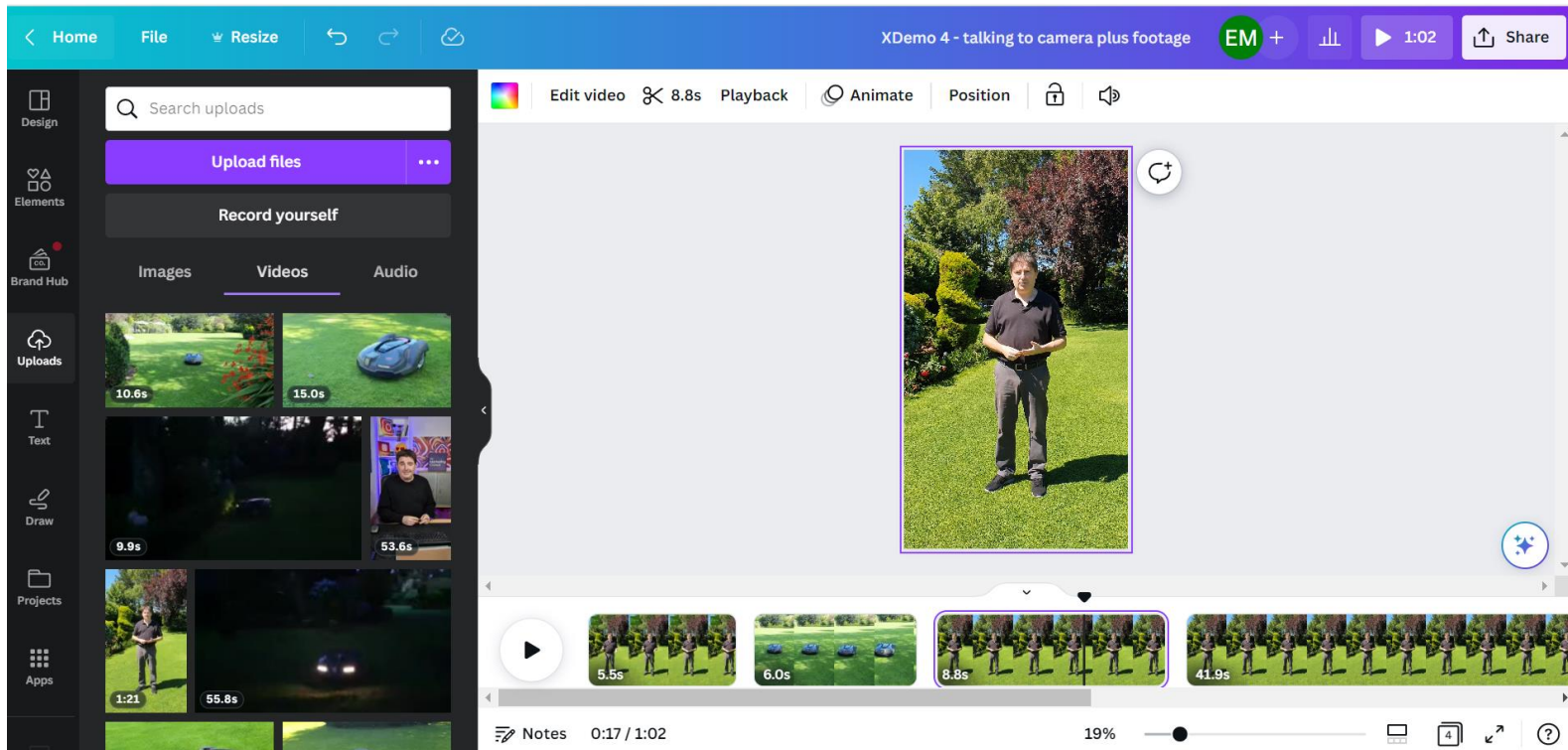


Step 3: Go to uploads and upload your footage clip
Drag the footage video clip onto the grid. It will snap into place

Important! – You now need to change the length of the footage clip to exactly match the length of the clip it is going on top of e.g. 6 sec

That's it! You have now added footage onto top of your main video. Repeat this process for all other footage clips.

