



# HOW TO CREATE MARKETING VIDEOS FOR YOUR WEBSITE AND SOCIAL MEDIA (PART 2)

# What we'll cover

## **Video equipment**

Additional affordable equipment you should consider in order to shoot videos with your smartphone including

- Microphones
- Tripod / Gimbal
- Lighting

## **How to get the most out of your marketing video**

How to design a video thumbnail

How to upload it to YouTube

How to embed it on your website

Landscape or portrait for social media?

How to share it on Instagram as a Reel

How to share it on Facebook as a post or as a Reel

How to share it on LinkedIn

How to share it on Twitter

# Option 1: A lapel mic that works on iphone and Android

## RØDE SMARTLAV Lavalier Microphone For Smartphones

- A professional lavalier microphone you can connect directly to a compatible smartphone.
- Record directly to apple iphone and ipad with free rode rec le app
- Low handling noise, removable water resistant pop filter
- Includes lavalier mounting clip and pouch

Approx. €55



<https://connscameras.ie/audio/rode-smartlav/698813004058/30658/> (€59.00)

[https://www.photospecialist.ie/rode-smartlav-?hic\\_camp=google\\_ads:15712935099::&gclid=Cj0KcQjw08aYBhDIARIsAA\\_gb0fjACGL8gcyP73q55l3Ou1pRj3lUeO\\_akisPFLNzQHI54J7Kcz-rQaArLvEALw\\_wcB](https://www.photospecialist.ie/rode-smartlav-?hic_camp=google_ads:15712935099::&gclid=Cj0KcQjw08aYBhDIARIsAA_gb0fjACGL8gcyP73q55l3Ou1pRj3lUeO_akisPFLNzQHI54J7Kcz-rQaArLvEALw_wcB) (€50.56)

**Links to  
Irish  
Websites**

# Extension cable

## Rode SC1 Cable

- 20 foot Extension cable for the microphone

Cost: Approx €18



## Links to Irish Websites

<https://camerakit.ie/product/rode-sc-1-shielded-extension-cable/>

# Adapter for iphones so you can use a wired microphone

You can get an official lightning adapter from Apple or on Amazon you can get equivalent adapters

This allows you to use a wired mic with your wireless iphone.

Cost: Approx €10 - 15



## **Links to Irish Websites**

<https://www.harveynorman.ie/computing/apple/airpod-accessories/apple-lightning-to-3.5mm-headphone-jack-adapter.html>

# Adapter for android phones so you can use a wired microphone

You can get an that allows you to use a wired mic with your wireless Android e.g. Samsung galaxy S20

Cost: Approx €10 - 15



<https://www.harveynorman.ie/computing/apple/apple-accessories/apple-usb-c-to-3.5mm-headphone-jack-adapter.html>

<https://www.currys.ie/ieen/phones-broadband-and-sat-nav/mobile-phones-and-accessories/mobile-phone-chargers-adaptors-and-cables/apple-iphone-7-lightning-to-3-5-mm-headphone-jack-adapter-10153065-pdt.html>

**Links to  
Irish  
Websites**

## Option 2: RØDE VideoMic Me Directional Microphone

For android devices where the headphone jack and lens are on opposite sides

If you want to use this with an iPhone you need to get a lightning adapter (this adapter plugs into the charger port and you can then insert the mic – however the lightning adapter has a little lead so your microphone could be a bit wobbly / slack so the mic on the next slide is a better option for iPhones)



Cost: Approx €50

**Links to  
Irish  
Websites**

<https://www.gear4music.ie/PA-DJ-and-Lighting/Rode-VideoMic-ME-for-Smartphones-with-35mm-Jack/1D66>

# (Alternative for iPhone) Shure MV88 Portable IOS Microphone

This is a better option for an iPhone because it connects straight into the charger port

Cost: Approx €130



**amazon**

<https://www.amazon.co.uk/Shure-MV88-Condenser-Microphone-Lightning/dp/B010W6W8OW>



# Option 3: RØDE Wireless Go

Wireless microphone that you can use up to 70 metres from the camera.

Cost: Approx €170



## Rode Wireless GO

€199.00

Colour: \*

Please, select one ▾



SKU:

RODE-WG

**Watch a video overview here**

<https://www.youtube.com/watch?v=BOQpi1YSFGI>

**Links to  
Irish  
Websites**

<https://berminghamcameras.ie/rode-wireless-go.html>

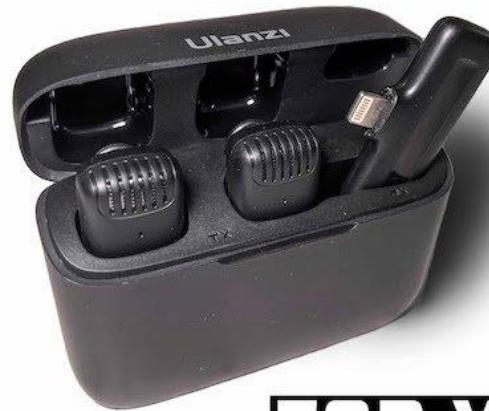
## Option 4: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the  
charger port of your phone

2 microphones

Works up to 65 feet away from  
the phone

Cost: Approx €70



**DUAL  
WIRELESS  
MIC  
FOR YOUR PHONE**

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

**This is the version for iPhones:** <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

**This is the version for Android:** <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY>

# Tripod

INCA IN3530D 3-Way Head QR  
Tripod - Black

Cost: Approx €40



**Links to  
Irish  
Websites**

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/tripods/inca-in3530d-3-way-head-qr-tripod-black-10218727-pdt.html>

# Tripod Adjuster mount

[Back to results](#)

Neewer Cellphone Holder Clip Desktop Tripod Mount with Mini Ball Head Hot Shoe Adapter for 14-inch and 18-inch Ring Light and iPhone, Samsung, Huawei Smartphone within 1.9-3.9 inches Width  
by Neewer



★★★★☆ 200 ratings

Price: **£13.99** ✓prime

**Note:** This item is eligible for **click and collect**. [Details](#)

New (2) from **£13.99** ✓prime FREE Delivery

Style Name: **Style 1**

- **KIT INCLUDES:** (1) Vertical Bracket Smartphone Holder; (1) Mini Ball Head with Lock and Hot Shoe Adapter Camera Cradle; **NOTE:** Smartphone is NOT included
- **360 DEGREE ROTATABLE:** 360 degree rotation design is perfect for rotating your phone into portrait mode (vertical) or landscape mode (horizontal) without taking the phone out of the adapter
- **EASY ADJUSTMENT:** Screw the 2 thumb screw knobs to adjust the phone clip's direction and width, easy to secure your phone into the mount without causing damage to your phone; Suitable for smartphones within 1.9-3.9 inches width, such as iPhone X 8 7 plus 7 6 plus, Samsung S8 S7 S6, Huawei, etc.
- **DETACHABLE SMARTPHONE CLIP:** Mount smartphone to a tripod, monopod, selfie stick, video slider, ring light, stabilizer, handle grip with 1/4-inch thread; The Smartphone Holder is detachable to use alone with 1/4-inch screw tripod mount
- **MINI BALL HEAD:** This ball head adapter fits onto a standard accessory shoe and locks into position; Can be used to mount accessories onto a flash bracket

[See more product details](#)

[Compare with similar items](#)

[Report incorrect product information](#)



### Looking for business-only pricing and quantity discounts?

If you're buying on Amazon for work, we recommend creating a FREE Amazon Business account for downloadable VAT invoices, business-only pricing, greater payment flexibility and more. [Create a free account](#)

 Fine Tip & Microfiber Stylus (2 Pack)	 ISOUL Fine Tip Stylus, Disc Stylus Pen, (2 PACK) Universal Capacitive Stylus Pen for Smartphones... ★★★★☆ 17 £8.98
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[Ad feedback](#)



[https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr\\_1\\_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8](https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr_1_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8)

# Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12



**amazon**

[https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh\\_aui\\_detailpage\\_o01\\_s00?ie=UTF8&p\\_sc=1](https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p_sc=1)

# DJI Osmo Mobile 3

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth as a drone video

Cost: €110



## Links to Irish Websites

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html>

# Lights

## Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55W 5500K Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials, company videos where you require good lighting



**amazon**

[https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh\\_aui\\_detailpage\\_o05\\_s00?ie=UTF8&psc=1](https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1)

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# Examples of thumbnails



Why do you need a thumbnail?

- It is what tempts people to click play on your video on your website.
- It appears in YouTube and Facebook search results
- A typical CTR is 2-4 % and a good thumbnail can improve that.

A good thumbnail should be

- Eye Catching / Colourful
- Immediately legible
- Conveys what the video is about

# Examples of thumbnails



Decide what the thumbnail will be.  
E.g., will it be

1. A photo of you (or something eye catching) on a coloured background with text?



# Examples of thumbnails



Decide what the thumbnail will be. E.g., will it be

2. A screenshot from the video with text?



# How to design a thumbnail



In Canva.com or Canva app you can

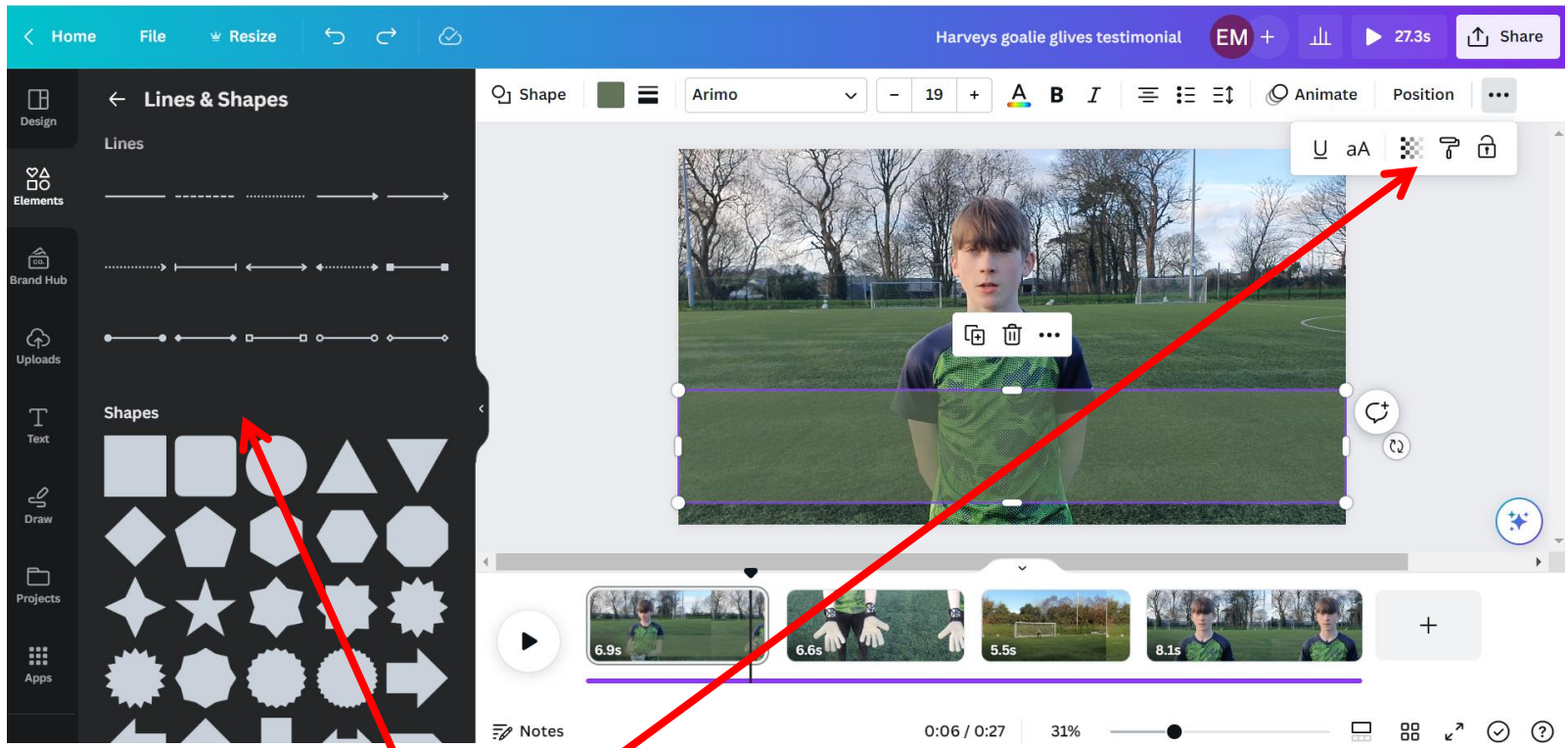
1. Choose from predesigned thumbnails and change their image for yours and the text to yours.
2. Or design a thumbnail from scratch based on your image and text

