

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 Builtin Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation Visit the RØDE Store 4.3 ***** 6,157 ratings



EUR**154**91

√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.



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

Links to	https://www.whelancameras.je/rode_wireless_me
Irish	miles.//www.whelaheanleras.ie/iode-wheless-me
Websites	https://camerakit.ie/product/rode-wireless-me/
Plus	
Amozon	https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones-
Amazon	GainAssist/dp/B0BQLB596V/

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



Links to
Irishhttps://camerakit.ie/product/rode-interview-go/Websiteshttps://www.camera.ie/products/rode-interview-go

Option 2: Hollyland Lark 2



Watch a video overview here https://www.youtube.com/watch?v=PQUi8RgkB oM

For iphone or Android only €170 For Camera / Laptop + Iphone + Android combo €200

What is great about this mic

- 1. The size and weight small and light
- 2. Two mics
- 3. Excellent sound
- 4. Long range
- 5. Windbreaker
- 6. The versatility of combo pack it works with everything
- 7. Charge the box and it charges everything

Android version: <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-</u> Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ

Links

Iphone version : <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1</u>

Combo version: : <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-</u> Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1

Option 3: 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 (However, does not come with windbreakers)



Cost: Approx €70 - €80

Watch a video demo https://www.youtube.com/watch?v=o6F0IZzmnX4

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

This is the version for Android: <u>https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-</u> <u>Recording-Transmission-Black/dp/B0B38Y8NYY</u> or <u>https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957</u>

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

	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	EUR 3600 <pre> <pre> <pre> <pre> </pre> </pre> FREE delivery Thursday. Order</pre> <pre> <pre> <pre> <pre> </pre> </pre> <pre> </pre> <pre> </pre> <pre> <pre> <pre> </pre> </pre> <pre> <pre> </pre> </pre> <pre> </pre> <pre> <pre> <pre> </pre> </pre> </pre> <pre> <pre> </pre> </pre> <pre> <pre> <pre> </pre> </pre> </pre> <pre> <pre> <pre> </pre> </pre> </pre> <pre> <pre> <pre> </pre> </pre> </pre> <pre> <pre> </pre> </pre> </pre> <pre> <pre> <pre> <pre> <pre> </pre> </pre> </pre> </pre> </pre> </pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> </pre> <pre> <pr< th=""></pr<></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre>	
Roll over image to zoom in	EUR 36 00	Dispatches from Amazon Sold by KTU PHOTOGRAPHY Returns Returnable within	
	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	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





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

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





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 aa a drone video

Cost: €120



Links to Irish Websites

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

Lights

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

- Very good lighting kit for a beginner on a budge
- Ideal for "how to" videos, customer testimonials company videos where you require good lightin



€115



https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_a ui_detailpage_o05_s00?ie=UTF8&psc=1

Lights

- A budget alternative (but not as good)
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

Cost: Approx €35



12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness Visit the GerTong Store 4.4 ***** 5,898 ratings #1 Best Seller in Cell Phone Selfie Lights 2K+ bought in past month -26% EUR3308 RRP: EUR44.91 /prime Exclusive Prime price Voucher: Apply 10% voucher Shop items | Terms

Save up to 10% with business pricing. Sign up for a free



https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1



• A great small portable light if you are walking around and need the scene lit.

Cost: Approx €40





https://www.amazon.co.uk/dp/B08BLCJ43C?ref =ppx hzsear ch_conn_dt_b_fed_asin_title_4

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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?

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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

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Where videos appear: Home



Home:

This is your personalized landing page. YouTube is showing you videos that it thinks you will find interesting based on your watch history, subscriptions, and search activity.

You would hope that YouTube shows your video to people who have subscribed to your channel or have watched similar videos to your videos, subscribed to similar channels to your or searched for things similar to your videos

Where videos appear: Subscriptions



Subscriptions: Here, you can find the latest videos from the channels you are subscribed to. This section allows you to stay up to date with your favourite creators without searching for them each time.

You hope that your subscribers will check this area and see your recent videos here.

