



VIDEO EQUIPMENT AND HOW TO SHARE YOUR MARKETING VIDEOS ONLINE

Video Marketing Part 2

What We Will Cover

Part 1: Video Equipment

- Microphone
- Tripod / Gimbal
- Lighting

Part 2: Sharing your video online

- How to design an eye-catching video thumbnail
- How to upload your video to YouTube and tag it to get found in search
- How to embed the YouTube video on your website
- What if your video is the wrong shape for a social network?
- How to share your video on Instagram
- How to post your video on Facebook
- How to post your video on LinkedIn

Option 1: RØDE Wireless ME

Back to results



Roll over image to zoom in



RØDE Wireless ME Ultra-compact Wireless Microphone System with Built-in Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation

Visit the RØDE Store
4.3 ★★★★★ 6,157 ratings
Amazon's Choice for "rode wireless me"

300+ bought in past month

EUR 154⁹¹

prime
Save up to 8% with business pricing. Sign up for a free Amazon Business account
May be available at a lower price from other sellers, potentially without free Prime shipping.

Buy new:
EUR 154⁹¹
prime
FREE delivery Thursday. Order within 8 hrs 28 mins. Details
Deliver to Evan - Killorglin V93
In stock
Quantity: 1
Add to Basket
Buy Now
Dispatches from Amazon
Sold by Amazon
Returns Returnable with 30-day refund policy

Watch a video overview here
<https://www.youtube.com/watch?v=NoaPPQQtgtQ>


Links to
Irish
Websites
Plus
Amazon

<https://www.whelancameras.ie/rode-wireless-me>

<https://camerakit.ie/product/rode-wireless-me/>

<https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones-GainAssist/dp/B0BQLB596V/>

Useful accessory that turns your Rode wireless mic into hand held mic



Roll over image to zoom in

Visit the RØDE Store
4.5 ★★★★★ 2,875 ratings
Amazon's Choice
400+ bought in past month

-49% EUR 24⁶⁰
RRP: EUR48.01

Save 5% on any 4 qualifying items | Terms

May be available at a lower price from other sellers, potentially without free Prime shipping.

Style Name: Interview GO

DCS1 GN1 PG1 PG2R invisLav (3 pack)
Interview GO Lav-Headset (Junior) Lav-Headset (Large)
Lav-Headset (Medium) MagClip GO Pivot Adapter

EUR 24⁶⁰
prime
FREE delivery Thursday. Order within 8 hrs 14 mins. Details
Deliver to Evan - Killorglin V07
In stock
Quantity: 1
Add to Basket
Buy Now
Dispatches from Amazon
Sold by Amazon
Returns Returnable within 30 days of receipt
Payment Secure transaction
See more
Add gift options

Links to Irish Websites

<https://camerakit.ie/product/rode-interview-go/>

<https://www.camera.ie/products/rode-interview-go>

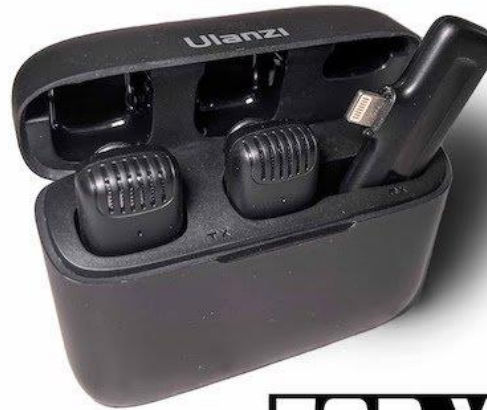
Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the
charger port of your phone

2 microphones

Works up to 65 feet away from
the phone

Cost: Approx €70 - €80



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> or <https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957>

Tripod (I use this one all the time and it's excellent plus very reasonable)



Roll over image to zoom in



JOILCAN Camera Tripod for Canon Nikon Sony, 65" Aluminum Alloy Tripod Stand with Detachable Head & Phone Holder & Carry Bag, Lightweight DSLR Tripod for Smartphone/Vlog/Streaming, Max Load 5.5kg

Visit the JOILCAN Store

4.4 ★★★★★ 1,494 ratings

Amazon's Choice

300+ bought in past month

EUR36⁰⁰

✓prime

Voucher: Apply EUR 5.86 voucher [Shop items >](#) | [Terms](#)

Buy 2 or more, save 3% Discount by Amazon [Terms](#)

Promotion Message Save 5% on Heavy duty alu... [1 promotion](#) ▾

Colour Name: **Classic Black**

EUR36⁰⁰

✓prime

FREE delivery **Thursday**. Order within 8 hrs 10 mins. [Details](#)

📍 Deliver to Evan - Killorglin



In stock

- Quantity: 1 +

Add to Basket

Buy Now

Dispatches from Amazon

Sold by KTU

PHOTOGRAPHY

Returns Returnable within 30 days of receipt

Packaging Ships in product packaging

✓ See more

Add gift options

**Link to
amazon**

<https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/>

Tripod Adjuster mount



Roll over image to zoom in



ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow
4.6 ★★★★★ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9¹⁰

prime

Brand ipow
Colour Black
Compatible devices iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone...

[See more](#)

Mounting type Tripod
Special feature Adjustable

EUR 9¹⁰

prime

FREE delivery **Thursday**. Order within 8 hrs 6 mins. [Details](#)

Deliver to Evan - Killorglin



In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon
Sold by Jingshun Trade
Returns Returnable within 30 days of receipt
Payment Secure transaction

[See more](#)

Add gift options

Add to List



<https://www.amazon.co.uk/gp/product/B01N193MHD/>

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

DJI Osmo Mobile Gimbal

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: €120



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>

Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55 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

€115

amazon

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



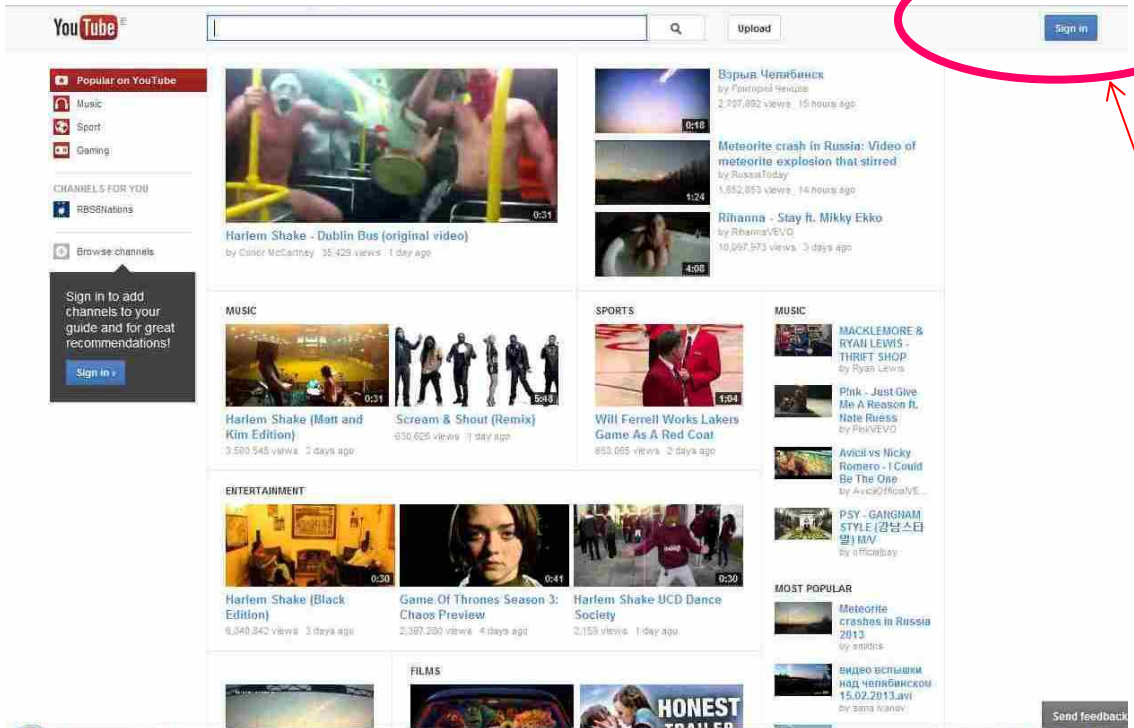
1. Take a screenshot of your video
2. In Canva, select the option for YouTube thumbnail video
3. Upload your screenshot
4. Add it to the canvas
5. Under elements search for 5 star and click graphics. Choose your graphic
6. Under elements search for reviews then click graphics. Choose your graphic
7. On the left click text, choose heading and then add your 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