You could create a thumbnail like this



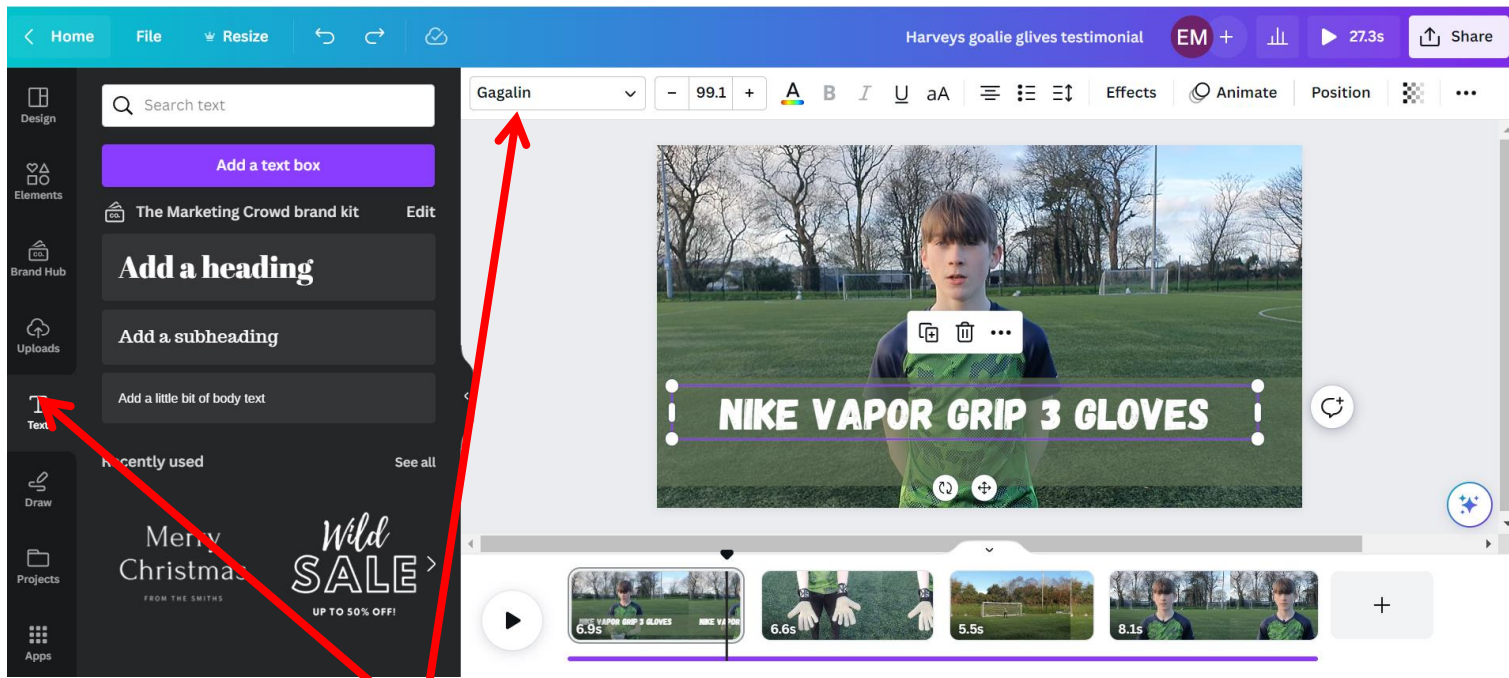
1. Take a screenshot of your video
2. In Canva, select the option for thumbnail video
3. Upload your screenshot
4. Add it to the canvas
5. Under elements choose shapes and select a rectangle shape to add to your image
6. Change the colour of the shape
7. Add transparency
8. Add text

# You could create a thumbnail like this



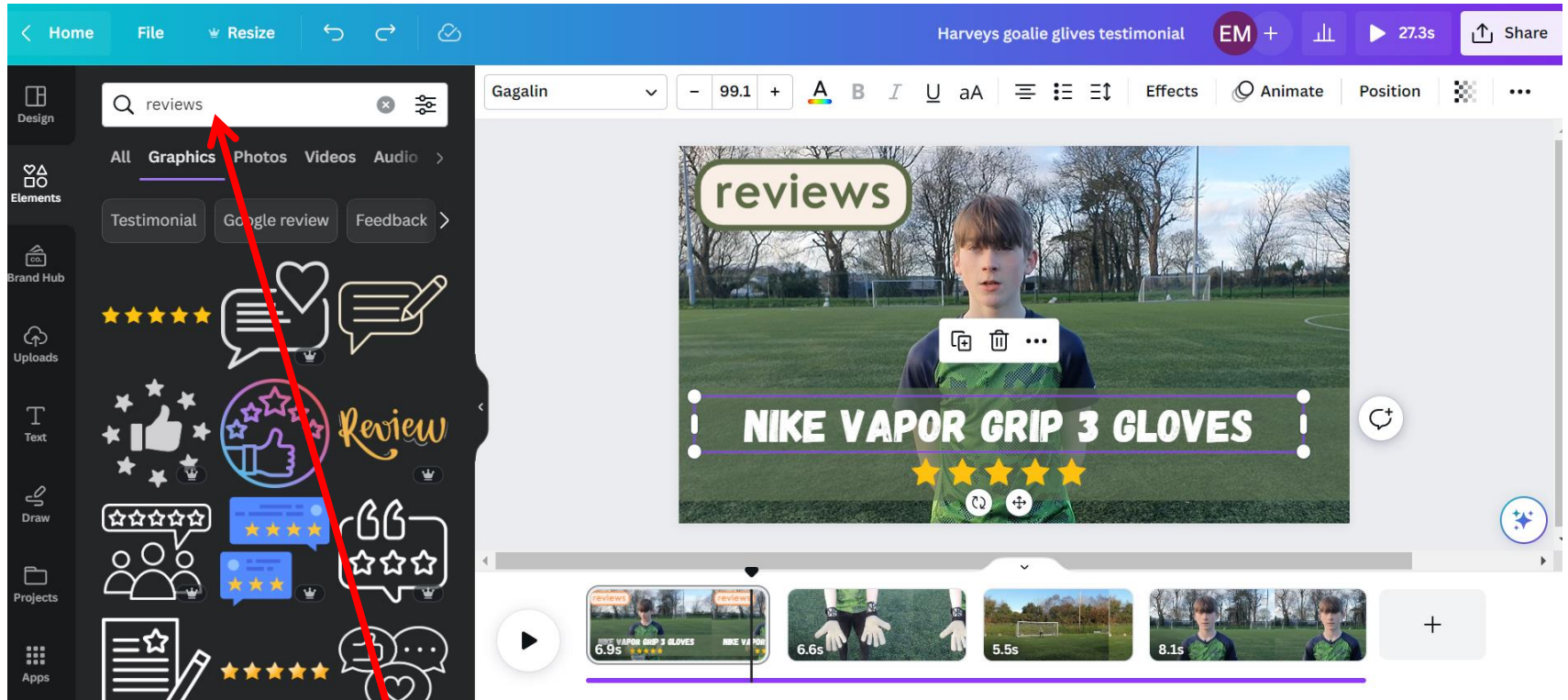
Pause at the point in the video that you would like to be the image  
Then click on elements and choose shapes  
Add a shape e.g. Square and drag it to be a rectangle  
Then click on the rectangle shape and change the colour  
Then click on transparency and make the background colour more transparent

You could create a thumbnail like this



Add text by clicking on text  
Choose Heading  
Add text  
Change the typeface / font

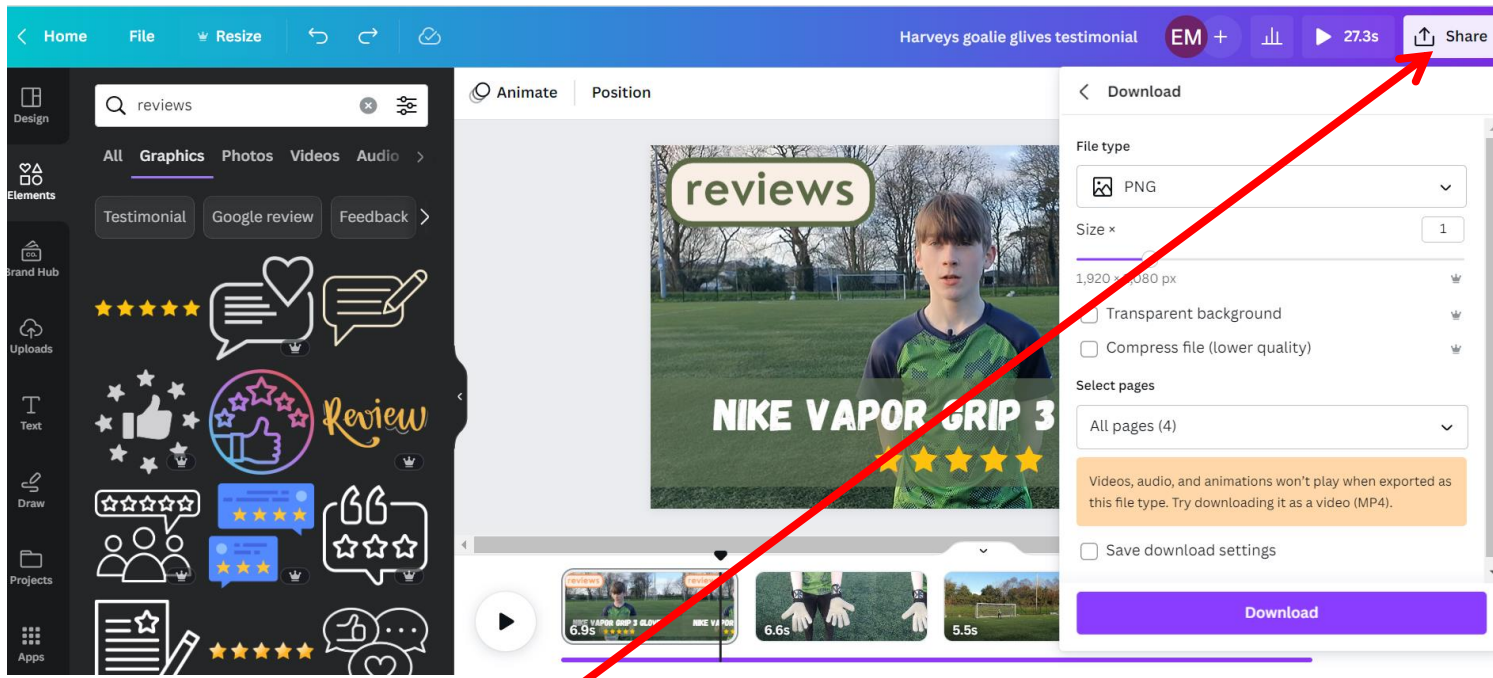
You could create a thumbnail like this



To add graphics  
Search for a word e.g. Reviews  
Click on graphics  
Choose your graphic (s)



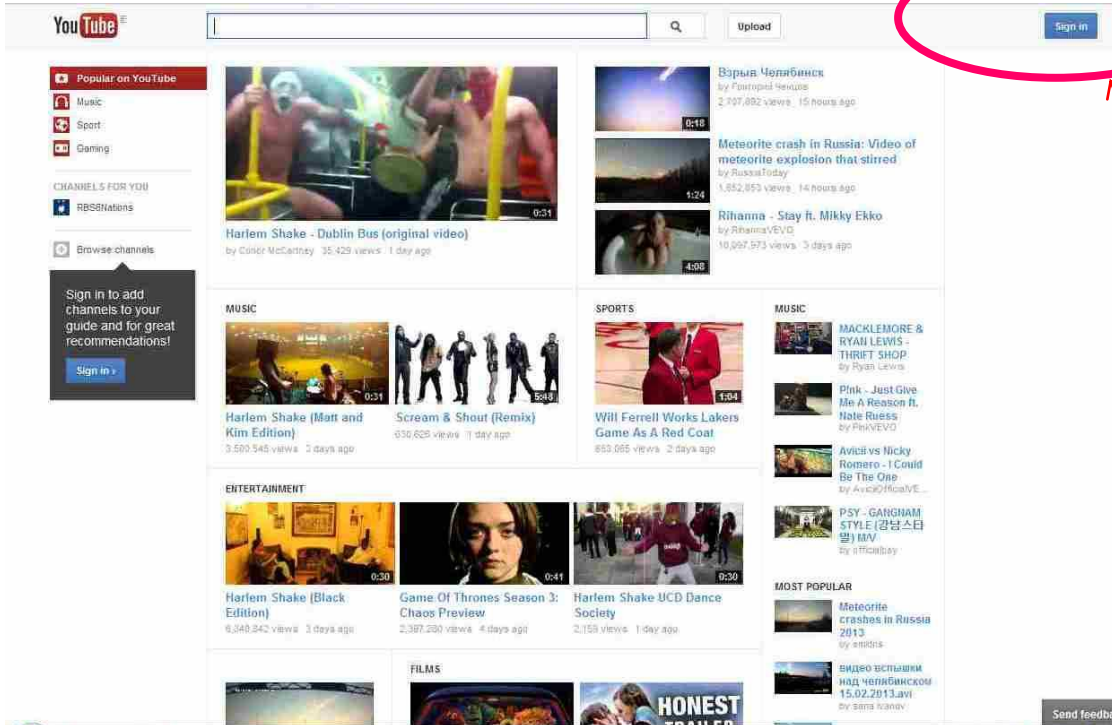
You could create a thumbnail like this



To save to your device

- Click on share top right
- Then download
- Then change it from mp4 format to png
- Then download

# How to create a YouTube account

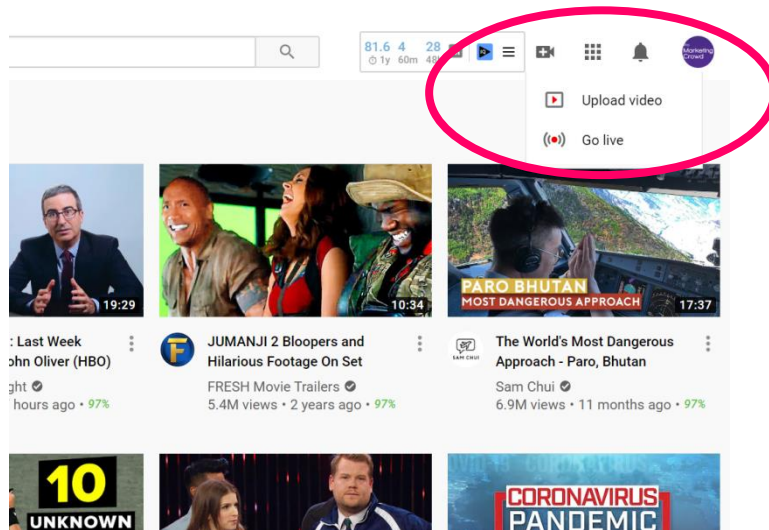


You need an account ....