Where videos appear: Search Results



People search for videos – it's a search engine and it the second biggest after Google **You would hope that your videos appear high up in search results.**

Unfortunately, there isn't a direct way to check the exact number of times something is searched for on YouTube. Unlike Google search data which is sometimes available through tools, YouTube keeps search volume private.

Where videos appear: Related / Relevant videos



When you are watching a video, a list of relevant and related videos appears to the right hand side.

You would hope to appear in this list when someone is watching a video related to yours.

Where videos appear: Shorts



YouTube Shorts are short-form videos (less than 60 seconds) designed to be easily consumed on the go. This feature is YouTube's response to TikTok and Instagram Reels.

Shorts also appear in the main Homepage YouTube has been pushing YouTube shorts

Where videos appear: Explore



This section helps you discover new videos and channels by showing trending content in various categories like Gaming, Music, Sports, and more.

It includes the "Trending" tab, which is updated regularly to reflect what's popular globally or in your region.

How to create a YouTube account



How to create a YouTube account



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



Choose your privacy level

	Video elements	Checks	Visibility
Visibility	can see your video		
Save or publish			
Make your video public , u	unlisted or private		A AN MER TO PI
Only you and people	e who you choose can watch your vi	deo	
O Unlisted			BEST RING LIGHT FOR
Anyone with the vid	leo link can watch your video		Best ring light for making marketing videos -
Public Everyone can watch	h vour video	1	Neewer Ring Light
Set as insta	nt Premiere ②	1	Video link https://youtu.be/PXMSIhmhfFQ

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 you 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 tat Gmail can watch it.

Click save



To upload a short click on the + button top right

Then select a portrait video that is less than 60 seconds from your PC



If you select a portrait video that is less than 60 seconds YouTube will automatically upload it as a Short

The process is now the same as uploading a normal landscape video except you cannot

- 1. Choose a thumbnail (on desktop but you can on mobile)
- 2. Add card or end screens

Click Next



You can phoose to highlight a related video on your short. This can be another short or a long video

This is a good idea because it helps cross promote your other videos, increases engagement on your channel and hopefully increased subscribers.

Then click next



Then choose your visibility and publish it
How do some people have a thumbnail in their Short?



Because they uploaded the short using the YouTube app on their phone.

When you upload using your phone you can choose a frame from the video to be your thumbnail. For this reason it's a good idea to upload shorts from your phone.

How to upload a short using the mobile app



Open the YouTube app and ensure you are logged into your account

Tap the + icon and select the video from your phone. (portrait and less than 60 seconds)

You can edit out part of the video if you wish by dragging the sliders



How to upload a short using the mobile app



You can add music to your video

Tap Next to progress

Add a caption to your video. Essentially this is the title and you can include a few hashtags (100 character limit for the caption)

To choose a thumbnail tap the edit icon on your thumbnail



How to upload a short using the mobile app



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



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



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



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

(in)

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How to migrate – From a personal account



- 1. Go to your profile
- 2. Tap edit profile
- Scroll down and find "switch to professional account". Tap it

How to migrate – From a personal account



How to migrate – From a personal account



How to migrate from a business to a Creator account



How to migrate







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

- 8. To add music tap on the music symbol
- You can then search for music or go to your saved music





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Write a caption (text) that goes out

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

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



How to share your Reel to your story



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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 Ree and then Post it as a new reel on Facebook.

Where do they appear?



You just cannot beat Shannon Airport. Closed the door at home at 8.42 having a cuppa airside at 9.29.... See more



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



This Mercedes driver is about to get some instant karma. See more







this stage

/ effects







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LinkedIn – update to videos in the feed



Videos for you



There is now a video feed on LinkedIn

LinkedIn – update to videos in the feed



Square or landscape videos have a black area above and below

Portrait videos are full screen

You should post portrait videos on LinkedIn going forward



Option 1

Post your video using LinkedIn.com website on desktop

How to post your video using LinkedIn.com website


How to post your video using LinkedIn.com website



How to post your video using LinkedIn.com website



Option 2

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

How to post your video using the LinkedIn app



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 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





Add hashtag #marketing #video #like #amazon ... Anyone 111 \bigcirc <

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Edit

Post