Demo 3



Then add text as we did in earlier demos

Add your logo if you wish but you will need to copy and paste it into all clips after the first clip

Download your video as we covered in previous demos

How to speak directly to camera



Go into a room on your own and spend around 10 minutes speaking to the camera – to get used to looking at it,

Practise what you are going to say off camera so that it will flow naturally when you are on camera

Speak enthusiastically / confidently and make a point of not saying ahm

Keep your eyes fixed on the camera for around 90% of the time – get used to not looking away from it when you are speaking

Do three takes of each section. Don't just record yourself saying it once. In the editor you can choose the best bits and bin the rest.

Don't worry if you make mistakes – you can edit them out

What we'll cover

2 ways to create a video in Canva and when you should use each
What resources can you put in your videos?

Video 1 - A video using 1 clip, add text, music and your logo

Video 2 - A video made up of multiple clips add text, music, transition and graphics / effects

Video 3: How to edit a portrait video for Instagram stories, Reels or TikTok

What are the 4 main types of marketing video

When should you shoot your video landscape or portrait?

In which type of videos should you speak directly to camera?

How to cut out parts of your video clips that you don't want

How to add music, lower the volume and fade it out

How to add text to different parts of your video

How to add multiple footage clips to show what the person is talking about

Video 4: How to edit a customer testimonial video for a service where you will learn:-

How to cut out parts of your video clips that you don't want

How to add music, lower the volume and fade it out

How to add text to different parts of your video

How to add multiple footage clips to show what the person is talking about

How to crop parts out of your clip

How to crop into your clips and why it's a good idea

How to upload and download videos using the Canva App

What type of marketing videos tend to have people being interviewed



Because they are not looking at the camera the person is more relaxed and these 2 types of video Lend themselves to people being interviewed and the questions cut out.

Promo videos

- Business owners explaining the products or services that they offer
- Hotel or restaurant staff explaining what the hotel or restaurant is like

Testimonials

- Customers answering questions about a product or service

How to interview people



This is what documentary makers, RTE nationwide and most news companies do.

When interviewing staff or customers it's almost always better to stand to one side of the camera rather than ask them to speak into the camera. Otherwise they can look shifty and feel uncomfortable

Always smile at them and nod to encourage them that they are doing great.

Shoot people from the waist up

Never interview people in front of a window as they will appear dark / in shadow.

Avoid shadows in the background from lights or Sun

Keep the background simple – nothing that will distract attention.