1. To upload your own videos
2. To interact with videos (comment etc)
3. To interact with other members of YouTube

On the homepage click Sign In

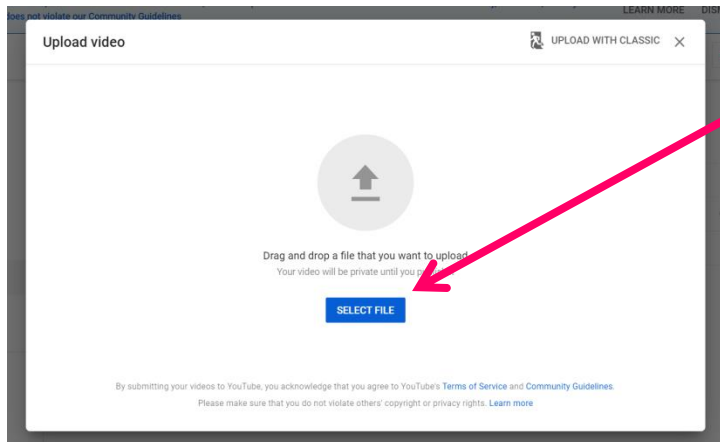
# How to create a YouTube account



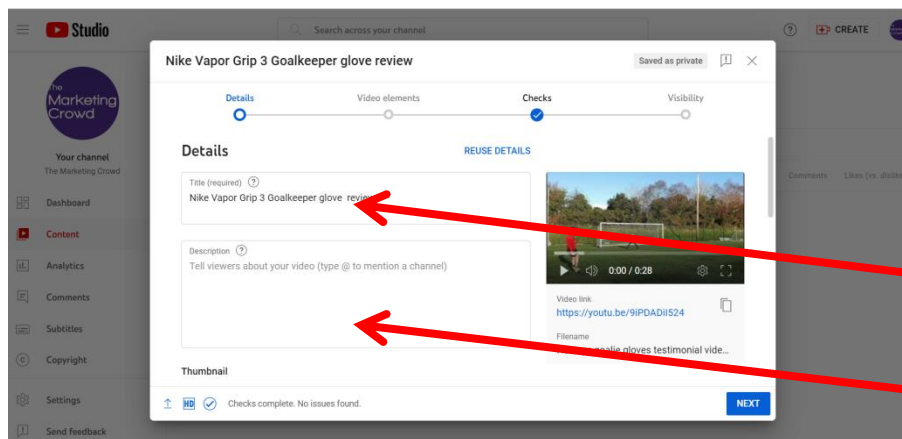
To upload a video tap on the + symbol

And then Upload Video

Click on Select File and choose the video form your PC. It will then start uploading



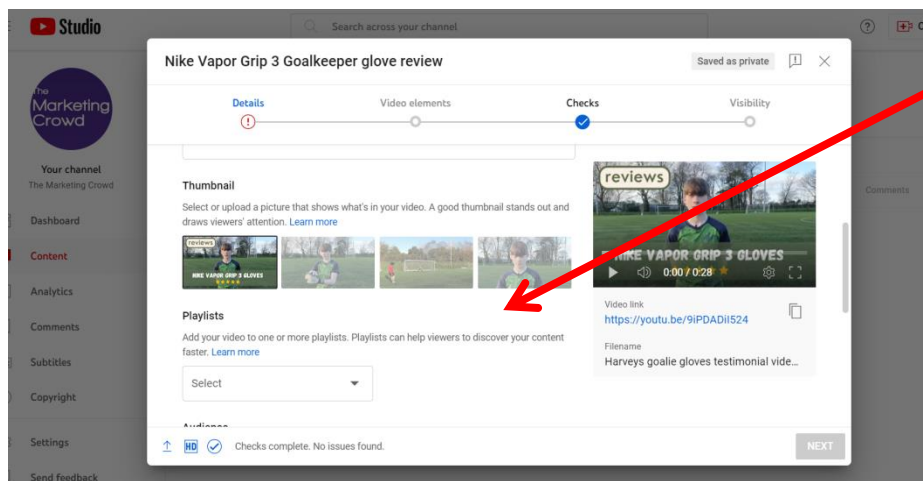
Change the title of the video to a title that people are likely to search for. Include the name of your business in the title.



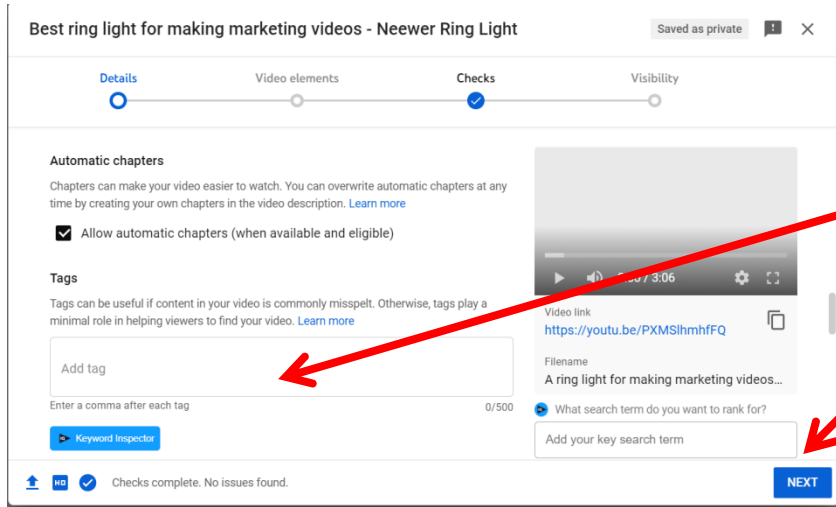
## Uploading A Video

When you select a video from your hard drive you then see this screen. You can ...

- Change the title of the video to something people are likely to search for.
- Add a description
- Choose a thumbnail or add the custom thumbnail that you designed
- If your video is made for kids tick yes, If not, tick No

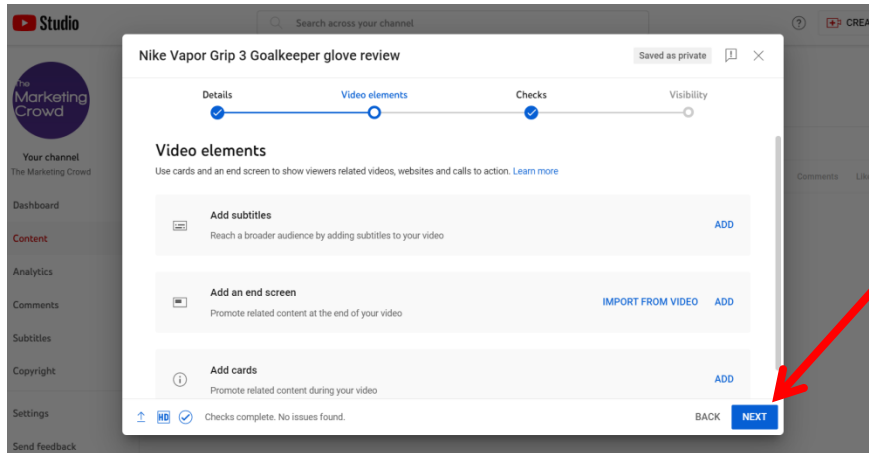


# Add tags

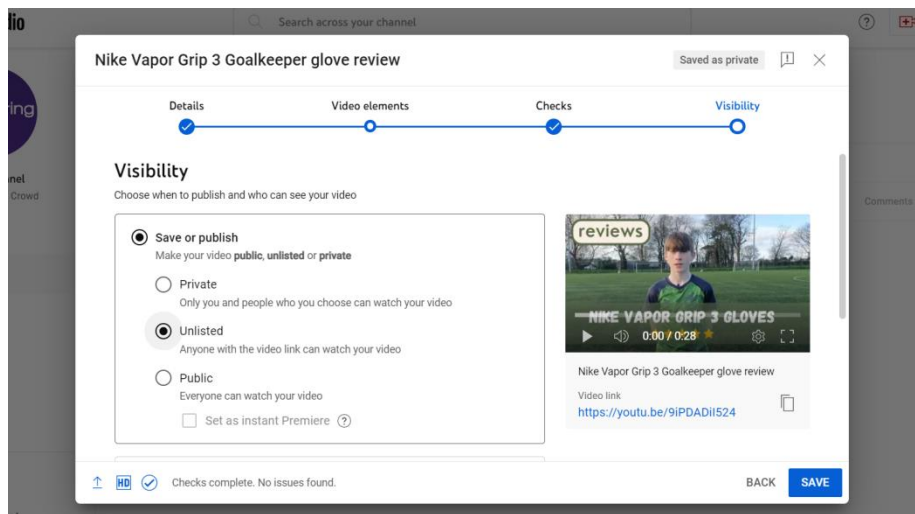


## Uploading A Video

- Add tags which help gets your video found
- Click next to proceed
- Click of you want to manually add captions. Otherwise, YouTube will automatically generate them
- Click next



# Choose your privacy level



## Uploading A Video

### Decide on the visibility for your video

**Public** – you want your marketing videos to be public. They will be found in search and suggested as relevant videos.

**Unlisted** – handy if you want to keep your video away from search results and suggestions. E.g. if you want to show a colleague a draft of your video.

**Private** – you will need to indicate which Gmail account you want to give access to. Only someone logged in with that Gmail can watch it.

Click save

# What we'll cover

## **Video equipment**

Additional affordable equipment you should consider in order to shoot videos with your smartphone including

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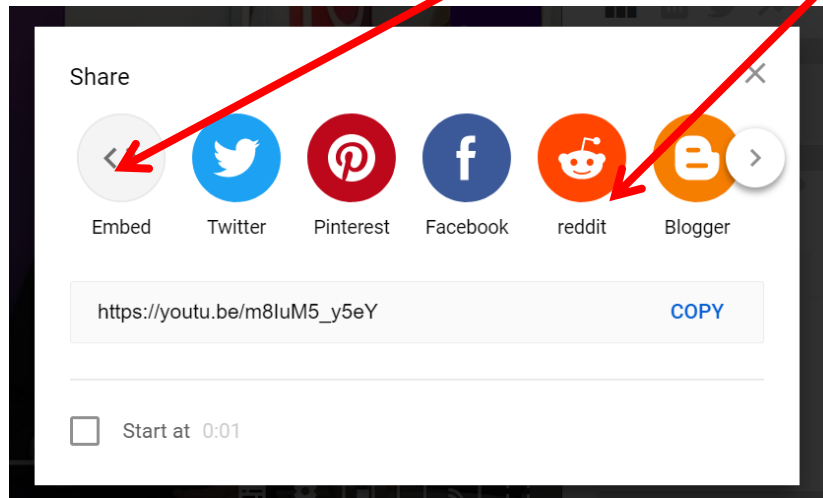
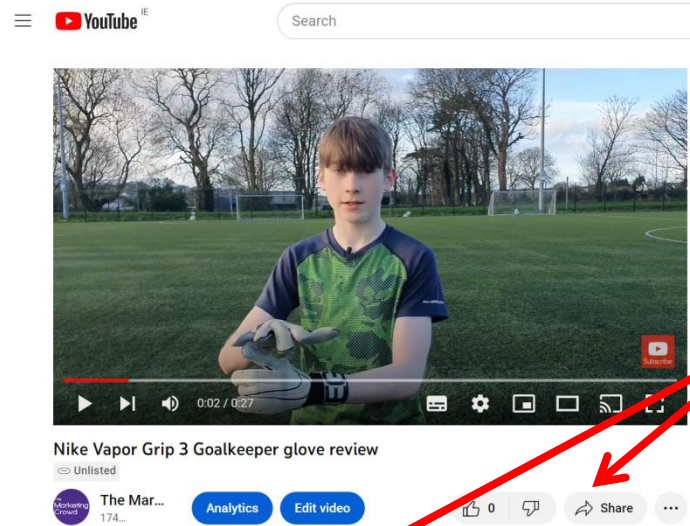
How to share it on Instagram as a Reel

How to share it on Facebook as a post or as a Reel

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How to share it on Twitter

# Get the embed code for your videos in order to place it on your website



Find your video

Click share

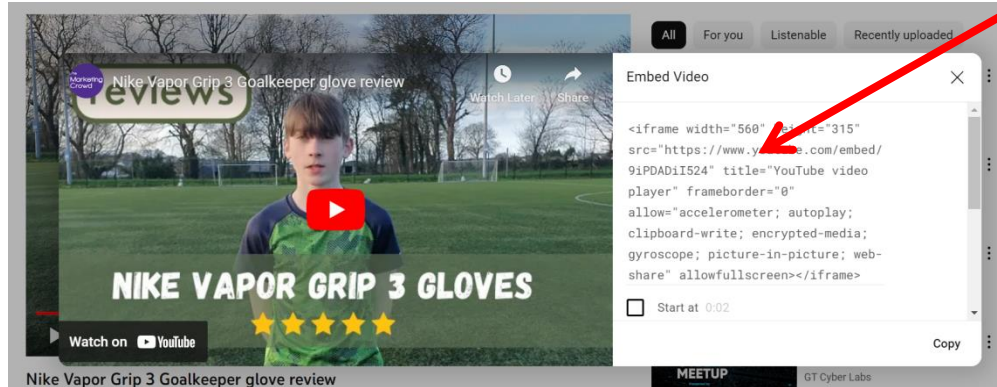
Then click embed

Then copy the code and paste it into a page on your website

Note – you can also get the embed code for other videos if you wanted to embed them on your site.