How to create a YouTube account

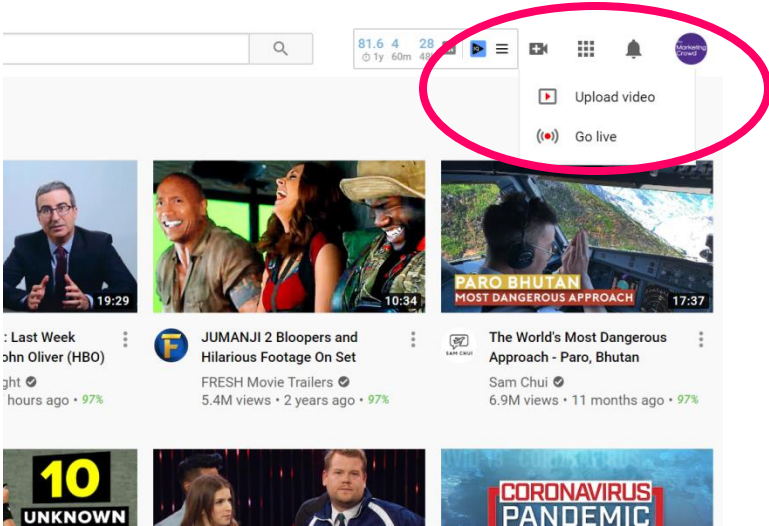


You need an account

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

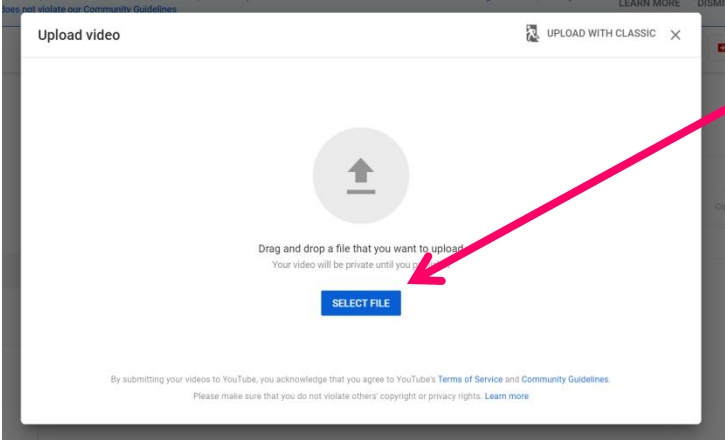
How to create a YouTube account



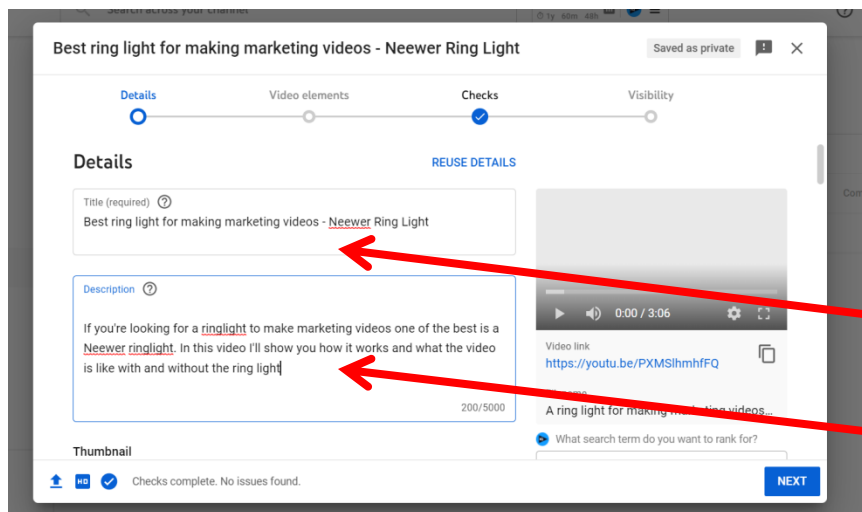
To upload a video tap on the + symbol

And then Upload Video

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



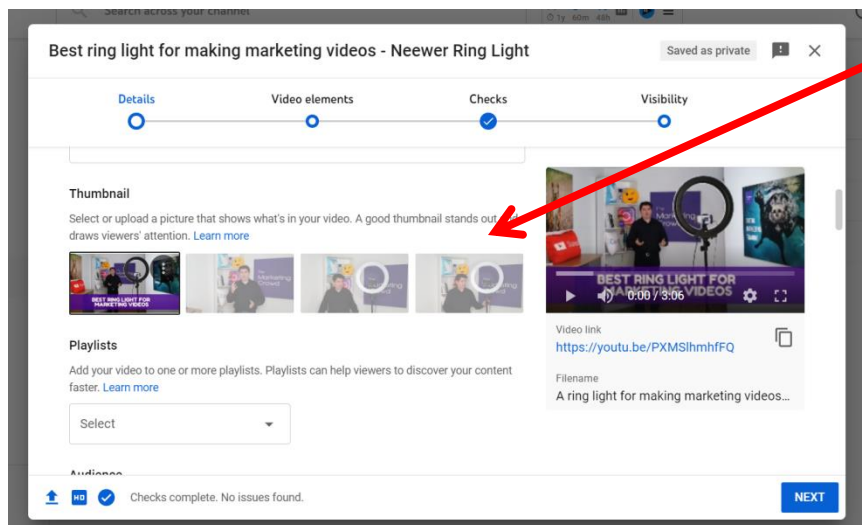
Change the title of the video to a title that people are likely to search for. Include the name of your business in the title.



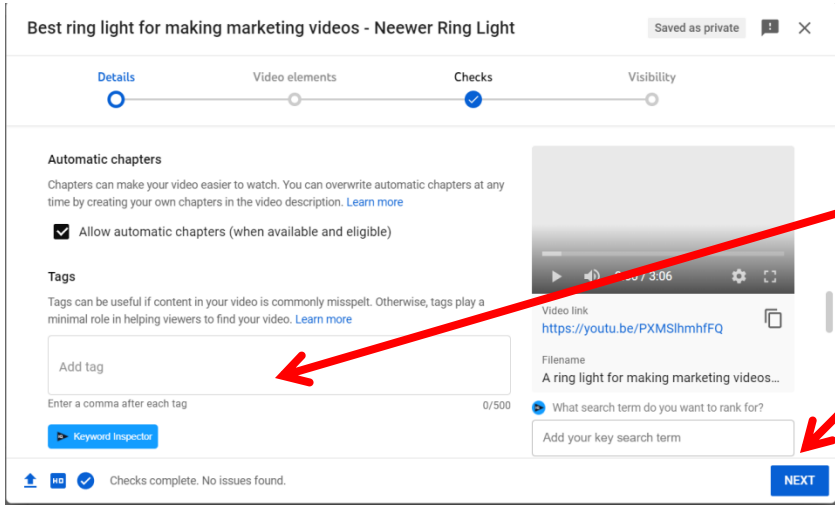
Uploading A Video

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
- Add tags which help gets your video found

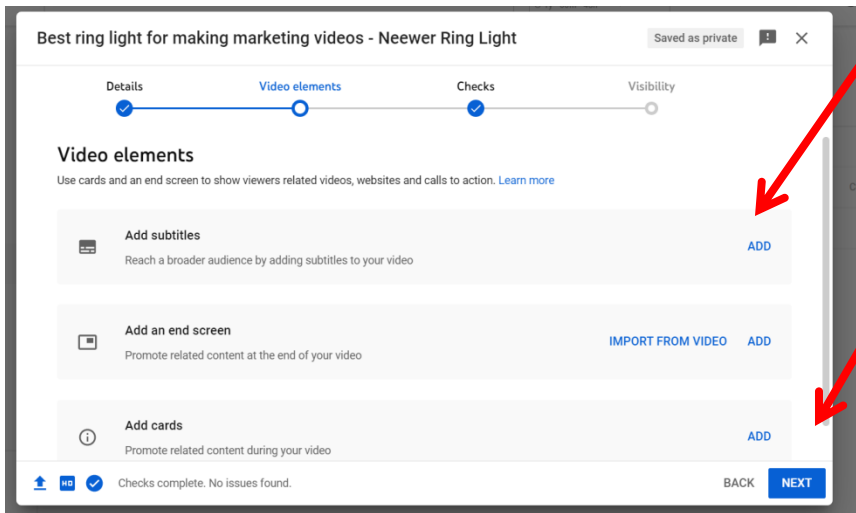


Add tags

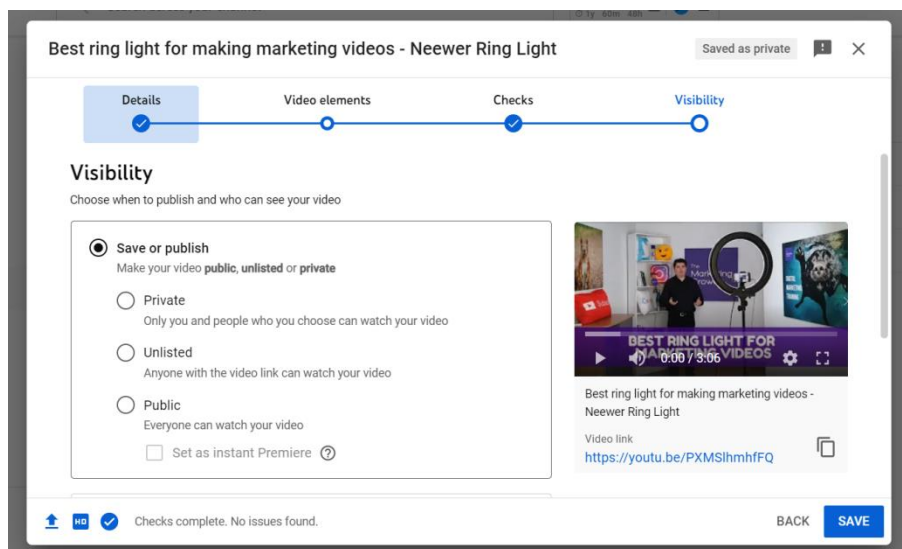


Uploading A Video

- 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 Will Cover

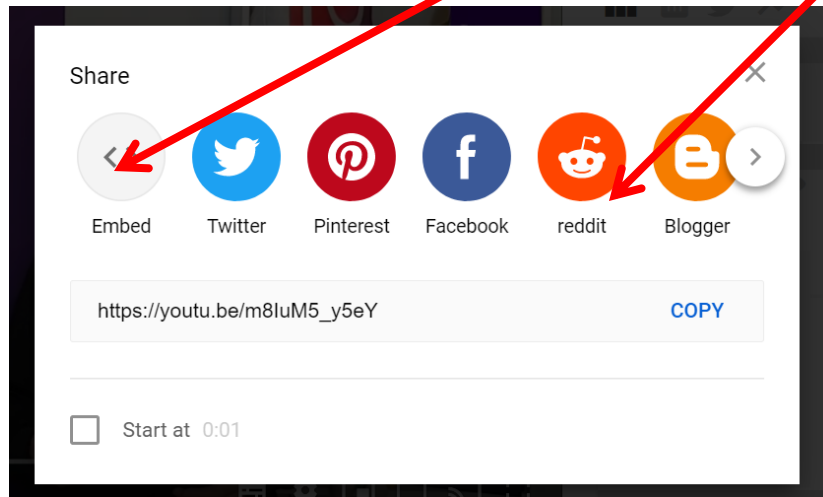
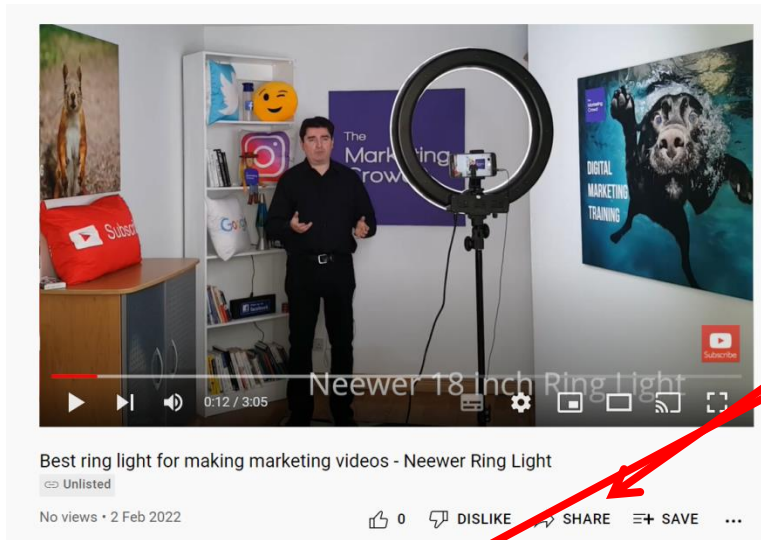
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Get the embed code for your videos in order to place it on your website