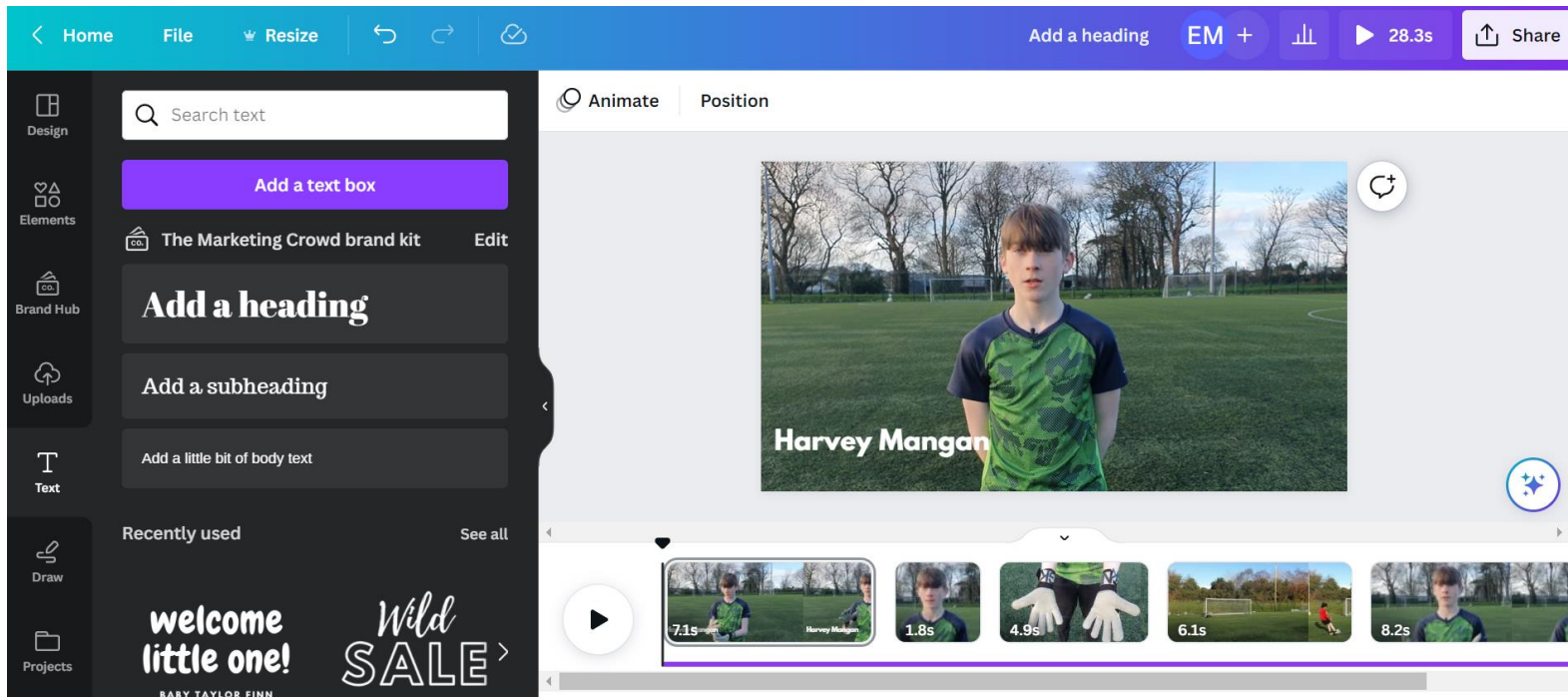
Demo 4



Someone is being interviewed in the video and you want to show footage

- Add a video of someone speaking
- Overlay footage clips
- Add music
- Add text
- Add your logo

Demo 4



Upload your video clips

Drag the clip of someone speaking over to the timeline

Cut out the questions in the clip by splitting it just before and after each question

The add footage like we did in demo 3

Add music and text like we did in previous demos

What we'll cover

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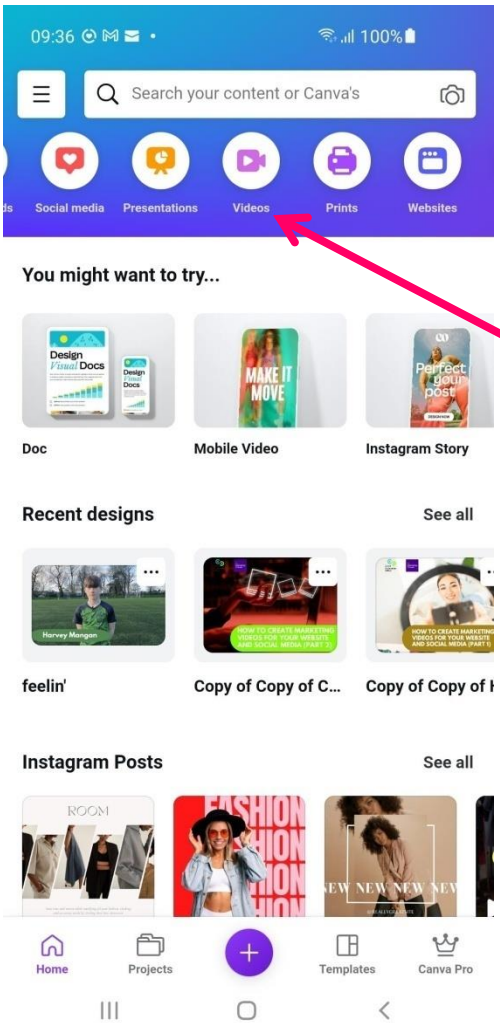
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How to upload and download videos using the Canva App