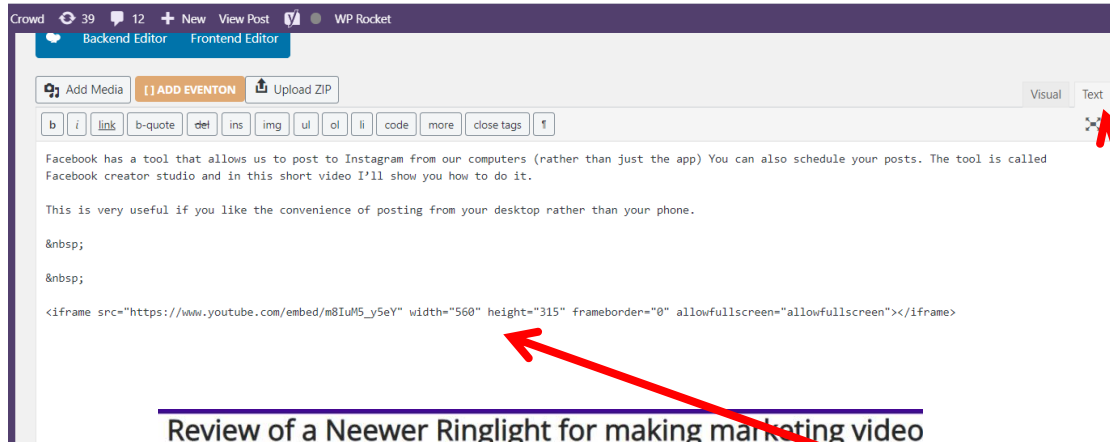
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# Paste the embed code into your web page



## Review of a Neewer Ringlight for making marketing video

If you are shooting marketing videos indoors an excellent affordable light is a Neewer 18 inch Ring light. In this short video I'll show you why it's a great light and also without the light.

If you can buy the light locally please shop local but if you can't find it locally you can get it on Amazon for around €80 - here is a link <https://www.amazon.co.uk/dp/B078888888>. Definitely worth getting this if you make marketing videos



## How to embed a video on a web page

- Log into the back end of your website and go to the page that you want to add the video to
- Ensure you switch to Text mode (or HTML mode – depending on your editor)
- Paste the code in
- Then update your page
- Your video will now appear on the page

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## Reminder – Should your videos be Landscape or Portrait?



### 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

# Ask yourself, why are you creating the video?

Example of a landscape video



Example of a portrait 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

However, Videos on Instagram and TikTok should be portrait

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

# My recommendation – if you are selling to consumers



**Evan Mangan - Digital Marketing Training**  
Director at The Marketing Crowd | Digital Marketing Consultant & Trainer  
1mo · 🌐

Here's the second on my list of digital marketing tools for 2022 - a tool (Ubersuggest chrome extension) that will give you a very good idea of how much traffic a website is getting. ...see more

Number 2: Ubersuggest

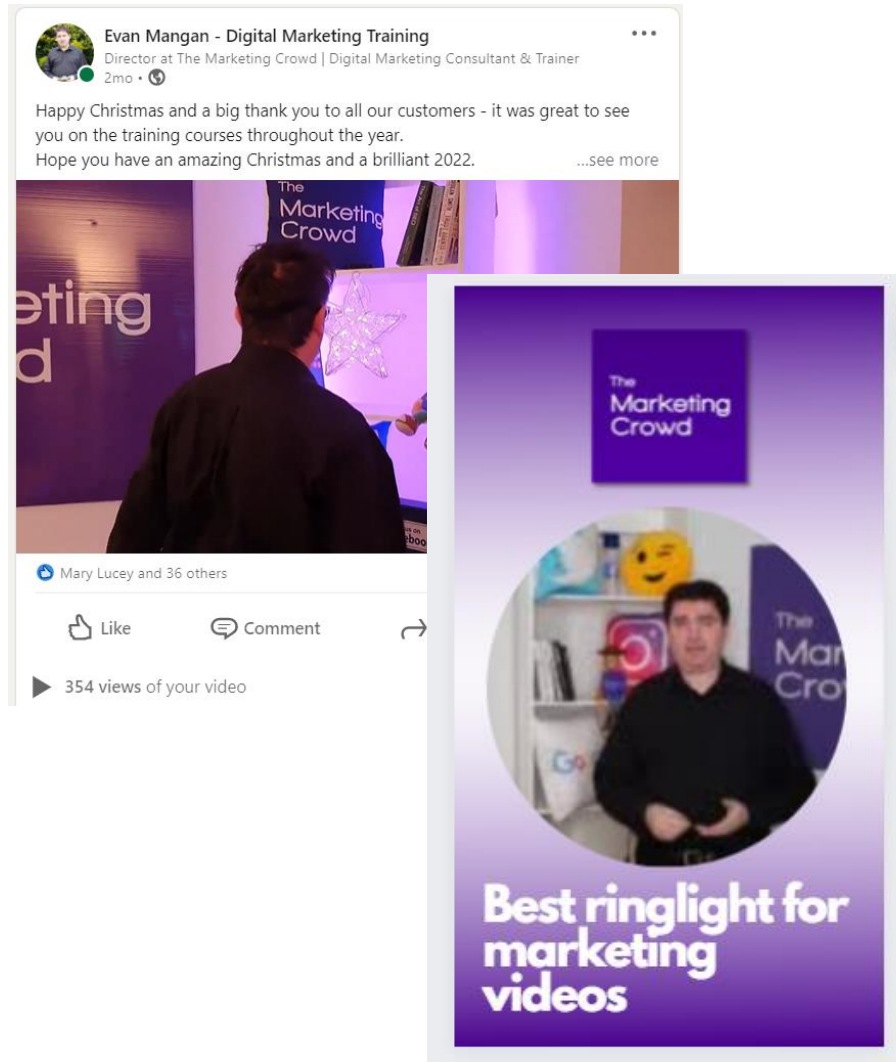
Kay Lynch and 19 others · 4 comments

If you are selling to consumers or small businesses, I think Instagram will be your most important because it gives you the most reach

Within Instagram, Reels gives you the most reach, e.g. 60 – 70% reach compared to 30% with posts and 10% with stories

1. Record and edit your videos portrait and post as a Reel and also as a Story
2. Then convert the video into a square video using Canva and post this on Facebook, Twitter and LinkedIn. Square looks great on those networks

# My recommendation – if you are selling to business professionals and LinkedIn is your main social network



If you are selling to business professionals and you feel LinkedIn is your most important social Network

1. Record your video landscape and share it on LinkedIn. Facebook and Twitter as landscape
2. You should not share this landscape video as a Reel – it won't look good.
3. Instead you could then use Canva to place the video on a portrait background (use a frame to make it look very interesting) and turn that into a video for Reels and Instagram Stories



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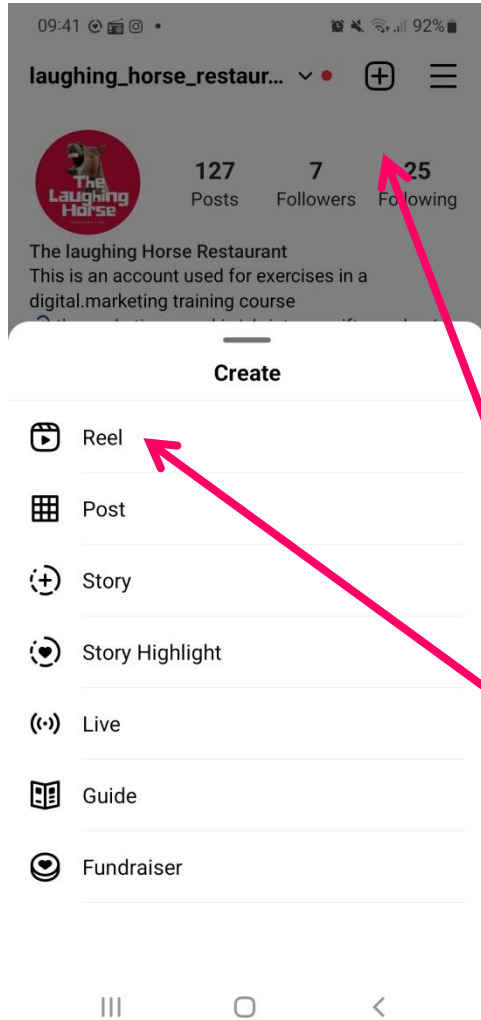
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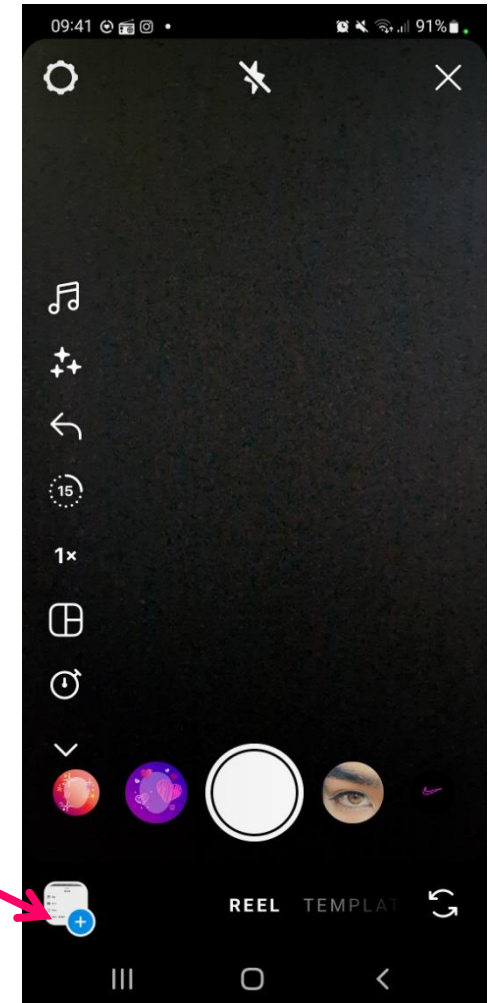
# How to post your video as a Reel



If your video is less than 90 seconds consider posting it as a Reel because it will get more reach.

However, Reels are vertical videos. Landscape or square are accepted but don't look as good and can actually look bad.

- Tap the + icon
- Tap Reel
- To select a video tap on the +



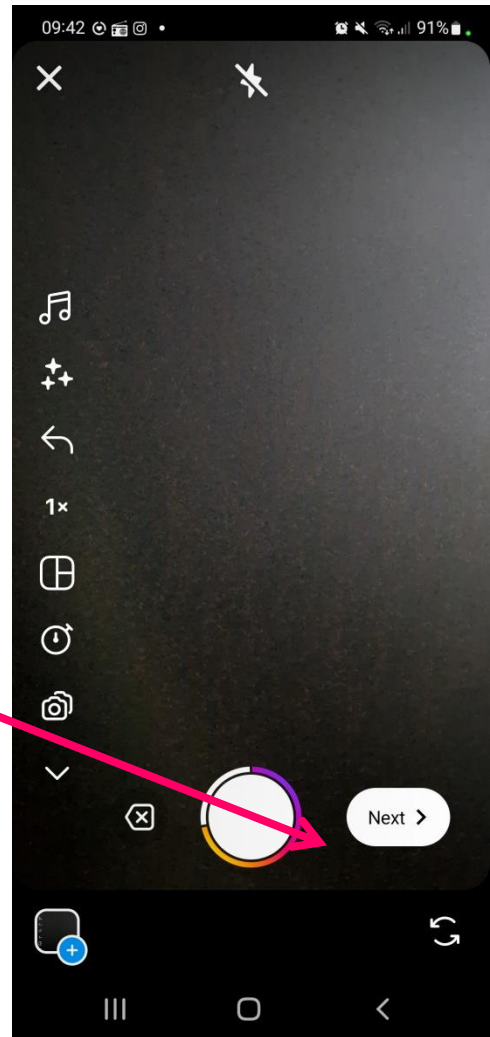
# How to post your video as a Reel



Once you select your video you can then remove some of the start and end by dragging the sliders

To proceed tap add

Then tap next



# How to post your video as a Reel



You can then ..

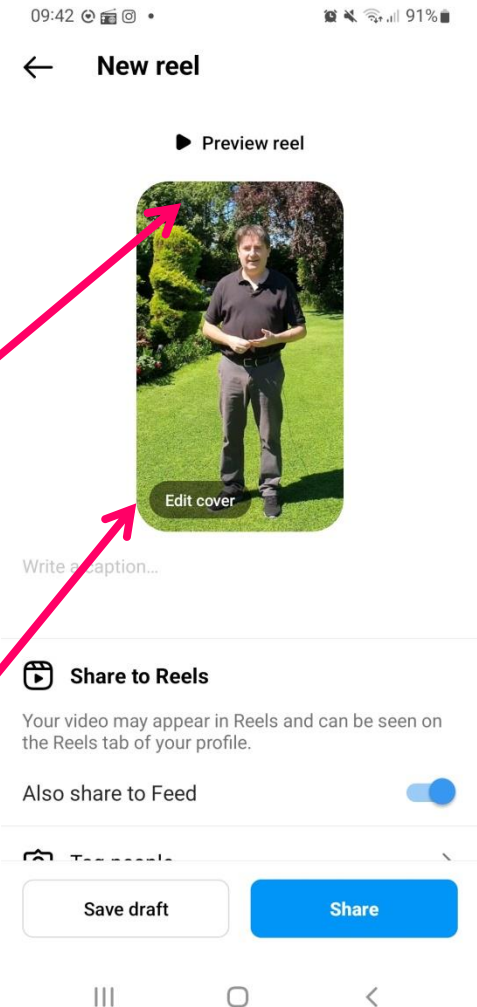
- Add music
- Add text
- Add stickers - this includes the ability add captions