Find your video

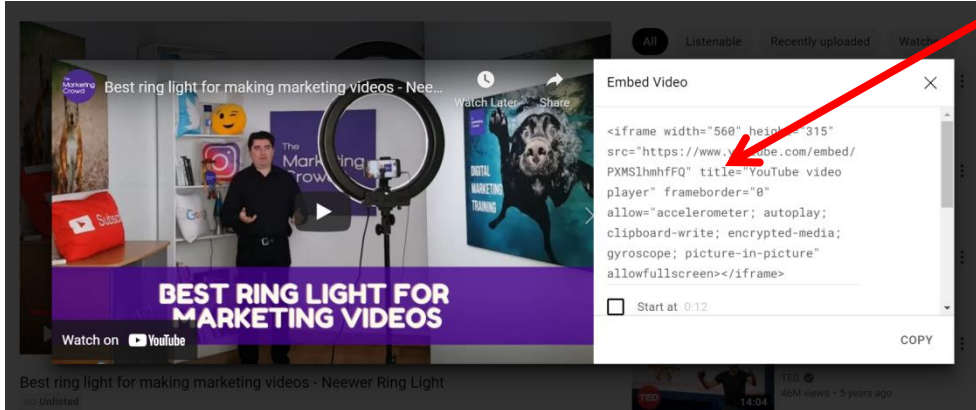
Click share

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.

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



The image shows a YouTube video player interface. The video title is "Best ring light for making marketing videos - Neewer Ring Light". The video player is partially obscured by an "Embed Video" dialog box. The dialog box contains the following HTML code:

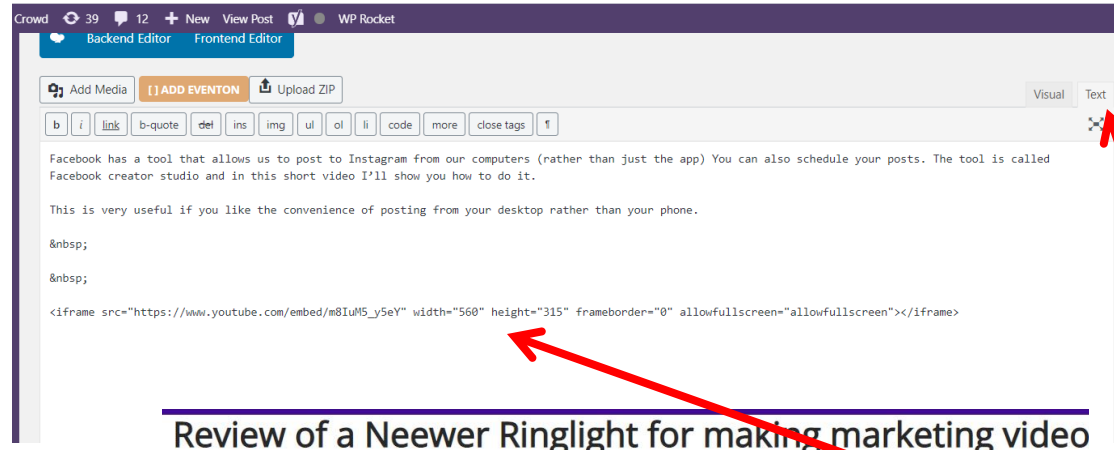
```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/
PXMS1mhmfFQ" title="YouTube video
player" frameborder="0"
allow="accelerometer; autoplay;
clipboard-write; encrypted-media;
gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

A red arrow points from the text "Then copy the code and paste it into a page on your website" to the embed code in the dialog box.

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.

Paste the embed code into your web page



Review of a Newer 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.com/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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What if your video is the wrong shape for a social network?



You might create a landscape video for YouTube or for your website.

But you then want to share it as a portrait video in Reels or on LinkedIn

1. Record and edit your video 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

What We Will Cover

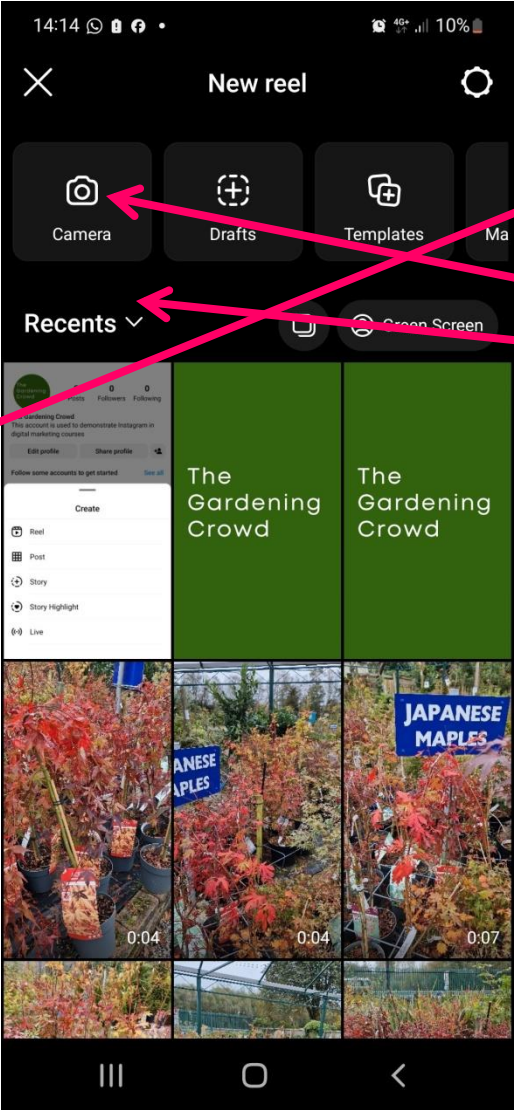
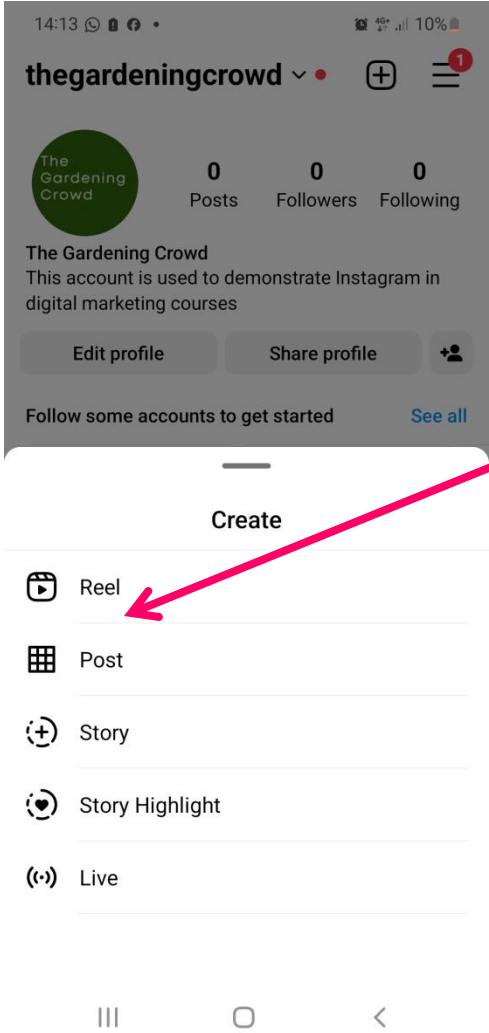
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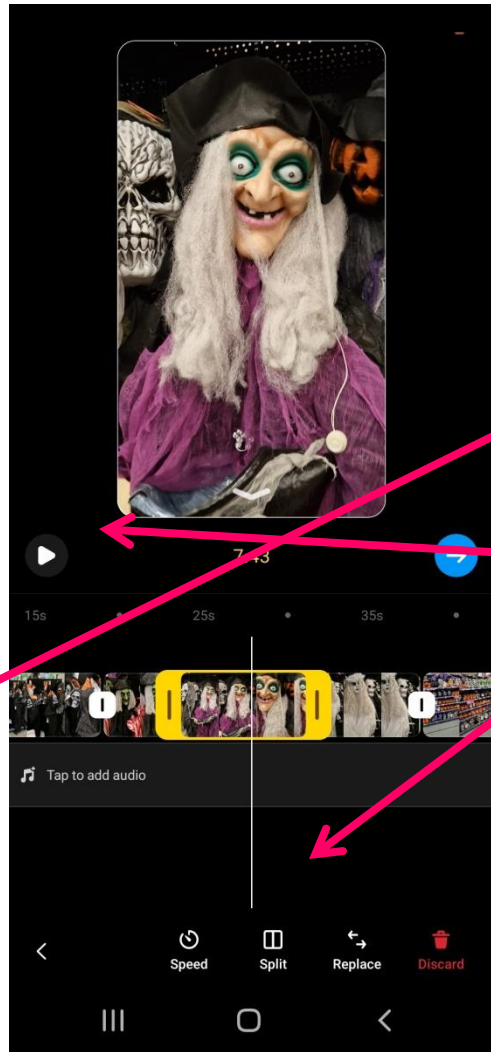
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How to create a Reel using video footage, music and text



- How to create a Reel**
1. Go to your profile and tap +
 2. Then tap on Reel
 3. Tap on camera if you want to take a video right now
 4. Tap the arrow next to Recents to find video from your phone