How to upload a video

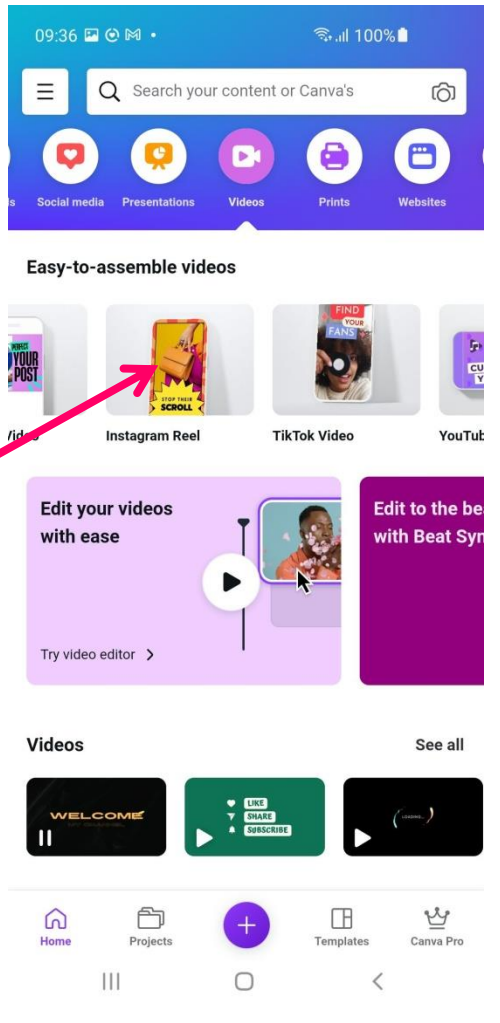


Install the Canva app on your phone

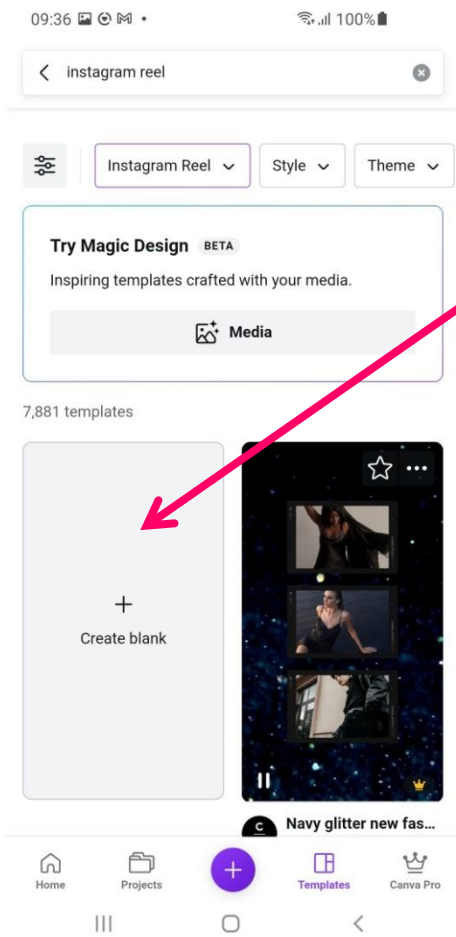
Login with the same username and pw as you did on desktop