Tap next to proceed

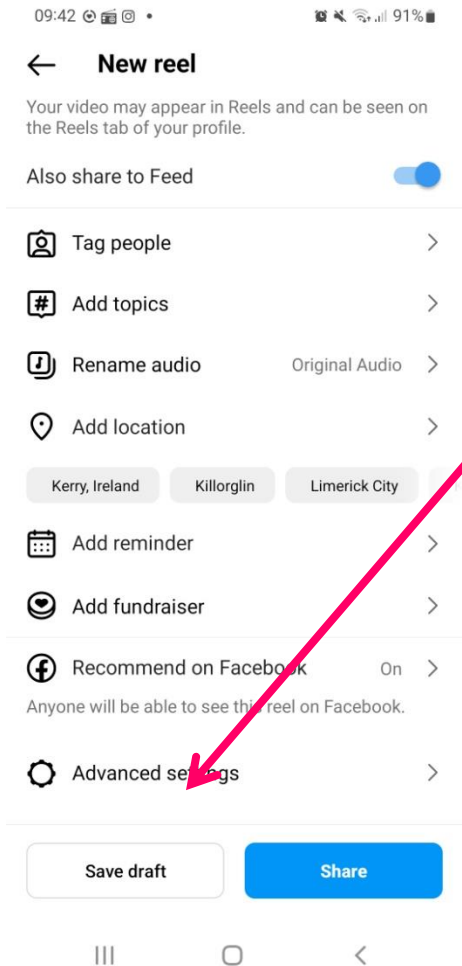
Add the text for your post

Change the cover for your post – You could upload a cover designed in Canva

Crop the profile cover to square



# How to post your video as a Reel



Note – under advanced settings you will have the option to schedule your Reel

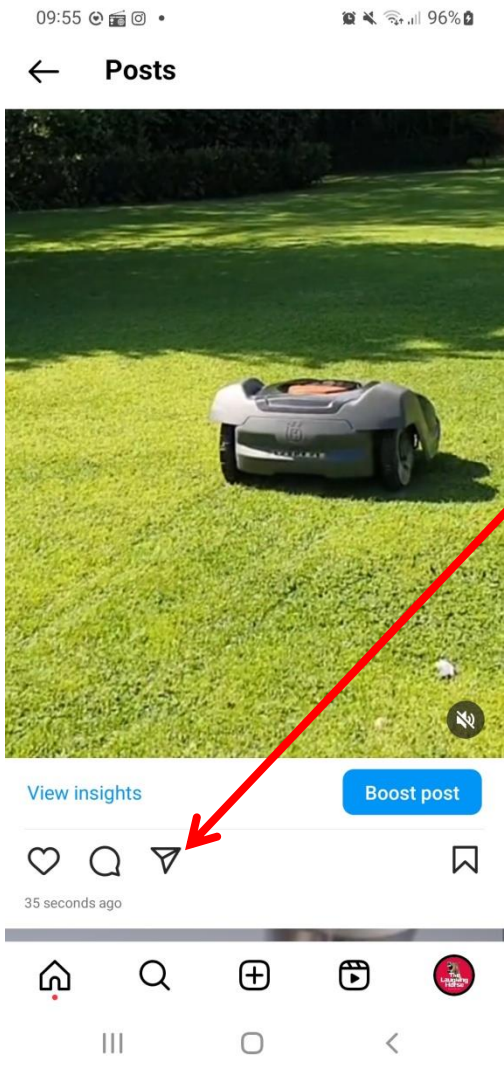
Then tap share to send it out

# To reach more of your followers

Share it to your story.

Some of your followers might not see it in the main feed  
but they might see it in the Stories feed.

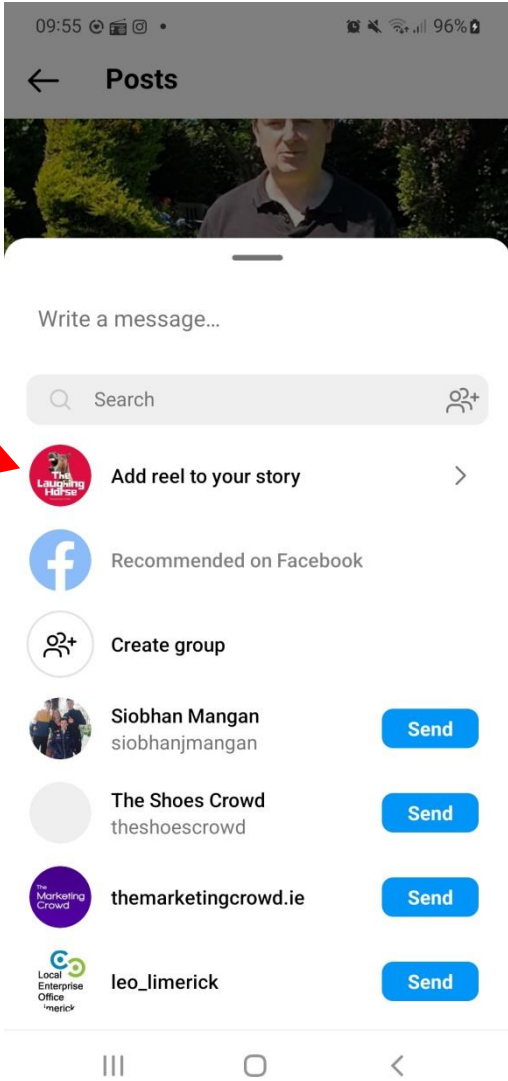
# How to share a Reel to your Story



Find your Reel on your profile grid

Tap on the paper plane icon to share

Then tap on Add Reel to your Story



# How to share a Reel to your Story

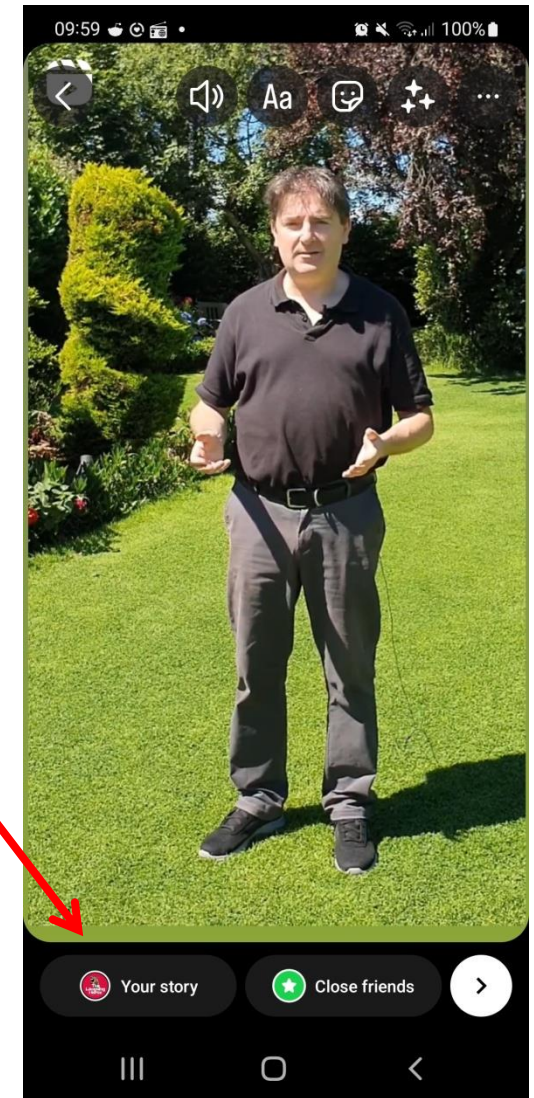


Your Reel will be placed on a coloured Background.

However, if you use two fingers to pinch in you can make it fill the screen and it looks more impactful

The tap on Your Story to post it

Note – people will only see the first 15 seconds of the Reel. There will be a link they can tap to view the full Reel





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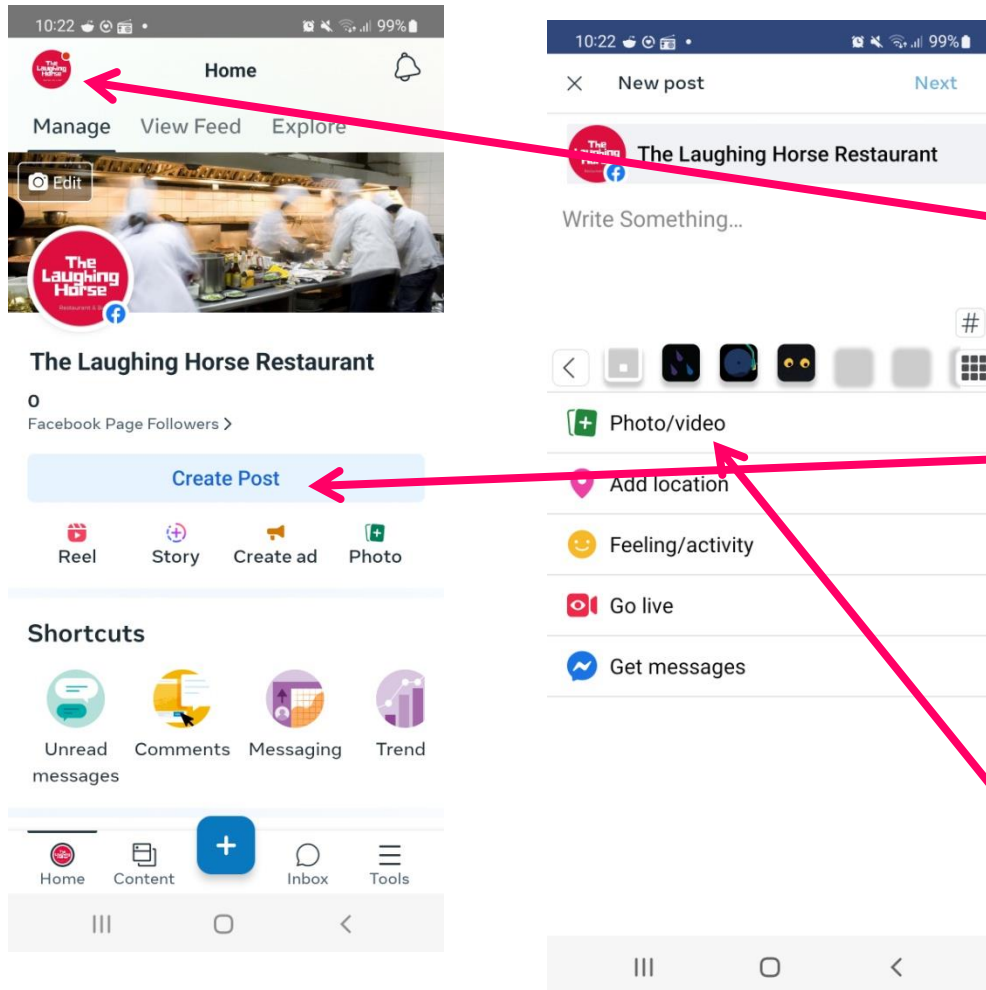
How to share it on Instagram as a Reel

How to share it on Facebook as a post or as a Reel

How to share it on LinkedIn

How to share it on Twitter

# How to post and schedule your video on your Facebook business page using your phone – Meta business suite



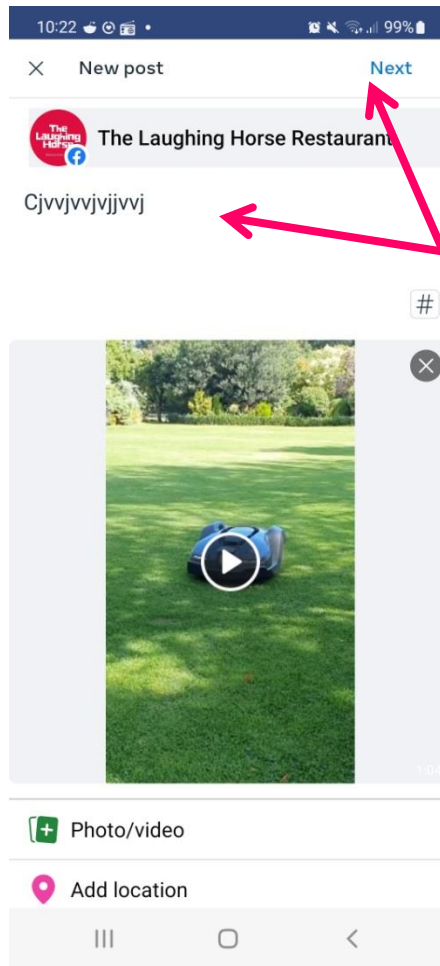
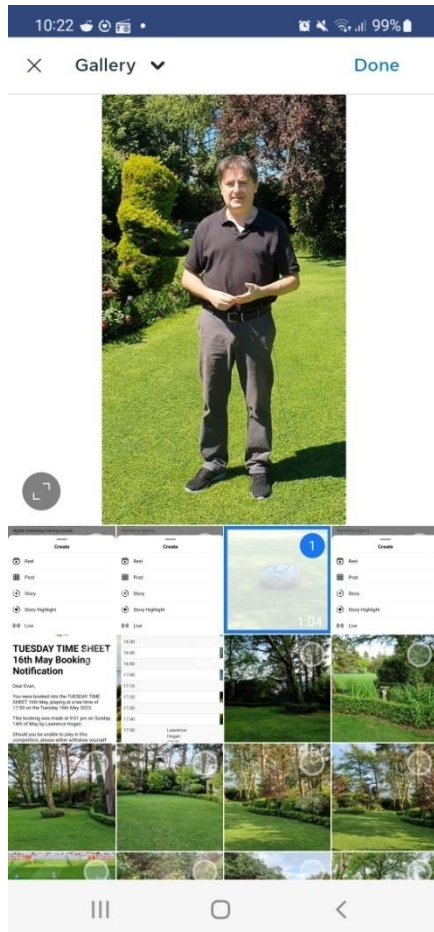
3. In the top left, choose the page that you want to send the video out from

4. Then tap create post

5. If your Facebook and Instagram accounts are connected, you can also have it go out on Instagram. Tick which ones you want

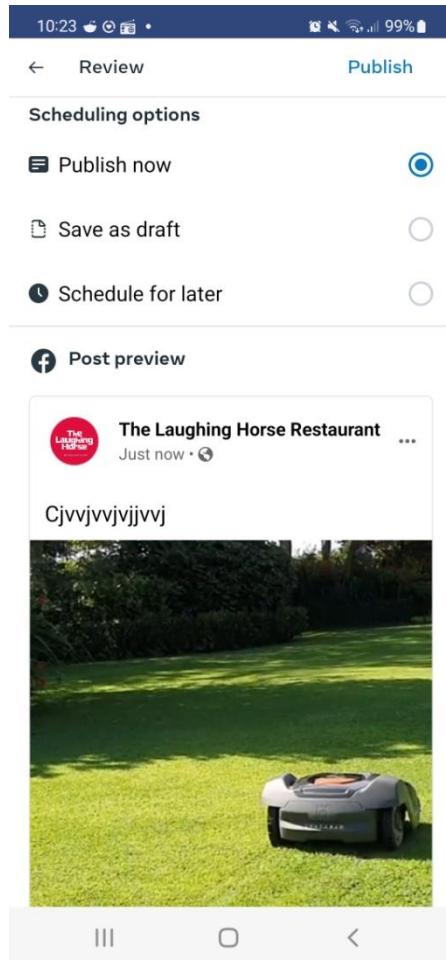
Tap photo video to choose the video

# How to post and schedule your video on your Facebook business page using your phone – Meta business suite



6. Then type your text and select the video from your phone
7. Then tap next
8. Then tap schedule. Choose your date and time
9. Then tap schedule

