



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 share your video on Instagram
- How to post your video on Facebook
- How to post your video on LinkedIn

Option 1: 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: <https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ>

Links

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

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

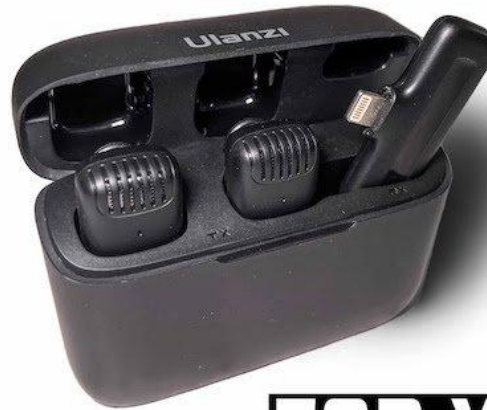
Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the charger port of your phone

2 microphones

Works up to 65 feet away from the phone

(However, does not come with windbreakers)



**DUAL
WIRELESS
MIC
FOR YOUR PHONE**

Cost: Approx €70 - €80

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

EUR **36**⁰⁰

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**

EUR **36**⁰⁰

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>

Lights

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 budge
- Ideal for “how to” videos, customer testimonials company videos where you require good lightin

€115

amazon.co.uk



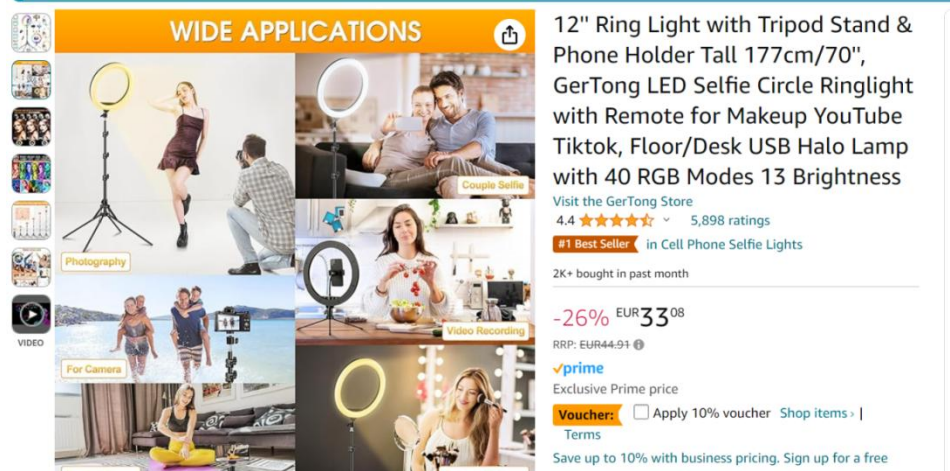
https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1



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



The image shows an Amazon product page for a "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". The page features a collage of six images under the heading "WIDE APPLICATIONS". The images show the ring light being used in various settings: a woman posing for a photo, a couple sitting on a couch, a woman using a laptop, a woman recording a video, a woman using a camera, and a woman using a phone. The product has a 4.4-star rating from 5,898 ratings and is labeled as a "#1 Best Seller" in the "Cell Phone Selfie Lights" category. The price is EUR33.08, which is a 26% discount from the RRP of EUR44.91. The page also includes a "prime" logo, a "Voucher" section with a checkbox for a 10% discount, and a "Terms" link. At the bottom, it says "Save up to 10% with business pricing. Sign up for a free".