Tap on video

Select a Youtube or Reels video project



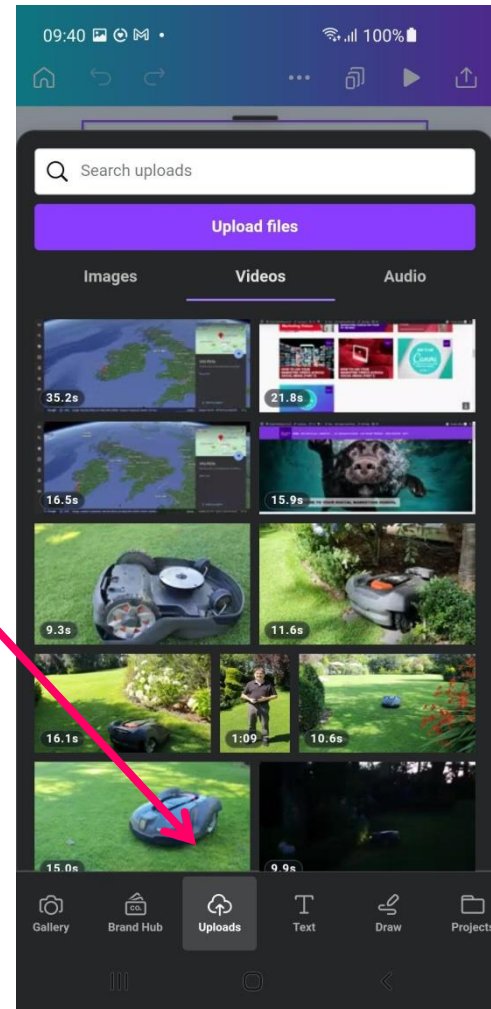
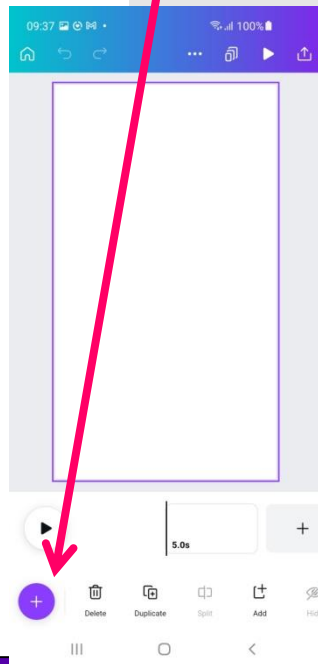
How to upload a video