How to create a Reel using video footage, music and text



How to create a Reel

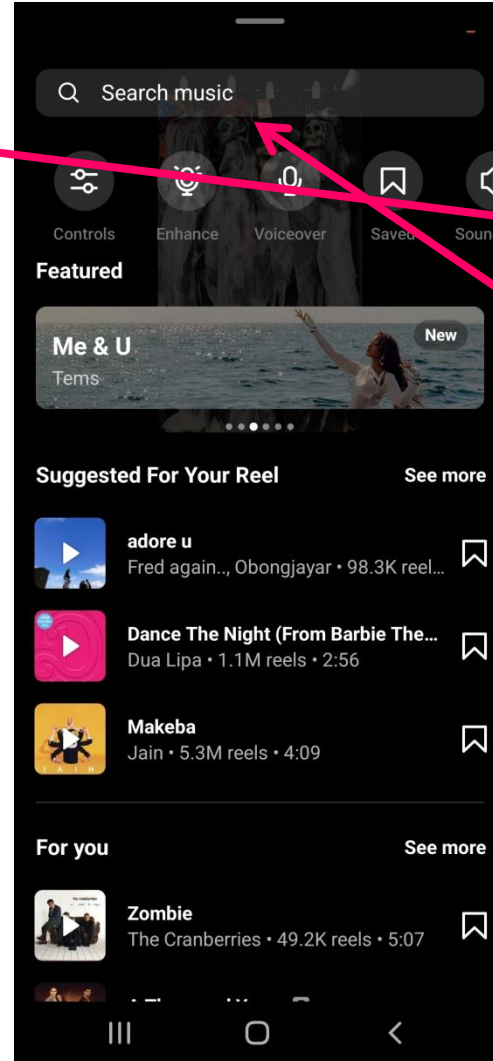
You are now in the area where you can edit the clips, add text, effects stickers add music etc.

Tap on the edit button to edit your video clips

Press play / pause and then split your clips where you want to cut them. Tap discard to delete



How to create a Reel using video footage, music and text



How to create a Reel

8. To add music tap on the music symbol

You can then search for music or go to your saved music

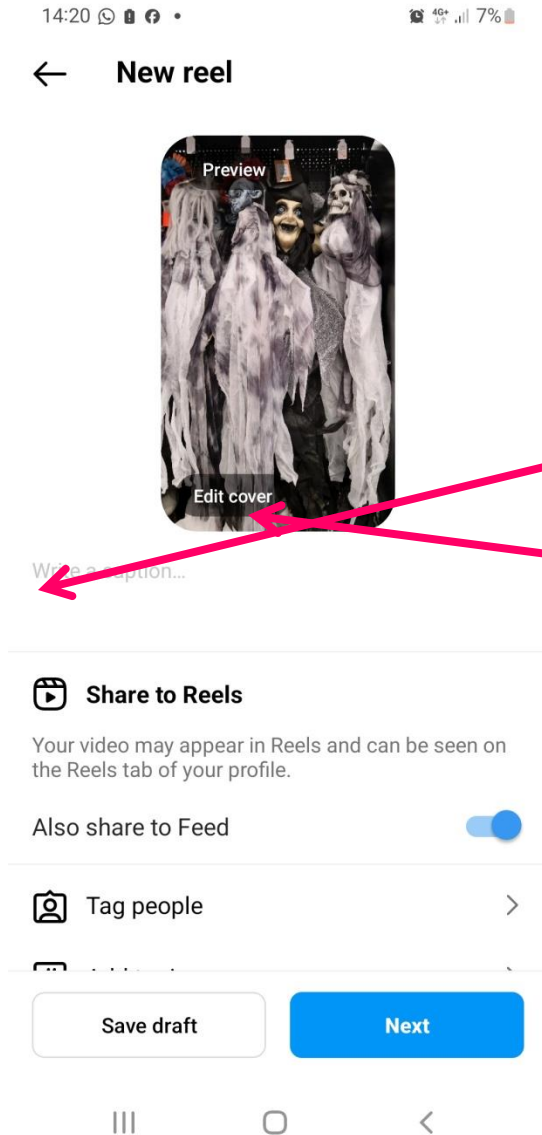
How to create a Reel using video footage, music and text



How to create a Reel

- 9 – Tap Aa to add text. When you add text you can then edit the amount of time it is on the video in the editor
10. Tap the sticker icon to add stickers. Eg. search for words like Sale or Wow or Spooky
11. Tap the 3 stars to search for and add effects

How to create a Reel using video footage, music and text



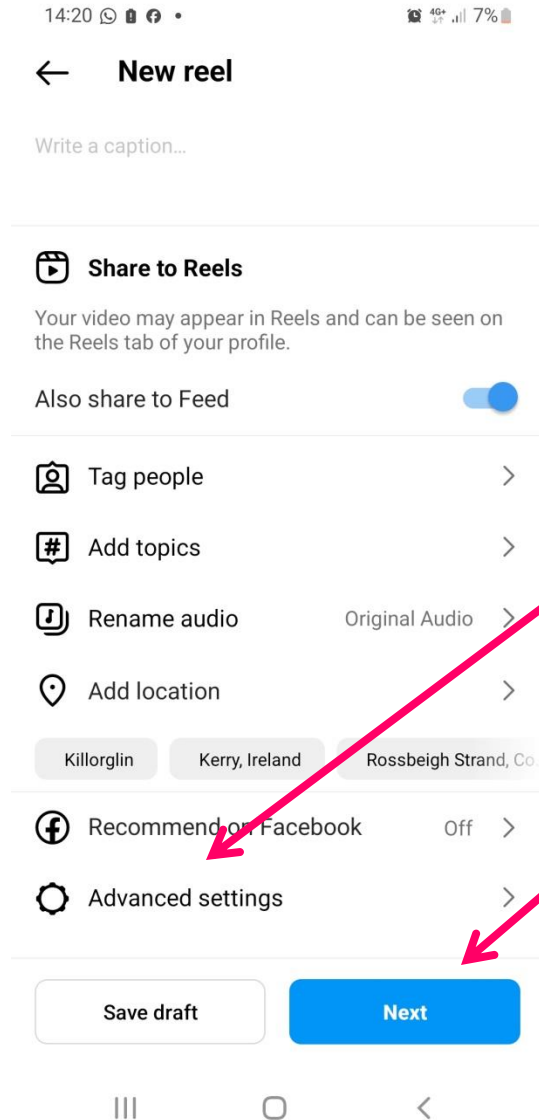
How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

How to create a Reel using video footage, music and text



How to create a Reel

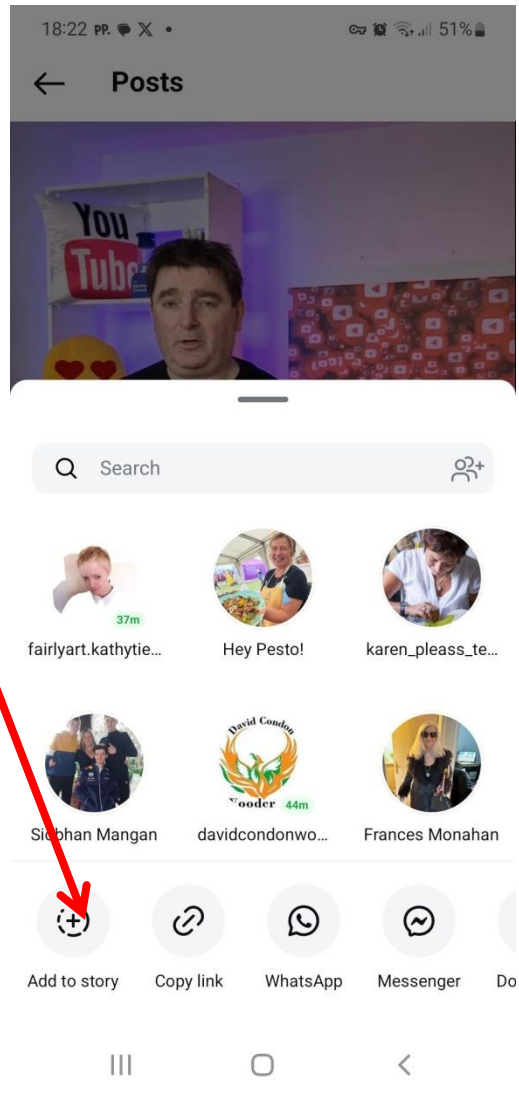
Tap Advanced and you should have the option to schedule your Reel

Tap share to send out your Reel

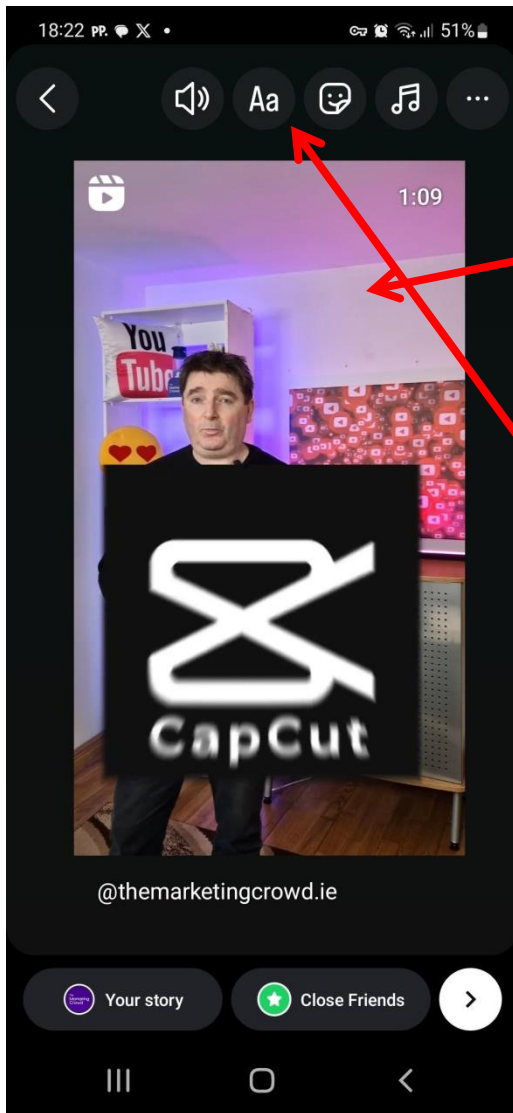
How to share your Reel to your story



Find your Reel
Tap the paper plane icon
Tap on Add Reel to your story