WIDE APPLICATIONS

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% **EUR33.08**
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>

Lights

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

Cost: Approx €40



Roll over image to zoom in

8+

VIDEO

Newmowa 60 LED Video Light, 3200-5600K 3 Lighting Modes and Brightness 10 Levels Dimmable CRI95+ Portable Light for Phone, iPhone, Android, iPad, Laptop

Visit the Newmowa Store

4.4 ★★★★★ 2,228 ratings

300+ bought in past month

-11% EUR 40²⁹

RRP: EUR45.18

prime

Voucher: ☐ Apply 20% voucher [Terms](#)

Save up to 2% with business pricing. Sign up for free Amazon Business account

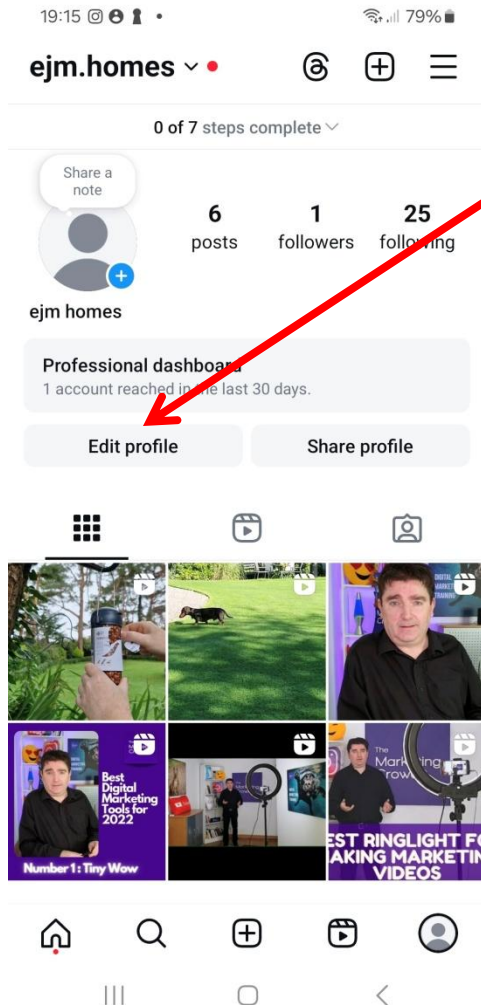
Brand Newmowa

Connectivity USB



https://www.amazon.co.uk/dp/B08BLCJ43C?ref_=ppx_hzsearch_conn_dt_b_fed_asin_title_4

How to migrate – From a personal account



1. Go to your profile
2. Tap edit profile
3. Scroll down and find “switch to professional account”. Tap it

How to migrate – From a personal account

19:12 ⓘ ⓘ ⓘ ⓘ 79%

✕ Switch to professional



Get more tools and switch for free

 **Access insights**
See what content is getting the most attention and the best times to post.

 **Run ads**
Get your content in front of more people and bring them to your profile or website to drive brand awareness and sales.

 **Get paid**
Earn money when you become eligible for features like Bonuses and Subscriptions.

Next

1. Then Tap next

2. Type in and choose a category that describes your business

3. Tap the blue button

←

What best describes you?

Categories help people find accounts like yours. You can change this at any time.

Display on profile ☐

Suggested

Restaurant ☒

Beauty, cosmetic & personal care ☐

Grocery Store ☐

Photographer ☐

Switch to professional account

Switching to a professional account makes your profile public. [Learn more](#)

III ○ <

III ○ <

How to migrate – From a personal account

19:13 @ ⓘ ⓘ •

79%

What type of professional are you?

Business ☒

Best for retailers, local businesses, brands, organizations and service providers.