# How to post and schedule your video on your Facebook business page using your phone – Meta business suite



6. Then tap schedule. Choose your date and time

7. Then tap schedule

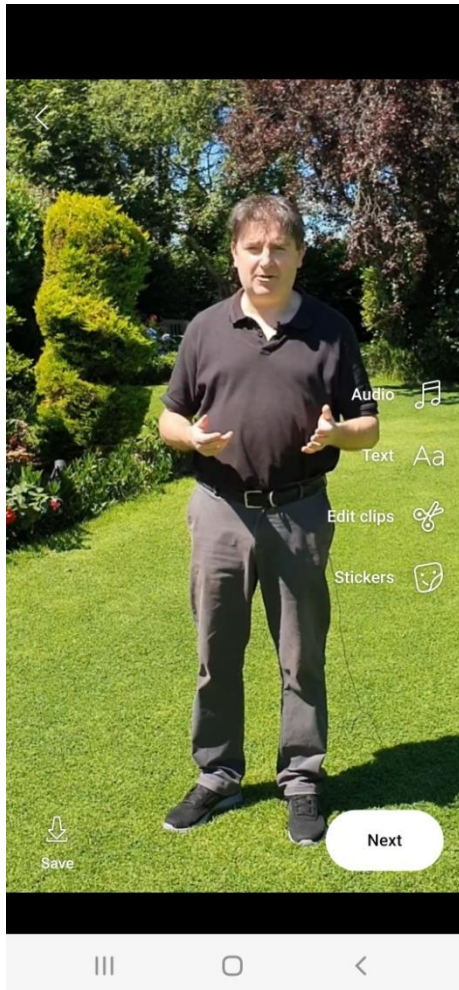
Or you could send your video out as a Reel. – this is a better option if your video is portrait and it could also reach non followers



Tap on Reel

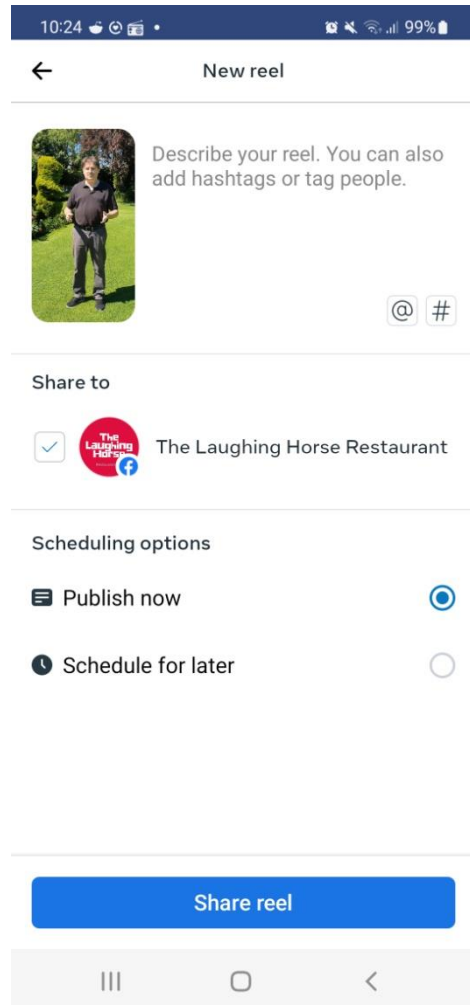
Then choose the video from your phone

Or you could send your video out as a Reel. – this is a better option if your video is portrait and it could also reach non followers



You can now add music (stock music)  
Add text  
Add sticker (But no caption sticker)

Or you could send your video out as a Reel. – this is a better option if your video is portrait and it could also reach non followers



Then add text that goes out with your Reel

Then publish or schedule

# What we'll cover

## Video equipment

Additional affordable equipment you should consider in order to shoot videos with your smartphone including

- Microphones
- Tripod / Gimbal
- Lighting

How to design a video thumbnail

How to upload it to YouTube

How to embed it on your website

Landscape or portrait for social media?

How to share it on Instagram as a Reel

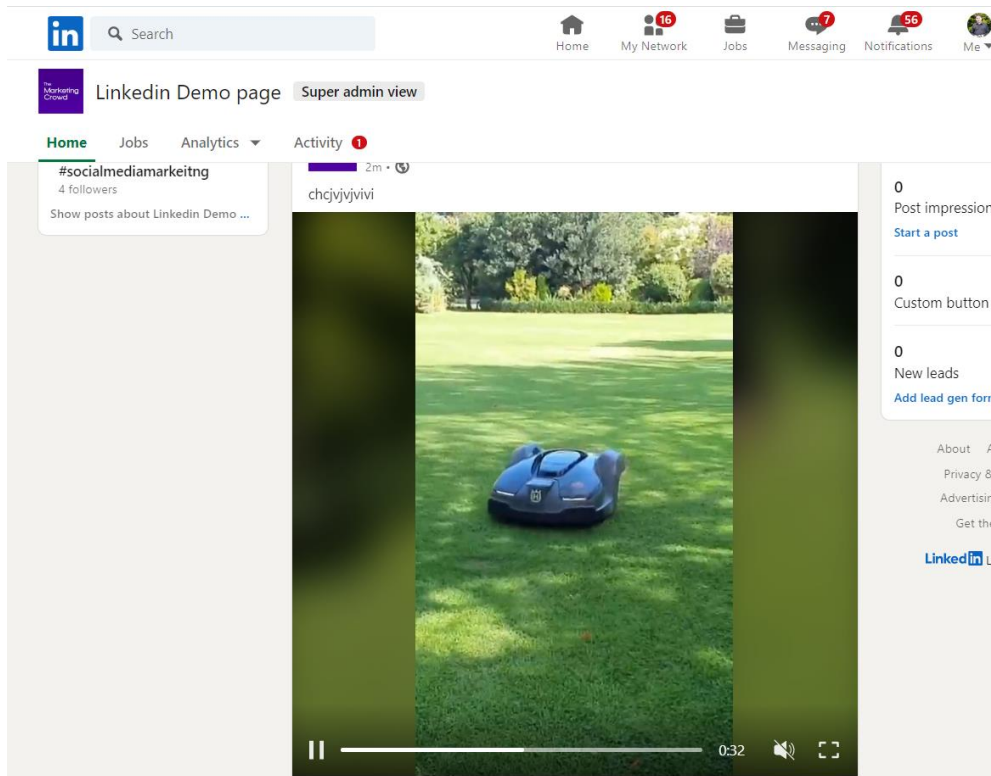
How to share it on Facebook as a post or as a Reel

How to share it on LinkedIn

How to share it on Twitter



# Be aware that portrait videos display differently on LinkedIn desktop and mobile



If you post a portrait video to LinkedIn it will look fine when people view the video using the LinkedIn pp on their phone

But when they view it on desktop it will have the block areas left and right

Video length limits on LinkedIn:  
Max 15 minute videos when uploading from desktop and 10 minutes when uploading from the LinkedIn mobile app.  
Minimum video duration: 3 seconds.

# Be aware that portrait videos display differently on LinkedIn desktop and mobile

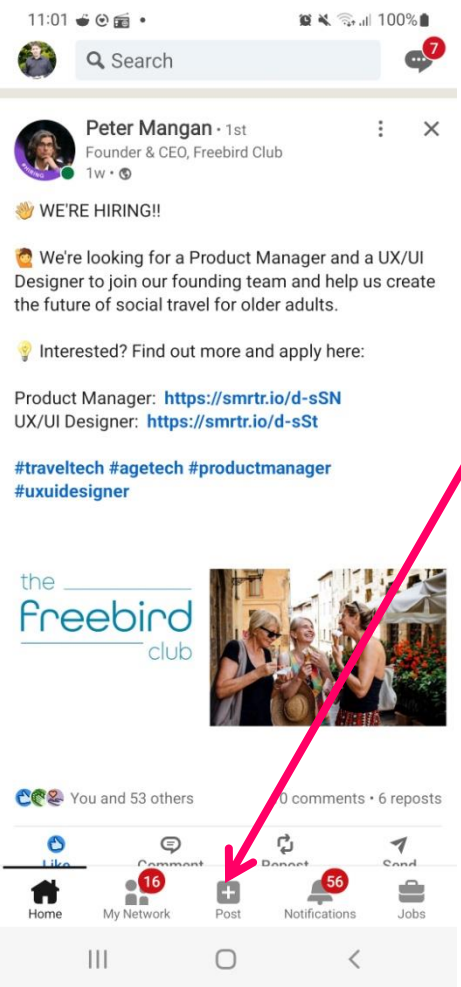


You could however use Canva to place your portrait video in a Square canvas

You could also brand it with your logo and add text

And you could place your video into a frame to make it look more eye catching

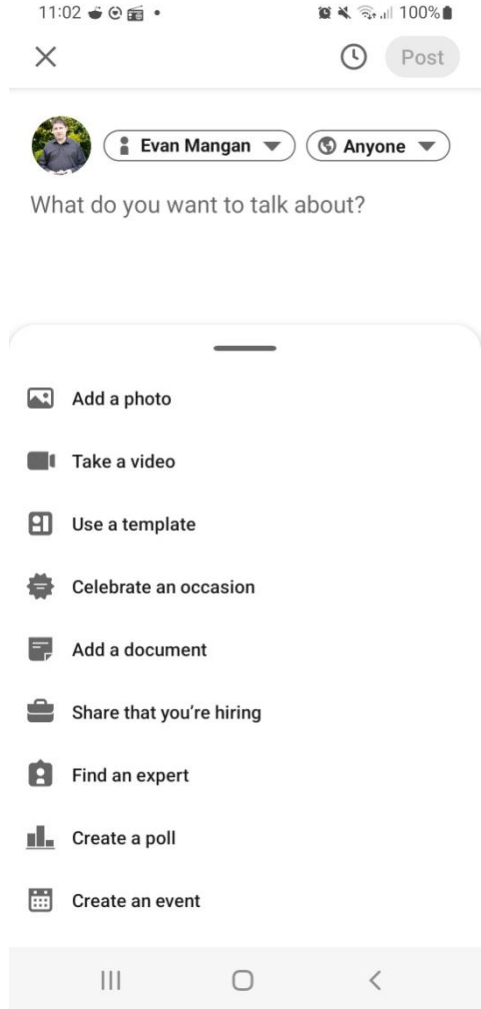
# How to post your video using the LinkedIn app



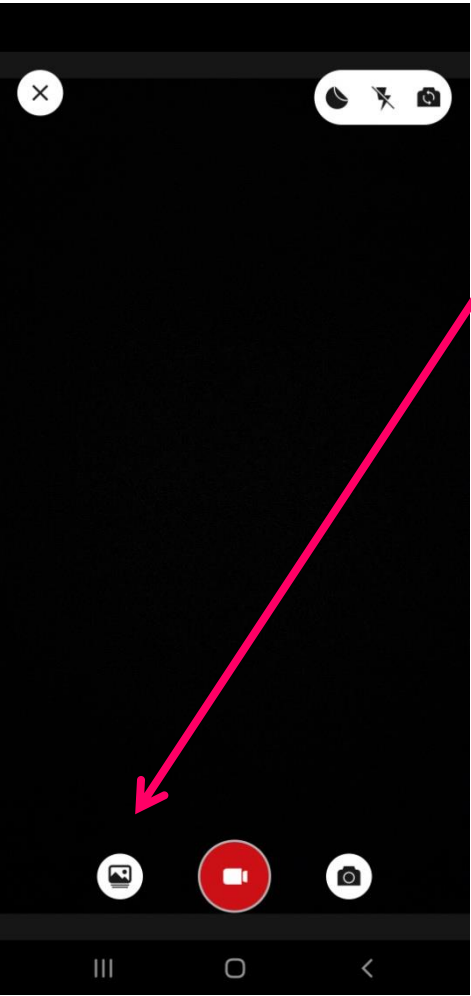
Open the LinkedIn app and ensure you are logged in