How to share your Reel to your story



Your Reel will in the middle of the screen

If you want to make it full screen, pinch with 2 fingers and stretch it

You can add text

You can add stickers

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About Facebook Reels

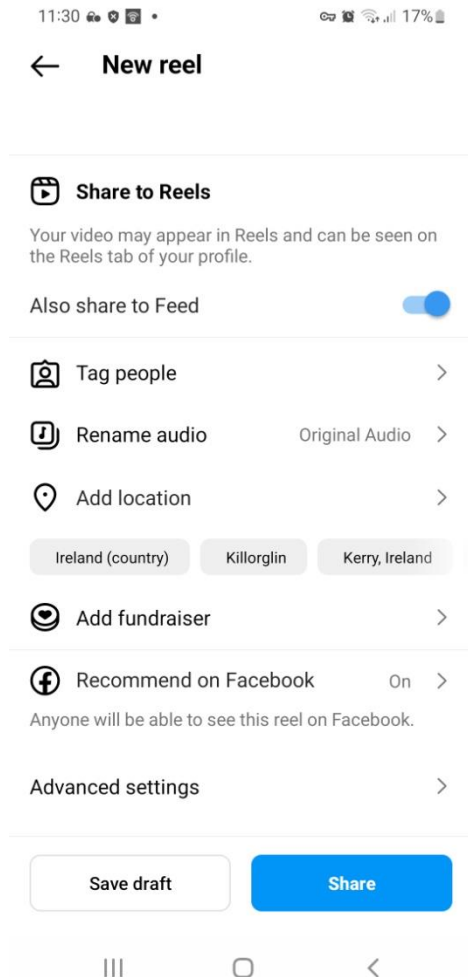


Facebook introduced Reels in 2022

Note – you can only create Facebook Reels on the Facebook app

There are a lot of similarities with Instagram Reels but also some differences.

Can you share Instagram Reels to Facebook?



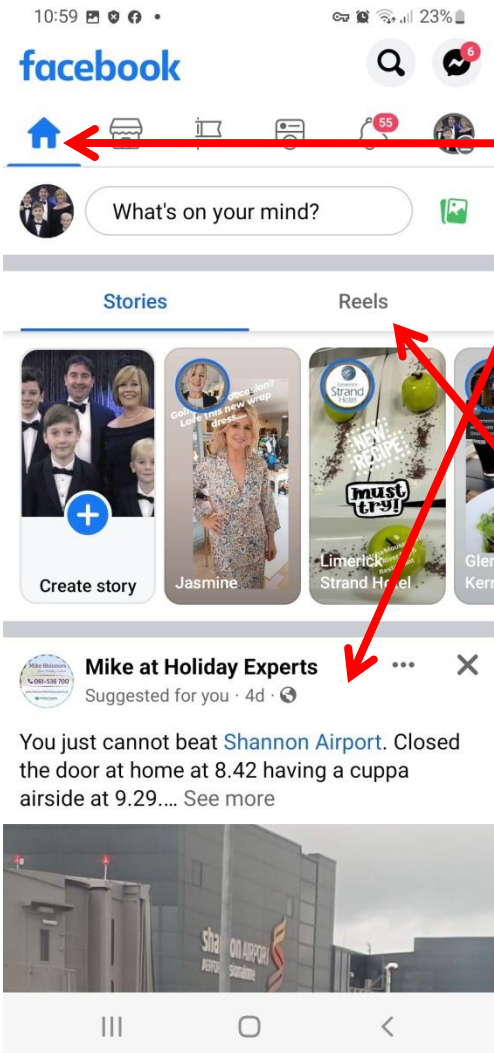
Currently, you cannot share Reel to Facebook in order it to go into the feeds of your page followers. However, this is going to change.

Currently, when you are creating an Instagram Reel you have the option to “recommend” on Facebook

Make sure you switch this on. This means that your Reel can appear in the Reels feed of non followers.

In order to easily share your Instagram Reel on Facebook you should save your Instagram Reel and then Post it as a new reel on Facebook.

Where do they appear?

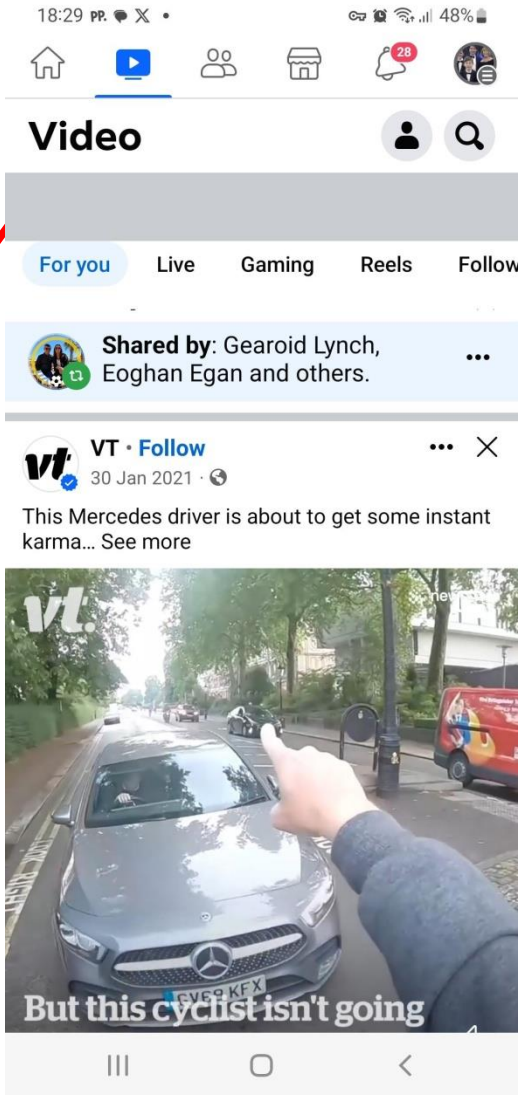


When you open the Facebook app you are taken to your Feed.

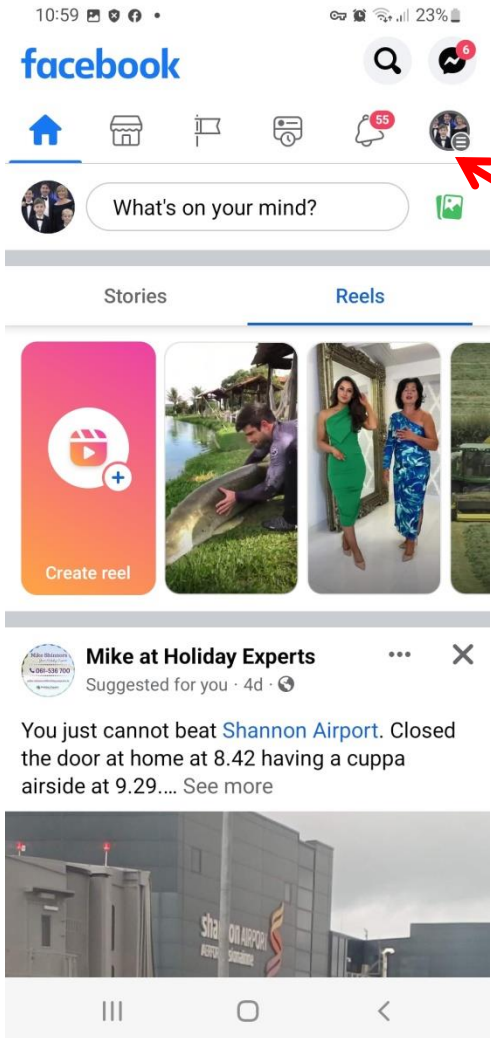
This feed contains posts and Reels from friends and accounts you are following

However, there is also a separate Reels feed.

When you tap on Video icon you are taken to video feeds. Then tap on Reels and this is the Reels feed