Creator ☐

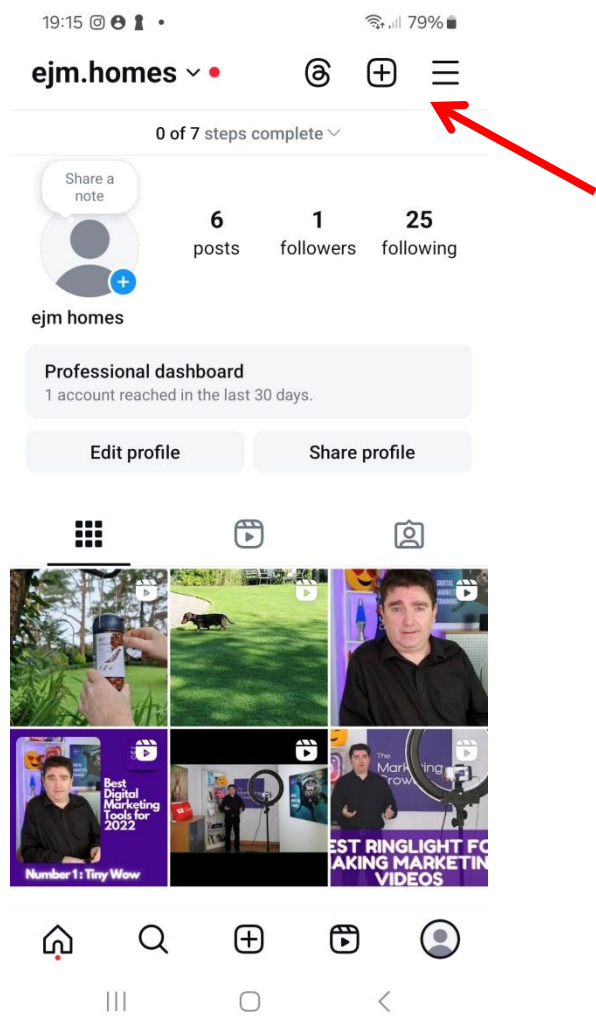
Best for public figures, content producers, artists, and influencers.