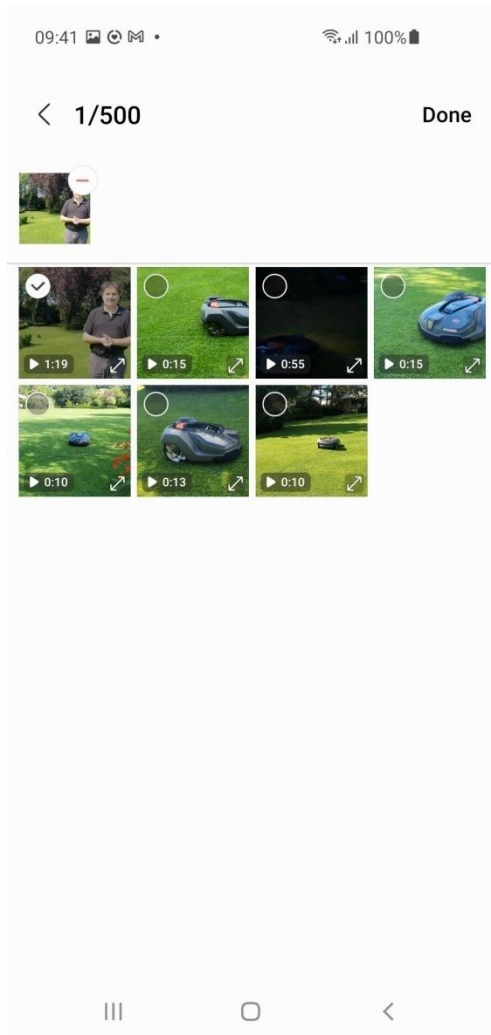
Tap create blank

Then tap +

Then tap uploads – you want to upload a video



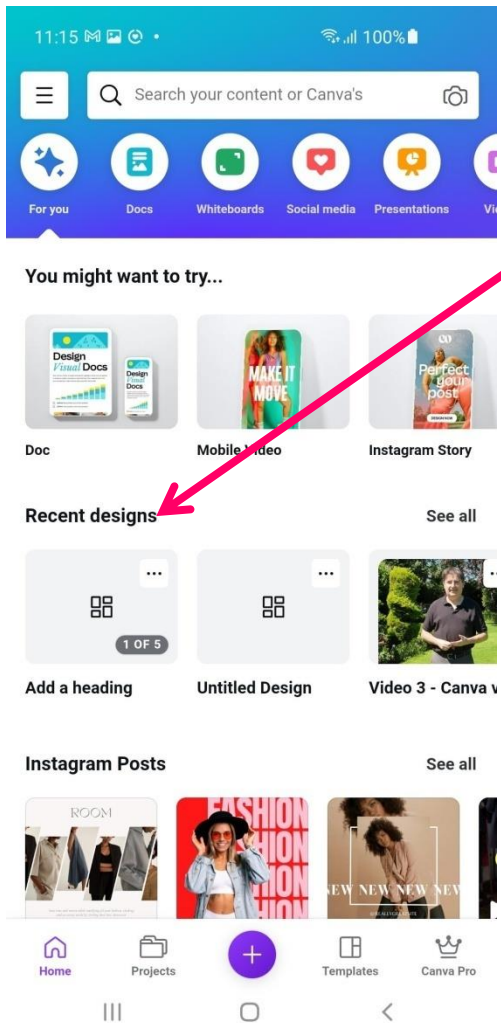
How to upload a video



Select the video or videos from a folder in your phone

They will then uploads and will appear in the uploads folder

How to Download a video to your phone that you have created (on desktop)

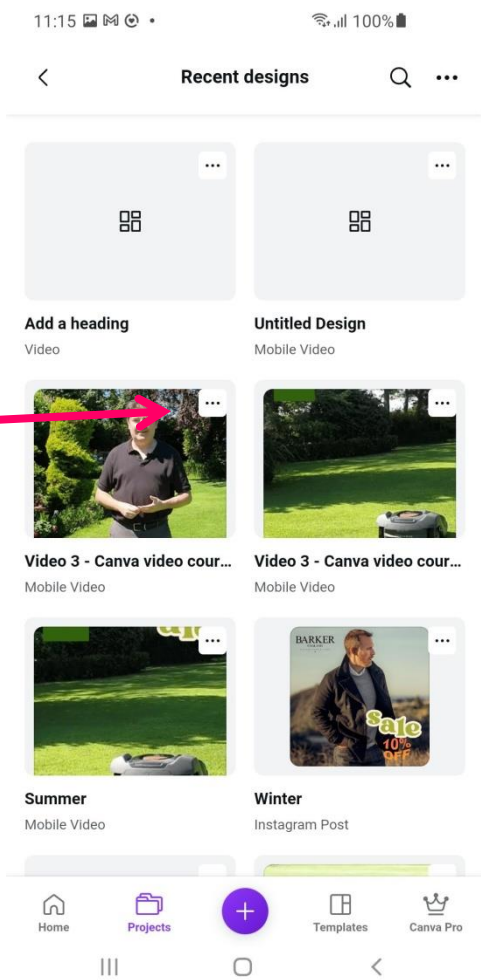


Open the app

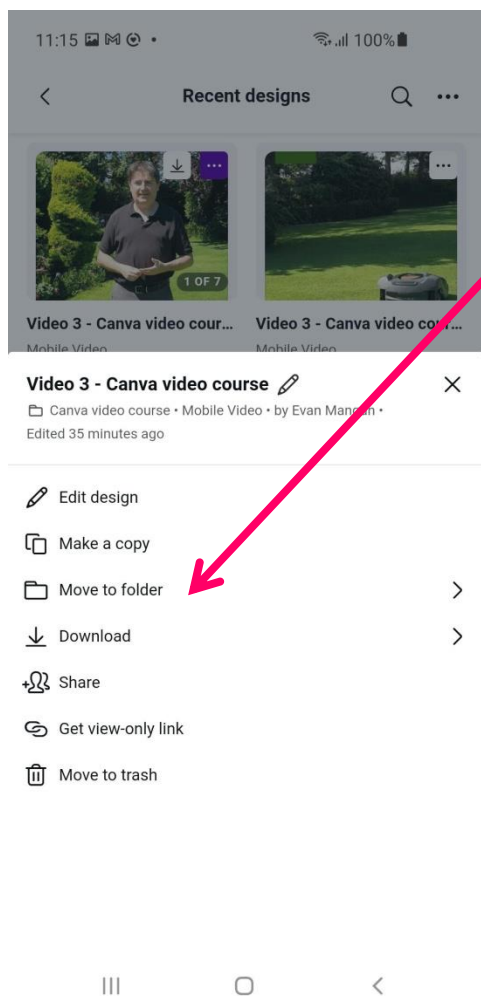
You will see a section called Recent designs

Tap see all

Find you video and tap the 3 dots top right



How to Download a video to your phone that you have created (on desktop)



Then tap download