Tap the + button to create a post

Then tap on Take a video



# How to post your video using the LinkedIn app

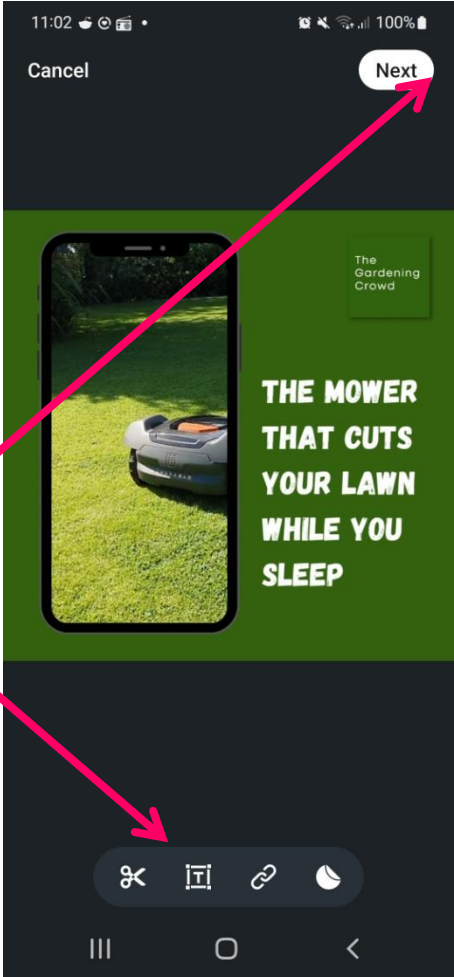


Then tap on the gallery icon to choose a video from your phone

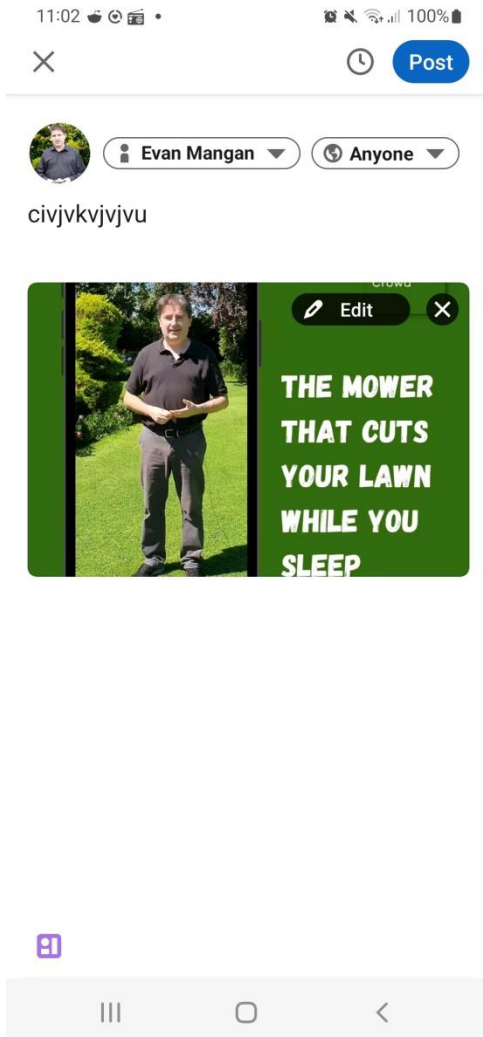
You can now

- Edit out some of your video
- Add text
- Add a link to your website or a profile
- Add a sticker

Tap Next to continue



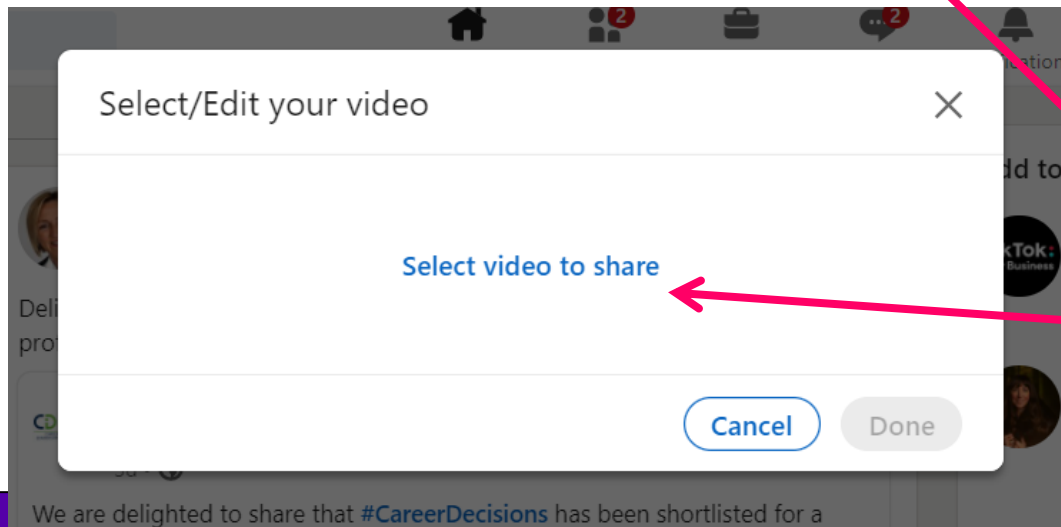
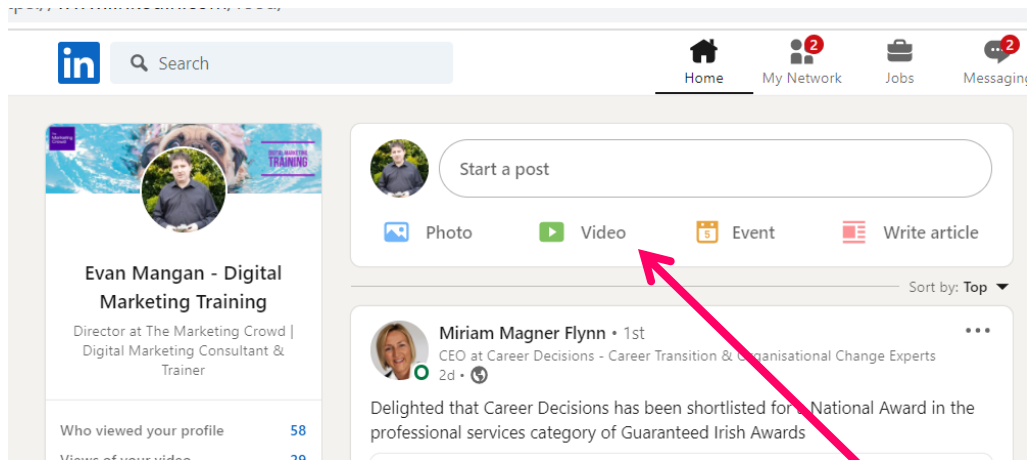
# How to post your video using the LinkedIn app



Then add the text to your post

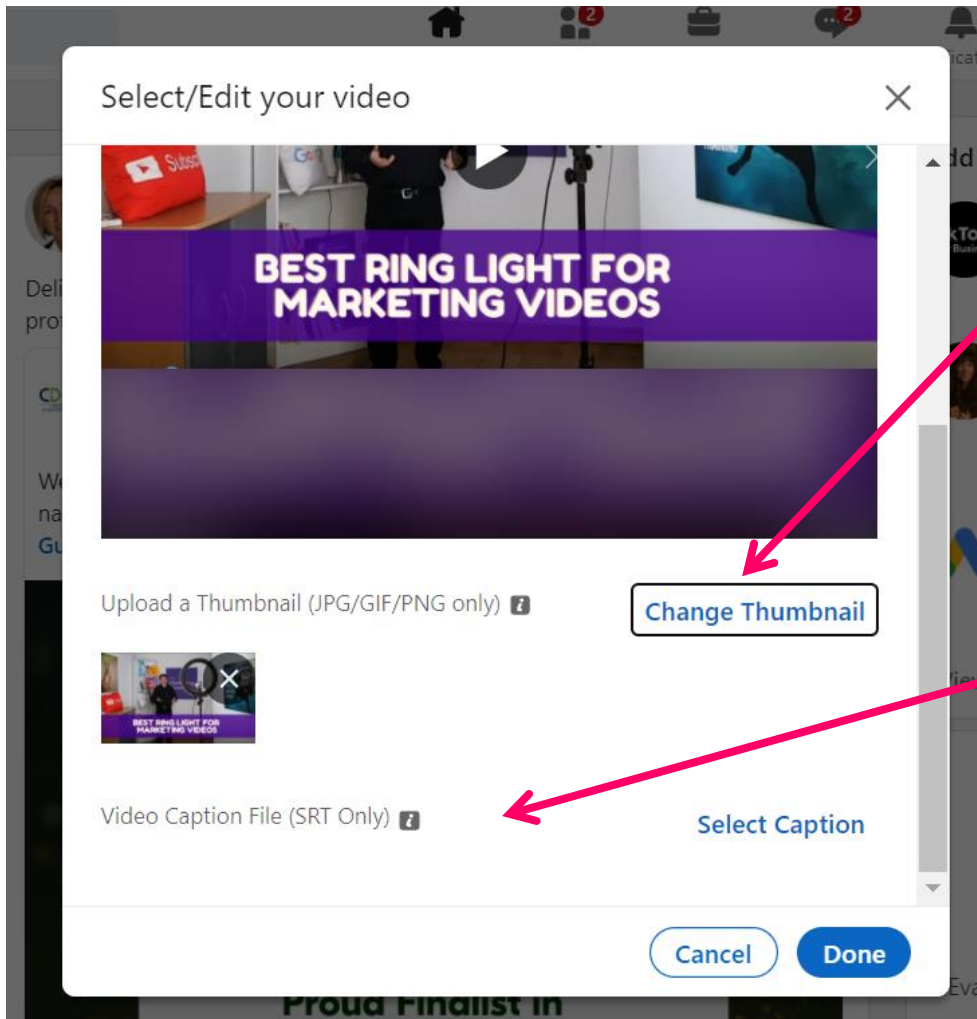
Then tap post to share it

# How to post your video using LinkedIn.com website



1. Go to your newsfeed (home)
2. In the section where you create a post, click video
3. Select a video from your PC

# How to post your video using LinkedIn.com website



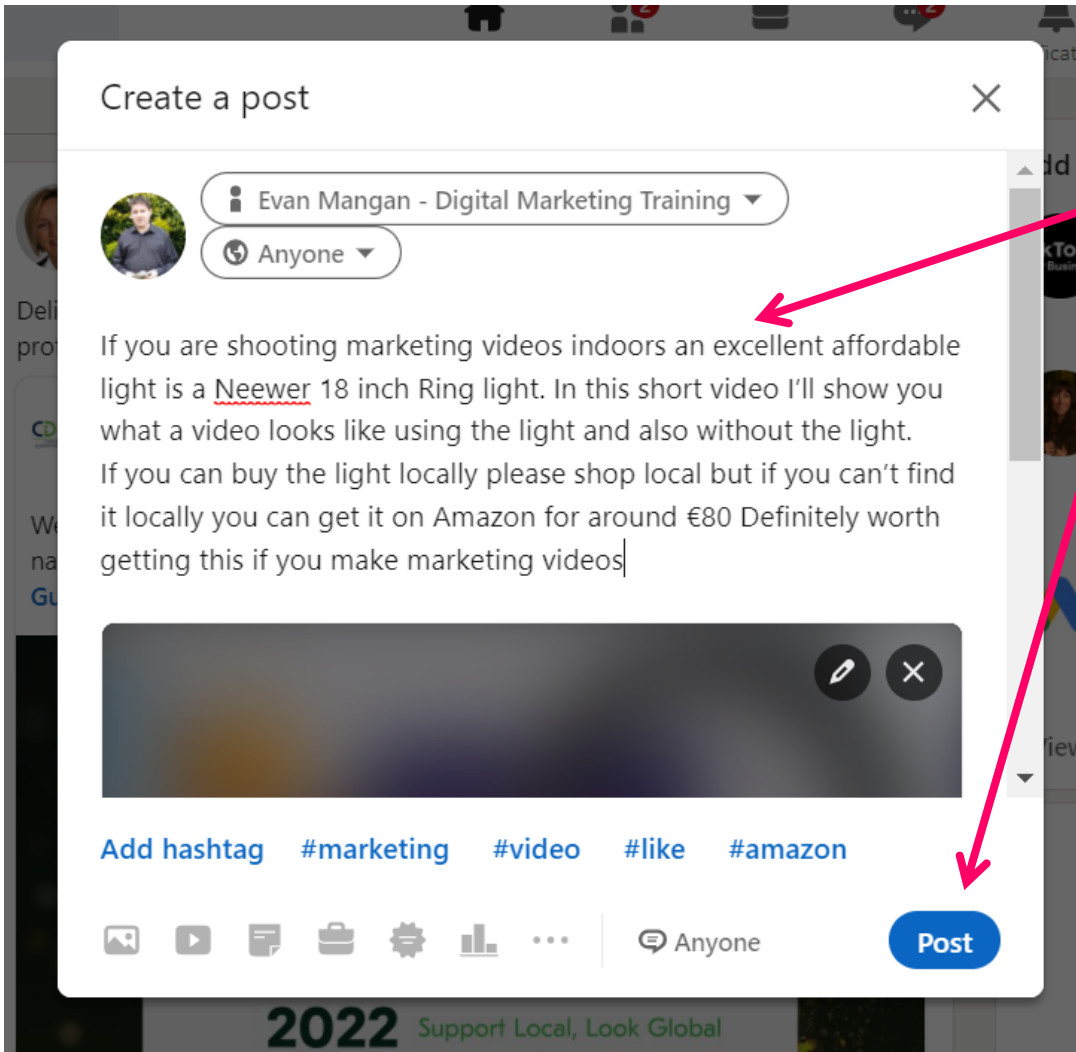
You can now also upload your thumbnail.

Design your thumbnail using Canva

LinkedIn does not auto generate captions so you are best to use a service like quicc.io

LinkedIn gives the option to upload an SRT file – this is a formatted file which has the captions prewritten.