Next

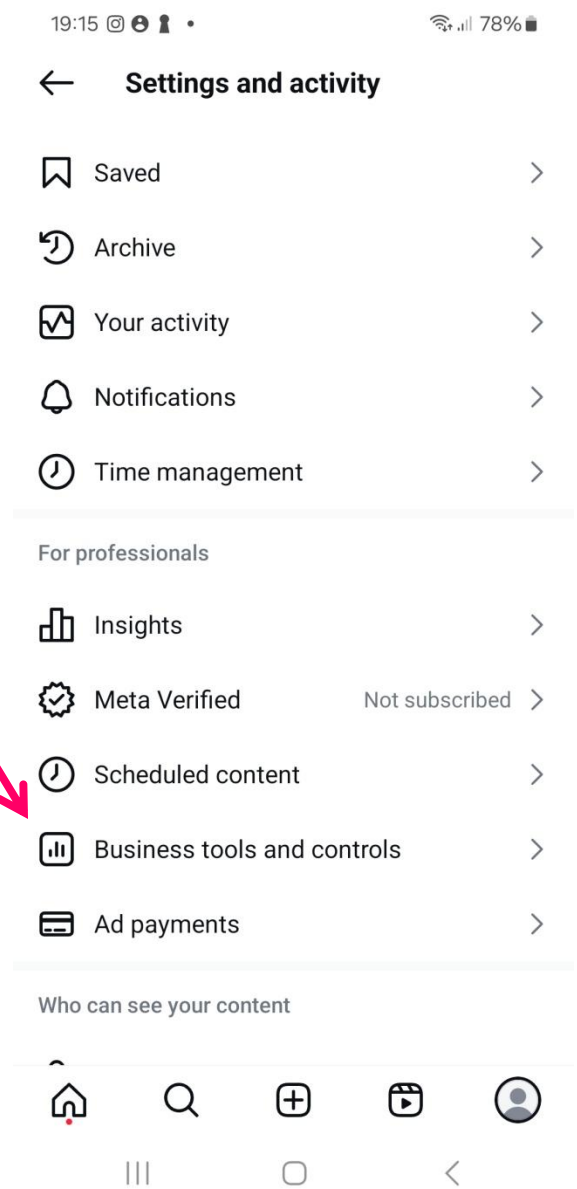
||| ○ <

You can now choose to switch to a business or creator account

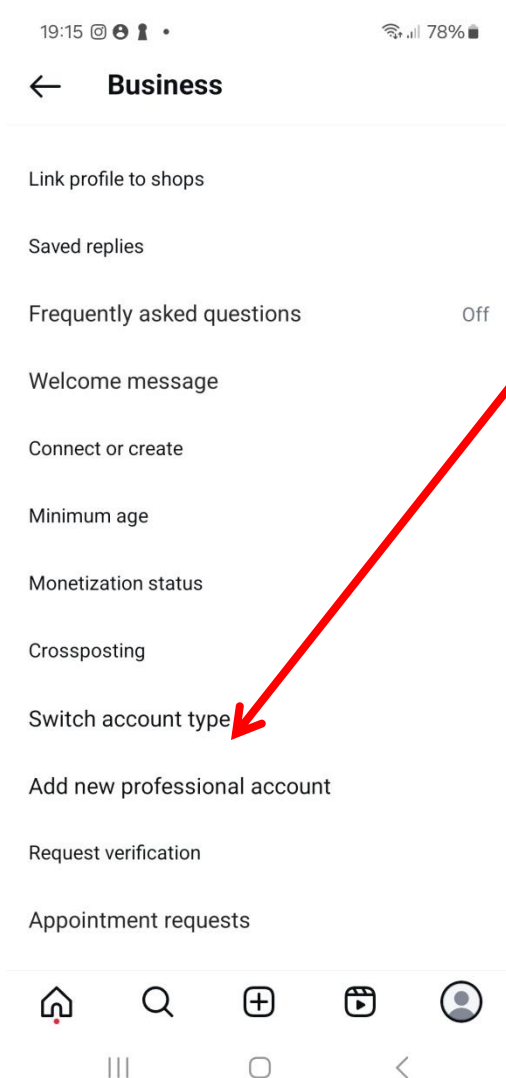
How to migrate from a business to a Creator account



1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then scroll down and find Business tools and controls. Tap this