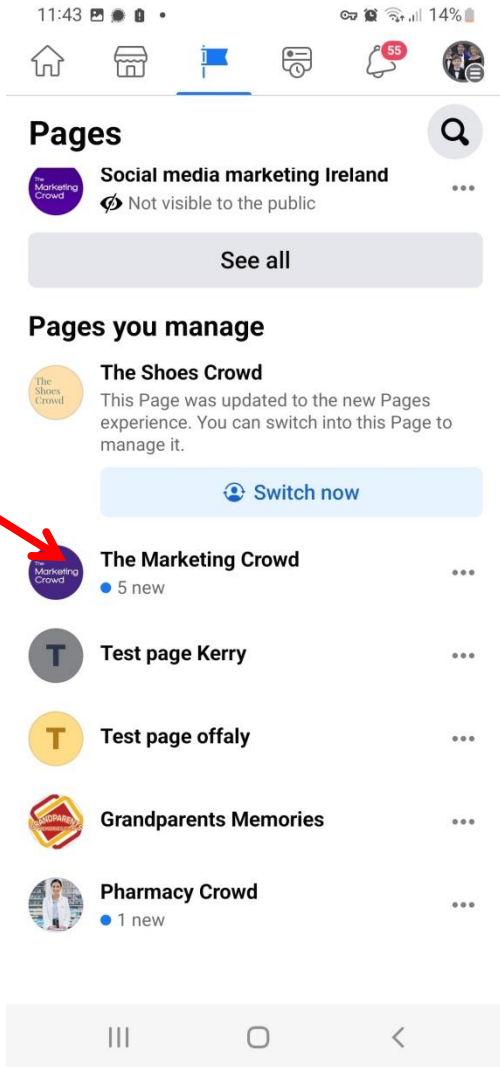
How do you create a Reel for your business page?



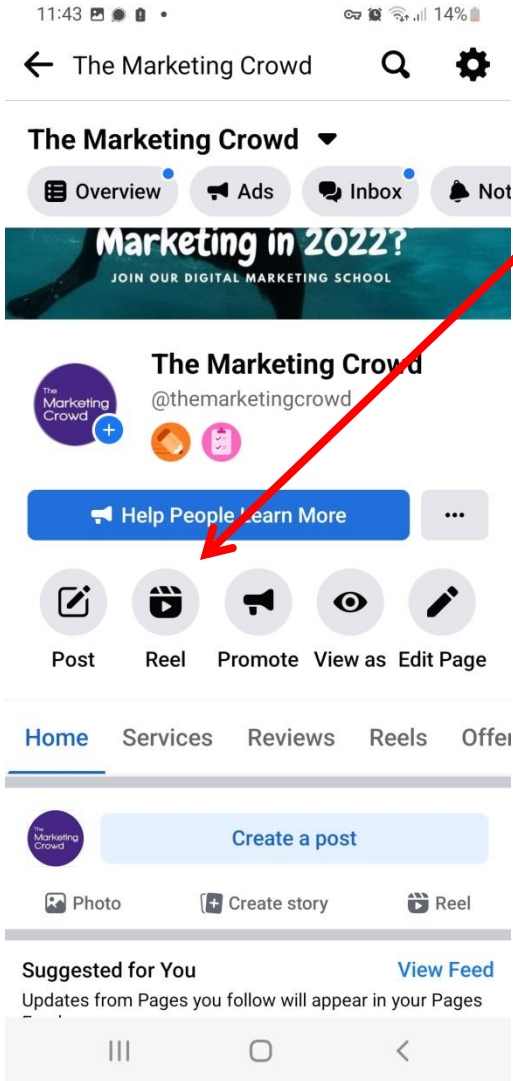
Open the Facebook app

In order to go to your FB page, tap on the circle top right

Find ad tap on your page



How do you create a Reel for your business page?



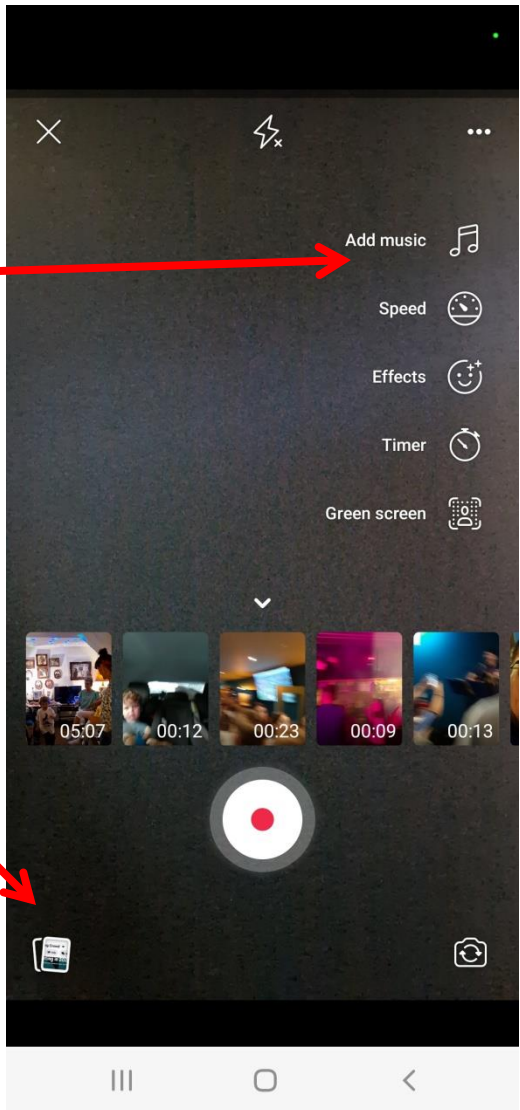
To create a Reel tap Reel

You can now choose music

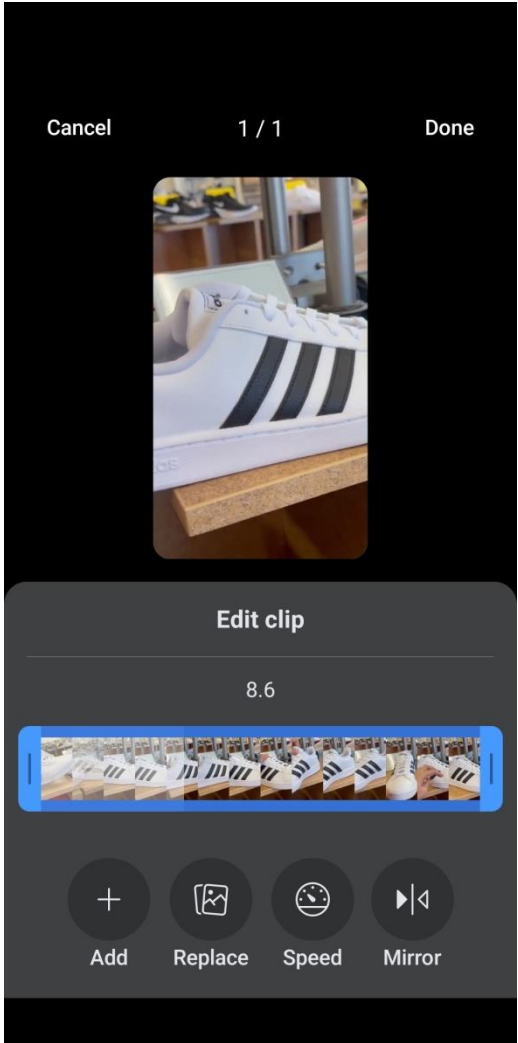
Note – business pages on Facebook get the good music library

Reels are up to 60 seconds long on Facebook

Tap the icon bottom left to choose video clips from your phone



How do you create a Reel for your business page?



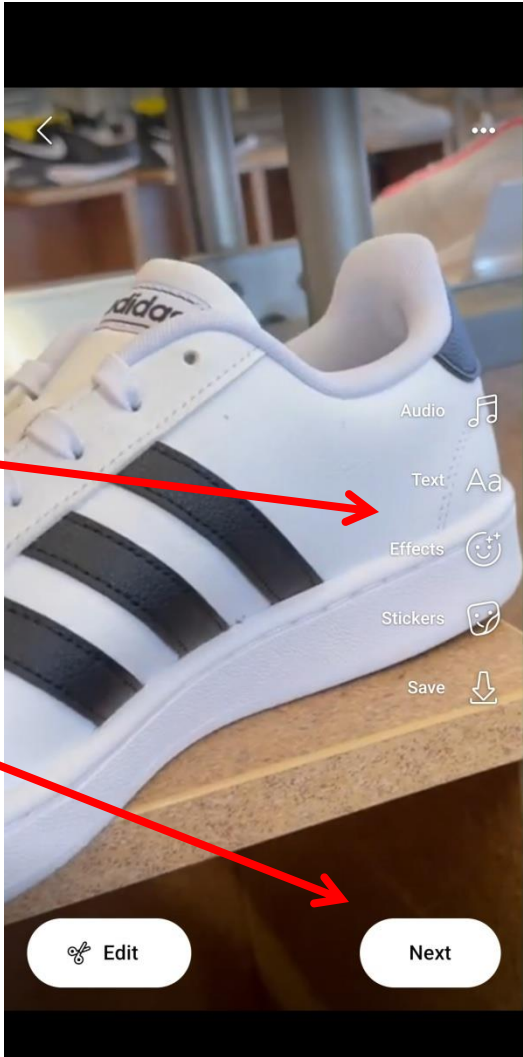
You can choose multiple clips

You can also edit the clips – very similar to Instagram

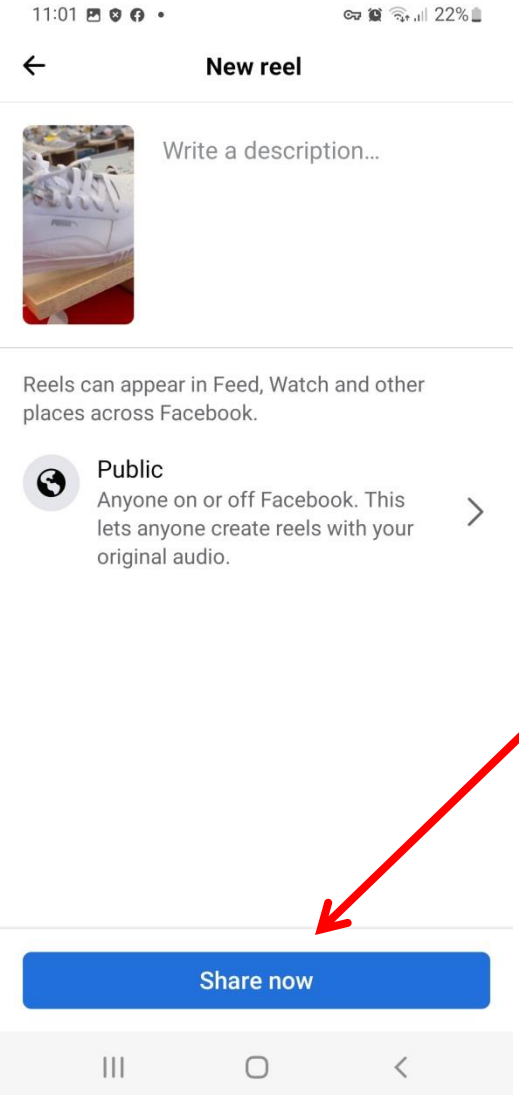
You can add or change music at this stage

You can add text and add stickers / effects

Tap next to proceed



How do you create a Reel for your business page?



You then add a description / hashtags

However, you cannot add a cover

Tap share now

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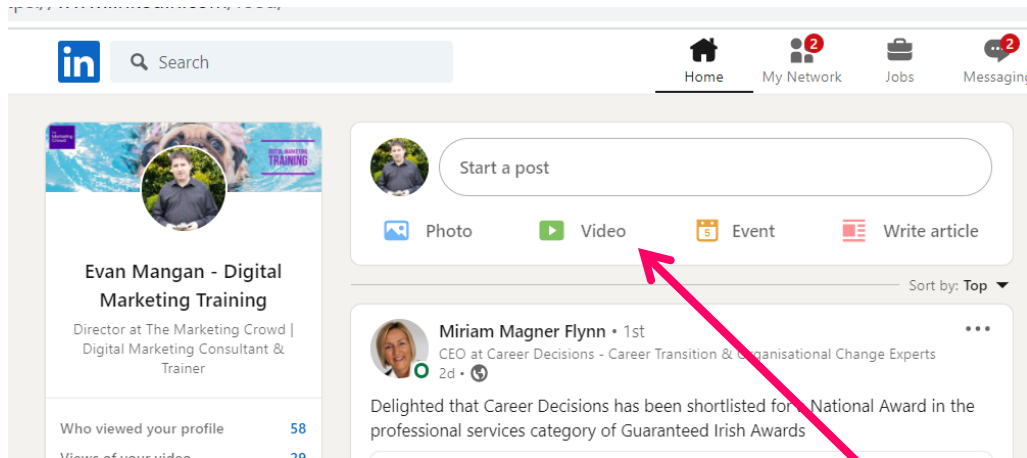
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Option 1

Post your video using
LinkedIn.com website on
desktop

How to post your video using LinkedIn.com website

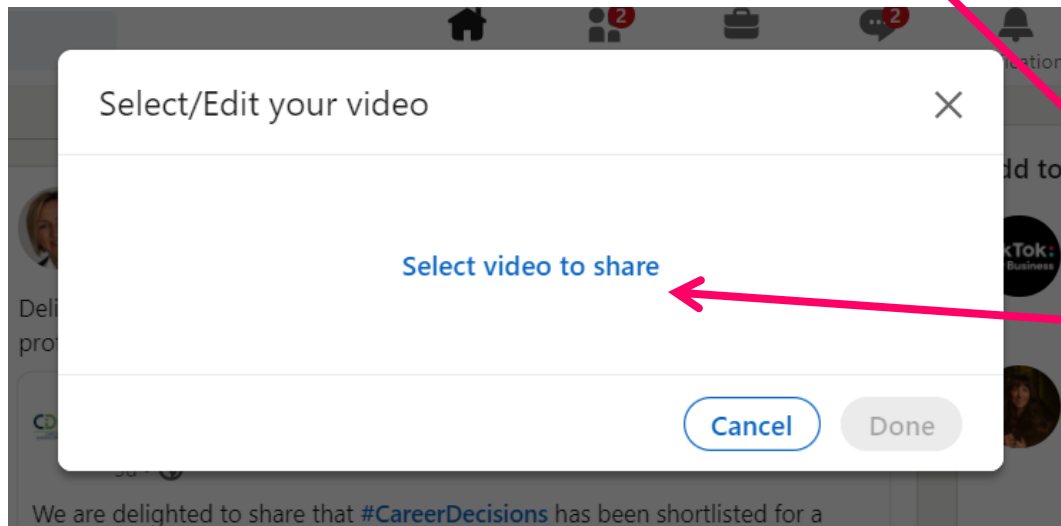


You can post videos up to 10 mins long on LinkedIn

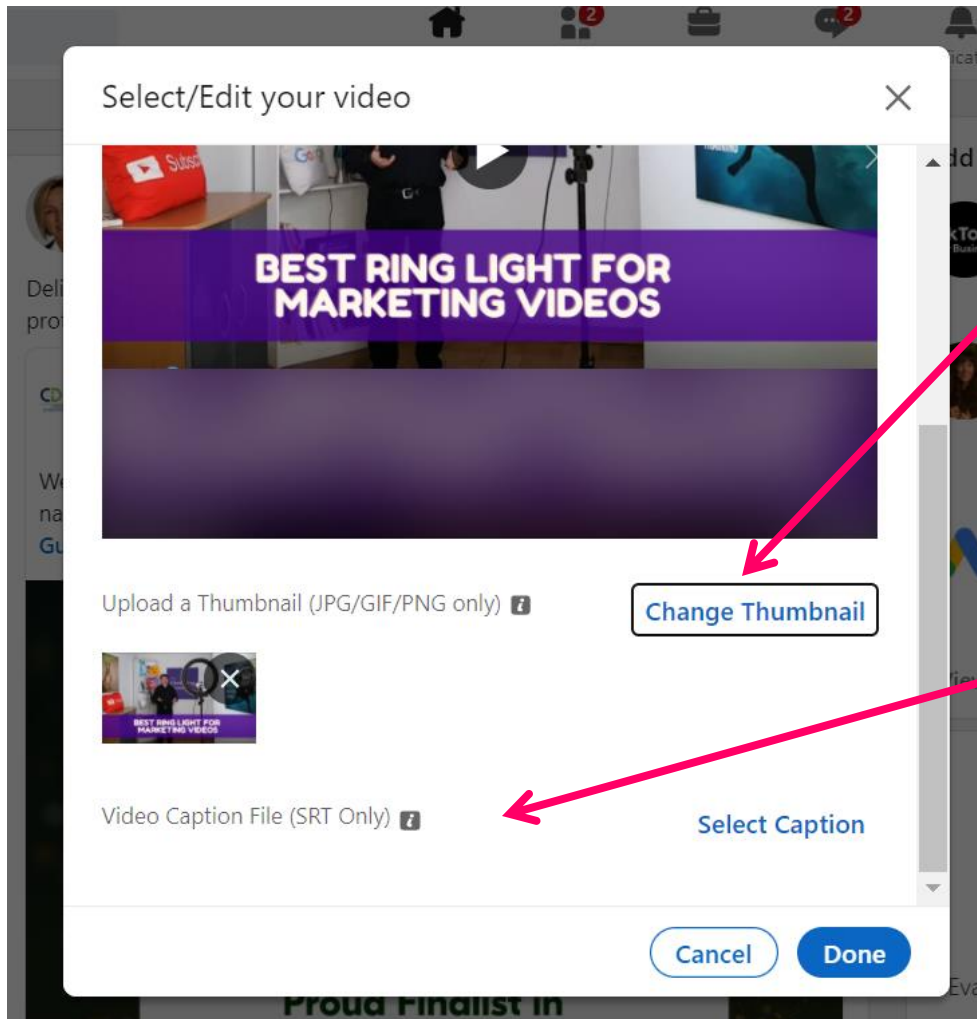