# How to post your video using LinkedIn.com website



Write the text for the post

Then click post



# What we'll cover

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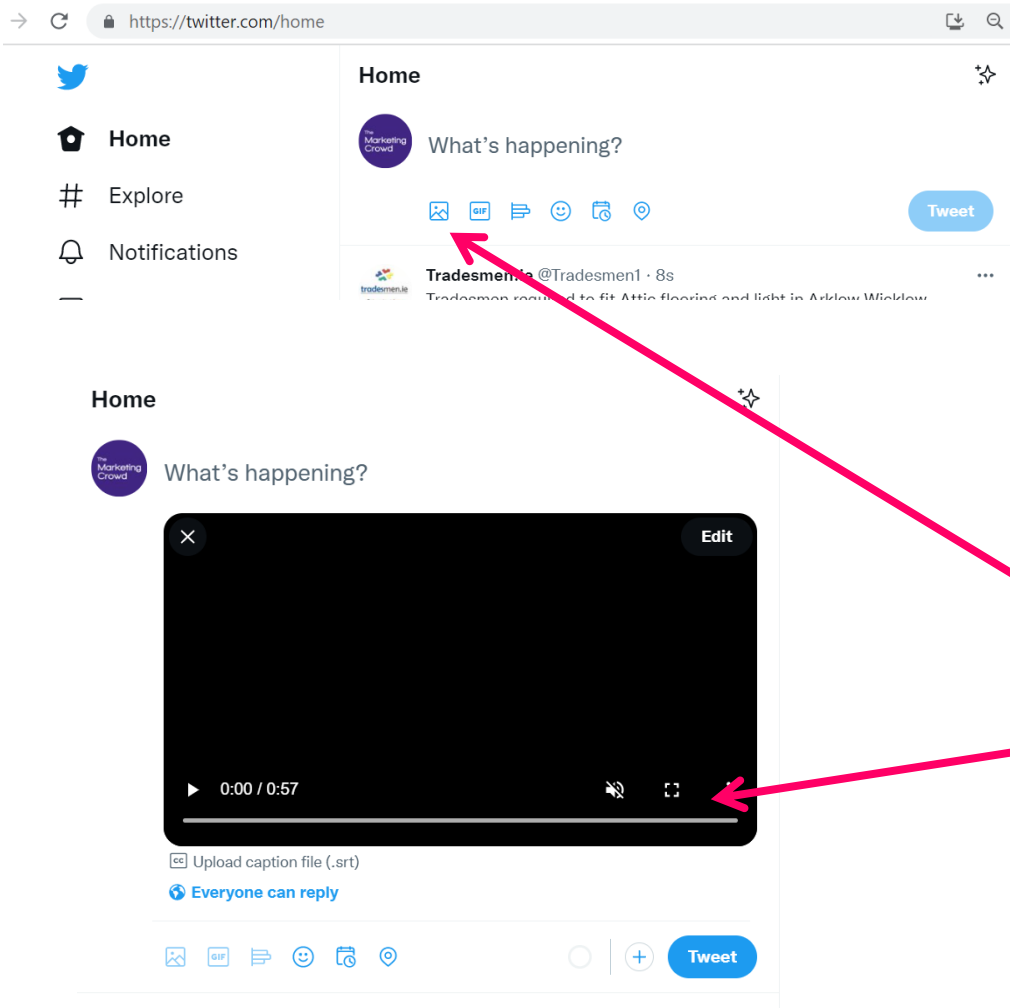
How to share it on Instagram as a Reel

How to share it on Facebook as a post or as a Reel

How to share it on LinkedIn

**How to share it on Twitter**

# How to post your Twitter video using Twitter.com website

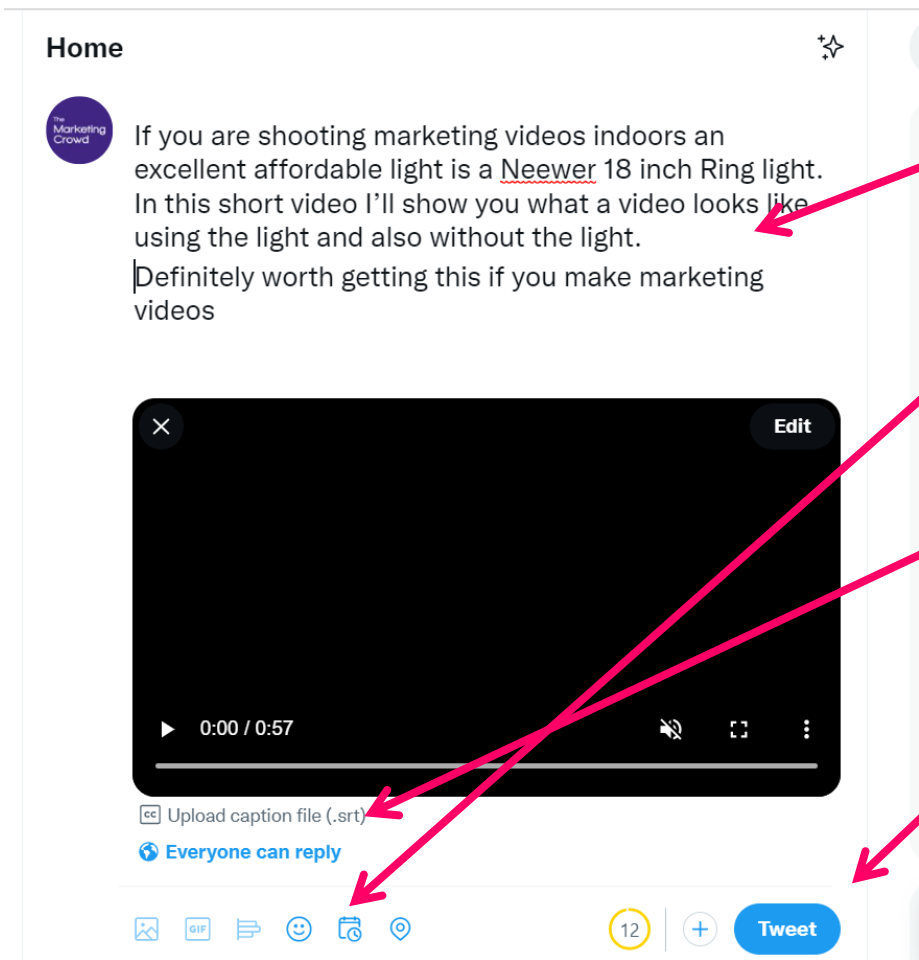


On Twitter you can post videos up to a maximum of 2 mins 40 seconds

Landscape or square videos work best. You can post a vertical video but it will have black lines left and right when viewed on desktop

- Login to Twitter.com on your desktop.
- On the home screen, go to the tweet box
- Click on the icon for “add media”
- Select the video from your PC

# How to post your Twitter video using Twitter.com website



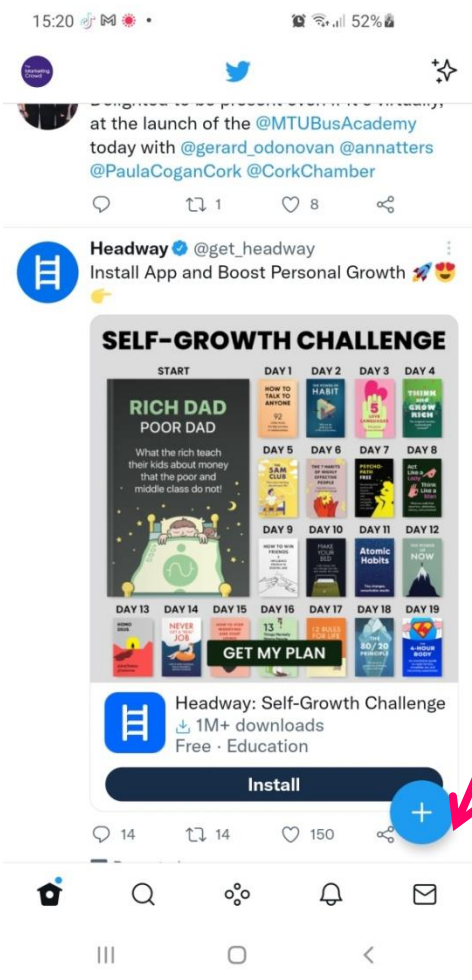
Add your text

You can schedule your tweet by clicking on the clock icon

You can upload an SRT file with captions. Twitter does not auto generate captions

Then click tweet

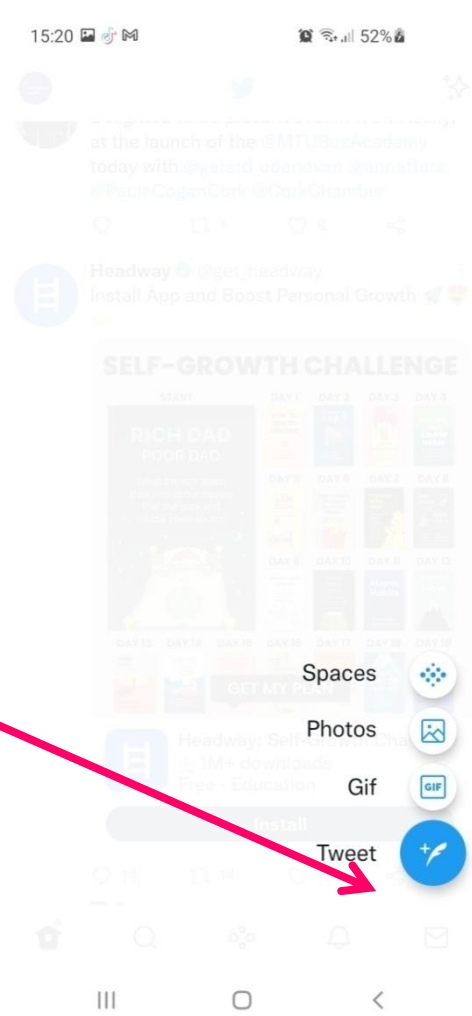
# How to post your video using the Twitter app



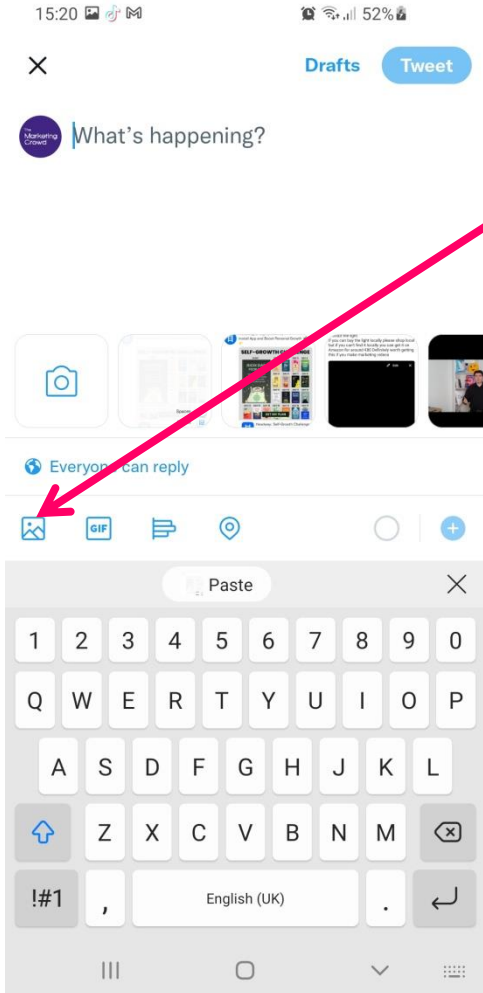
Open the Twitter app and ensure you are logged in

Tap the + button to create a post

Then tap on Tweet



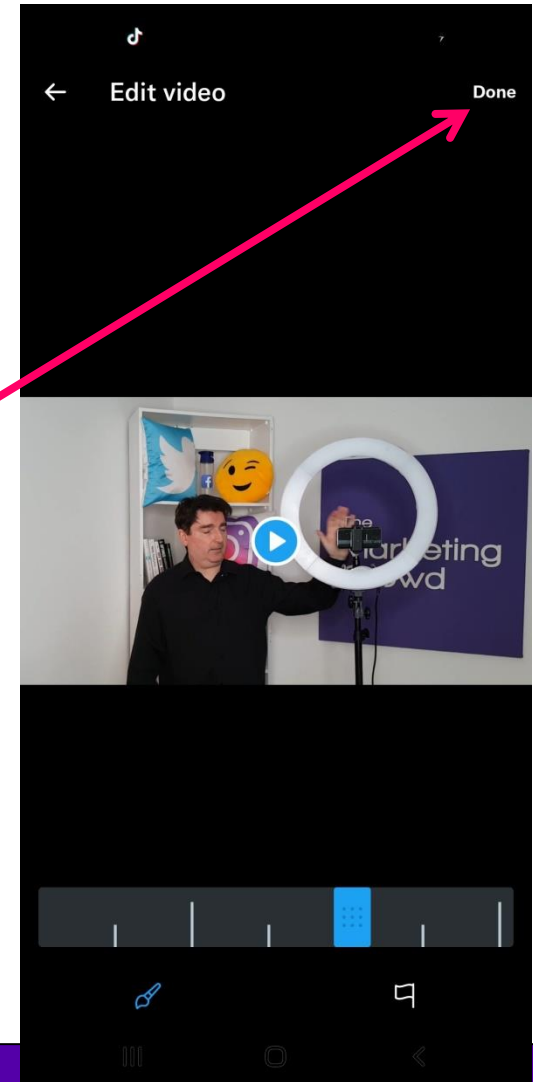
# How to post your video using the Twitter app



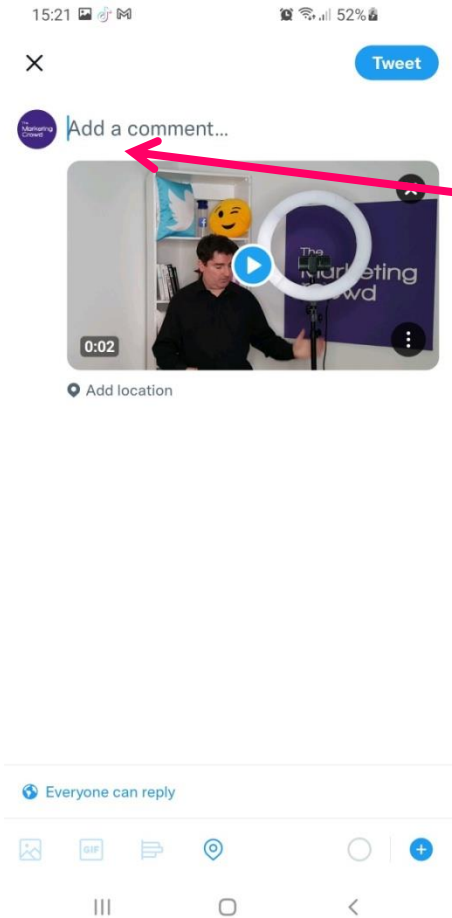
Then tap on the gallery icon to choose a video from your phone

You can now trim out some of your video if you wish.

Or click done to proceed



# How to post your video using the Twitter app



Then add your text to the section  
“add a comment”

To send out your post tap “tweet”