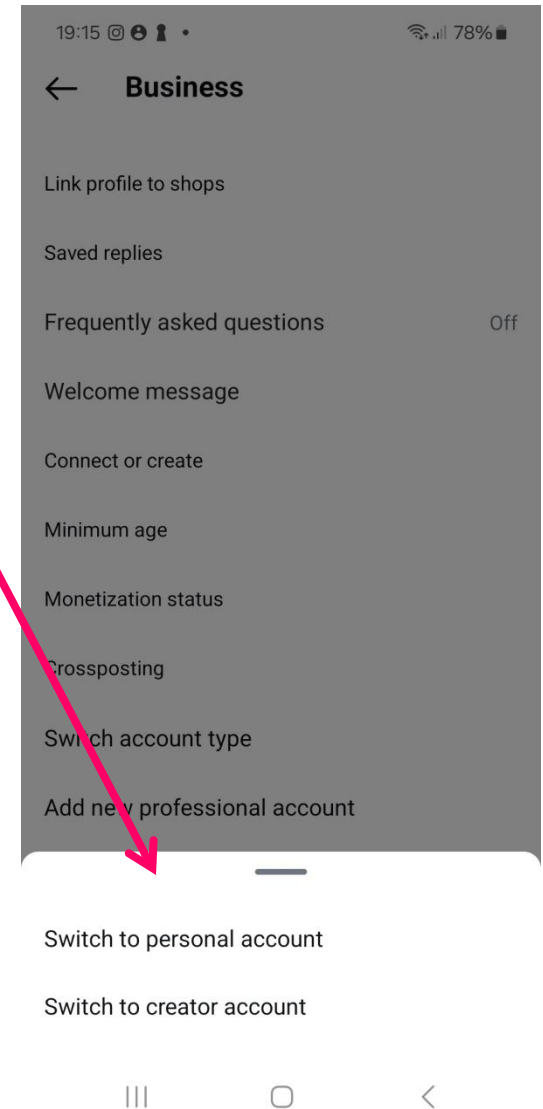


How to migrate

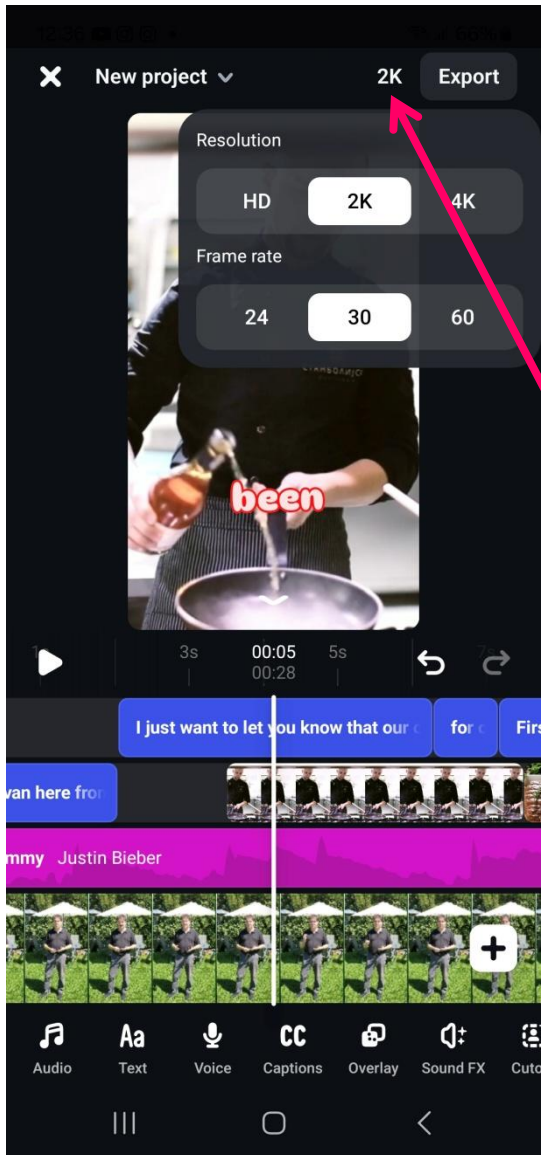


1. Tap switch account type
2. Then choose which account type you want

It will then ask which account you want. Select Creator account.



Go Straight to the edits app and create your video



To export your video

When you want to export your video you can tap on 2K and choose your Resolution

2k and 30 FPS is a good choice

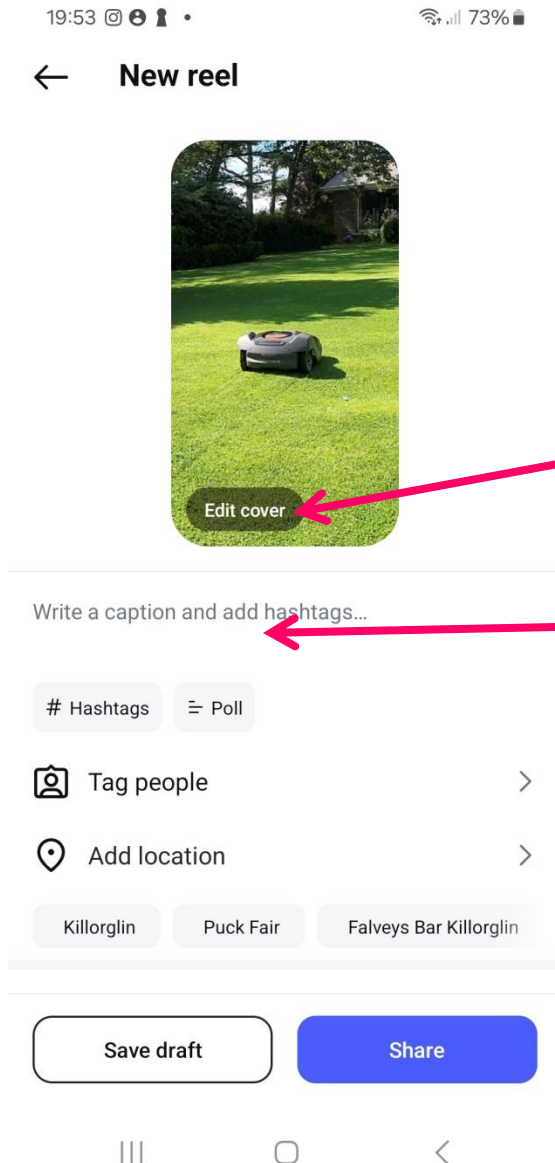
Then tap on Export

Your video will now export and you will find it in a folder called "edits" in your gallery