Landscape videos 16:9 or square videos work best

You can post vertical videos but not all of it is visible when it appears in people's newsfeeds.

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



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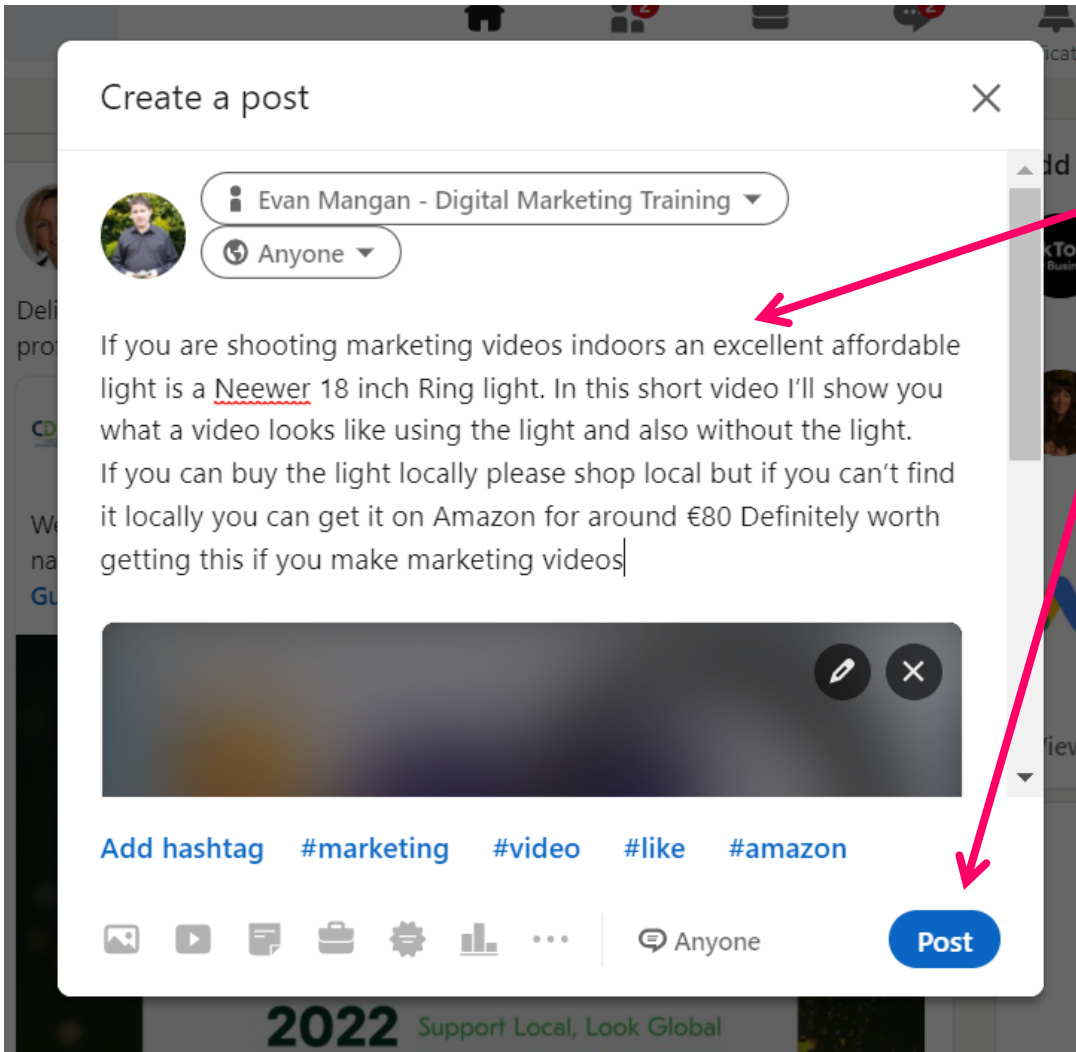
You can now also upload your thumbnail.

Design your thumbnail using Canva

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

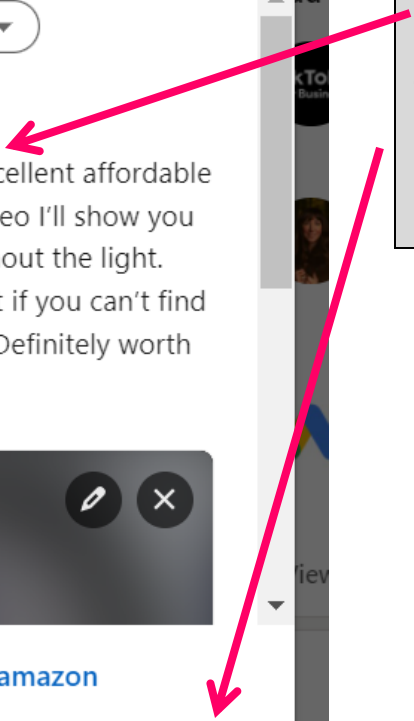
LinkedIn gives the option to upload an SRT file – this is a formatted file which has the captions prewritten.

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Write the text for the post

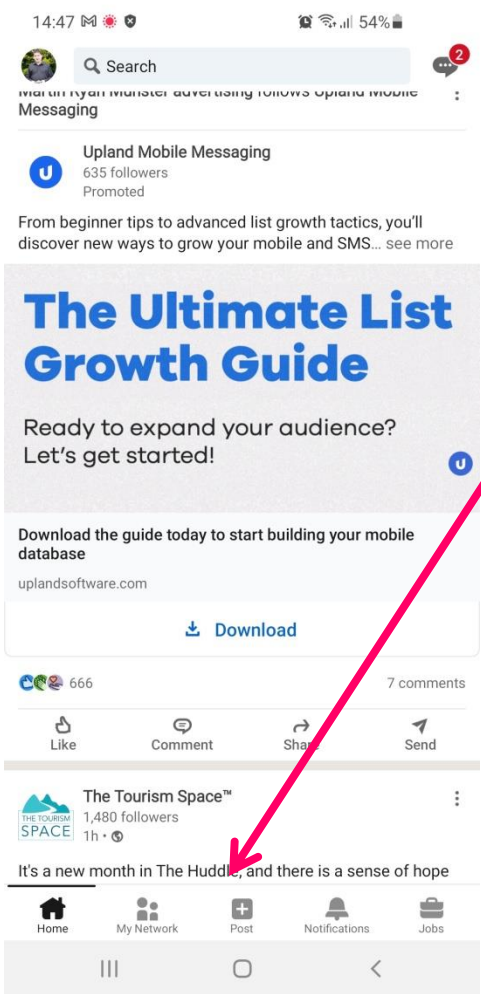
Then click post



Option 2

Post your video using the
LinkedIn app on your
phone or tablet

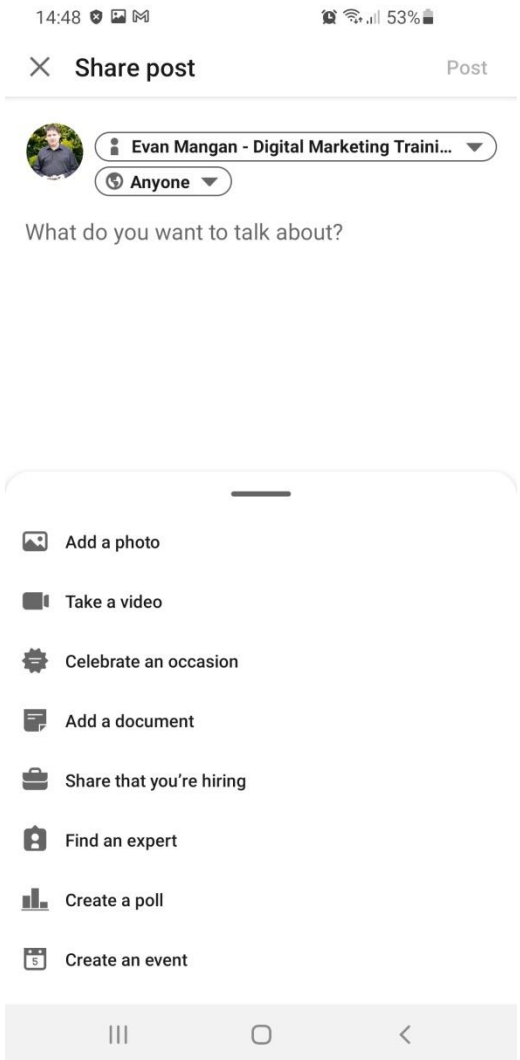
How to post your video using the LinkedIn app



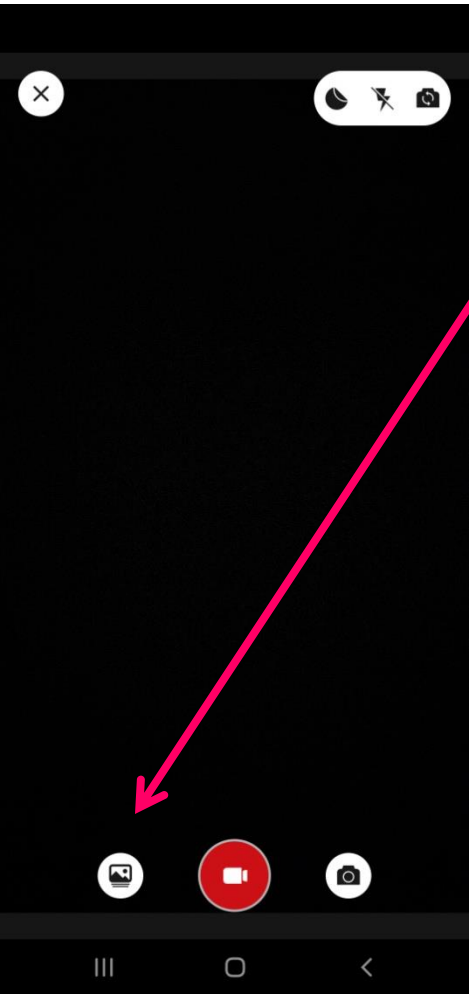
Open the LinkedIn app and ensure you are logged in

Tap the + button to create a post

Then tap on Take a video



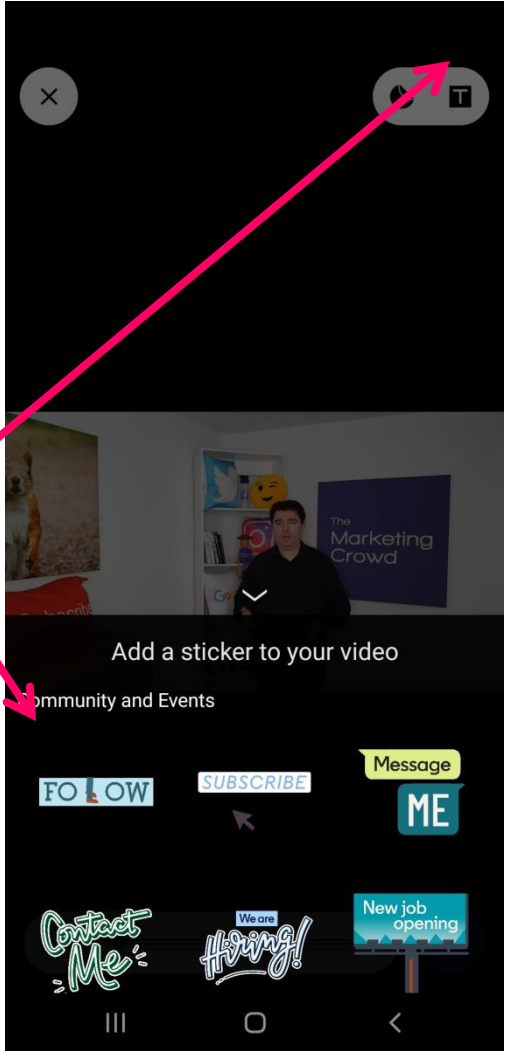
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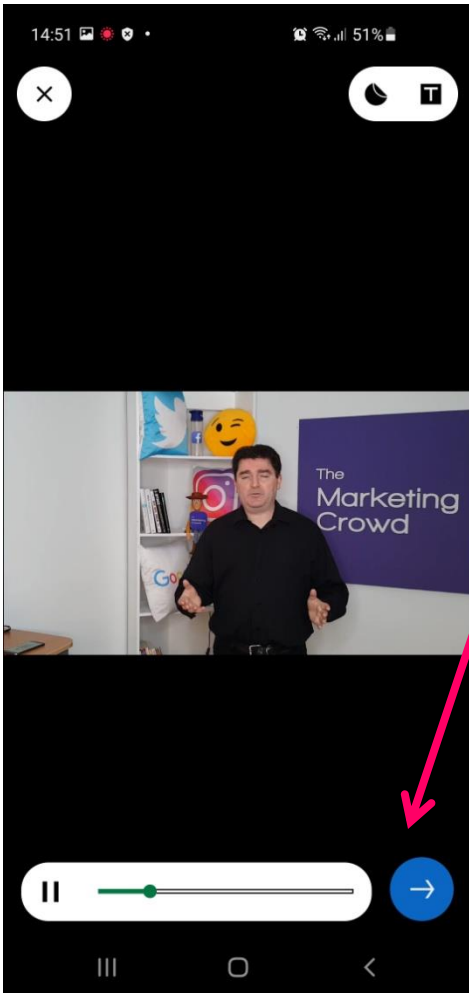
Then tap on the gallery icon to choose a video from your phone

You can now add a sticker to your video

Or you can tap on the T icon to add text to your video



How to post your video using the LinkedIn app



Tap the blue arrow to continue

Then add the text to your post

Then tap post to share it