There will then be an option to share your video on Instagram. Tap on that and you will be taken to the Instagram app



How to share a Reel on Instagram



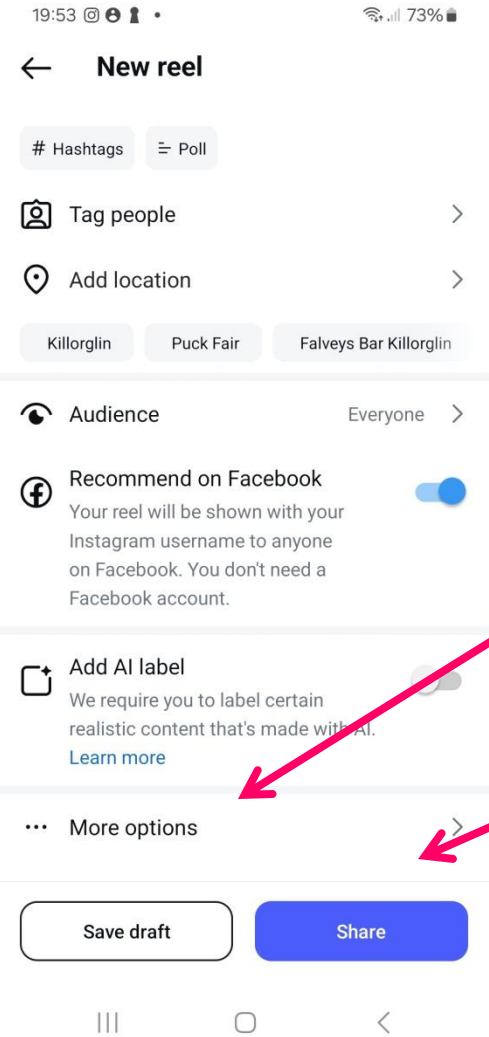
Choose a cover that will look good on your grid

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

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

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

How to share a Reel on Instagram



You can opt to have your Reel sent out to non followers as a trial reel

You can also share your Reel to Facebook

Then tap share

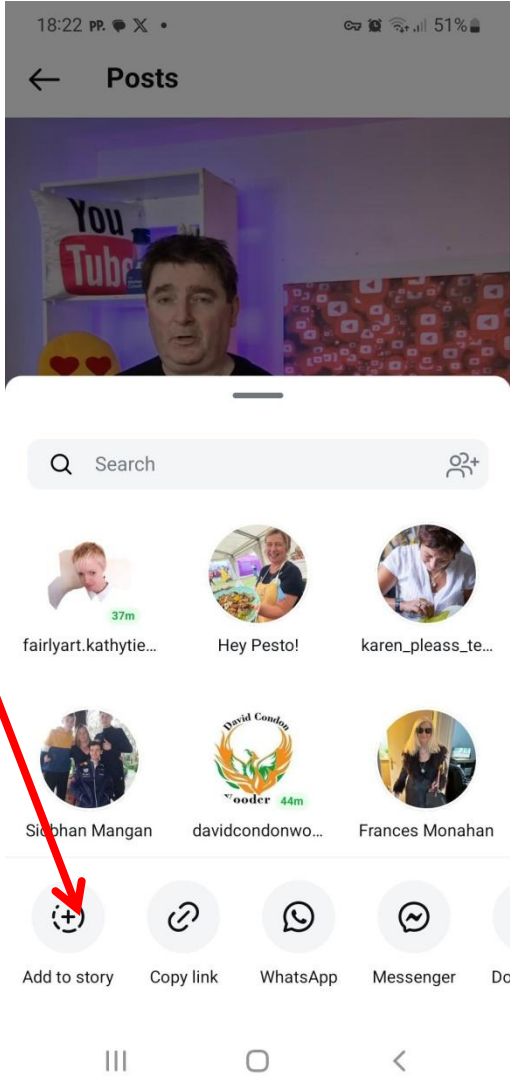
How to share your Reel to your story



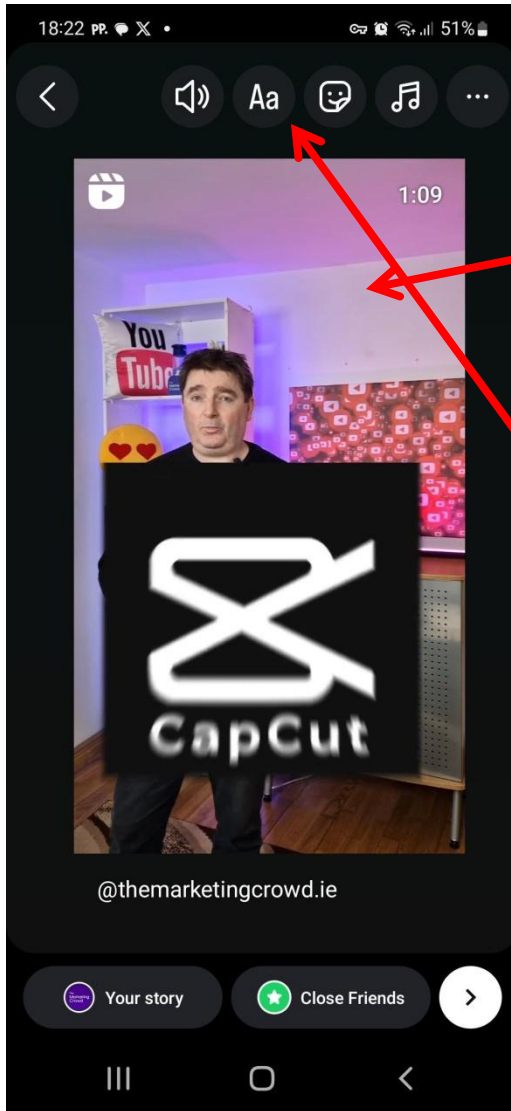
Find your Reel

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

What We Will Cover

Part 1: Video Equipment

- Microphone
- Tripod / Gimbal
- Lighting

Part 2: Sharing your video online

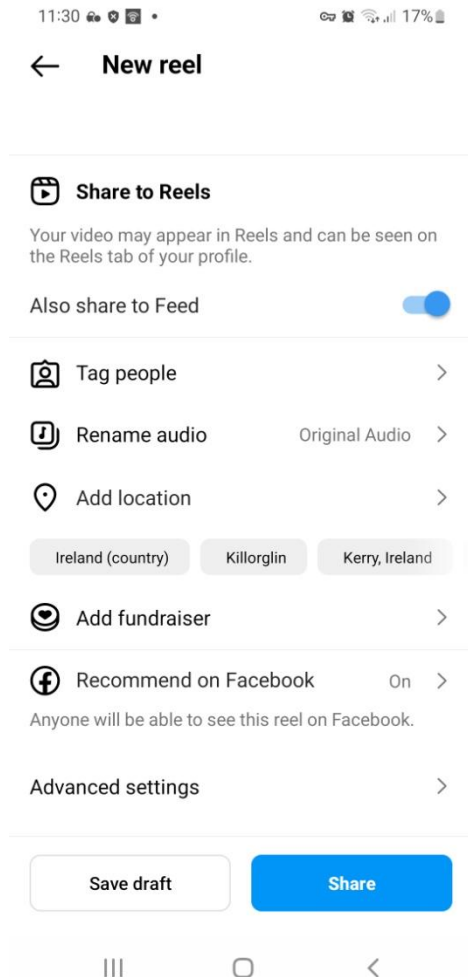
- How to share your video on Instagram
- How to post your video on Facebook
- How to post your video on LinkedIn

About Facebook Reels



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.

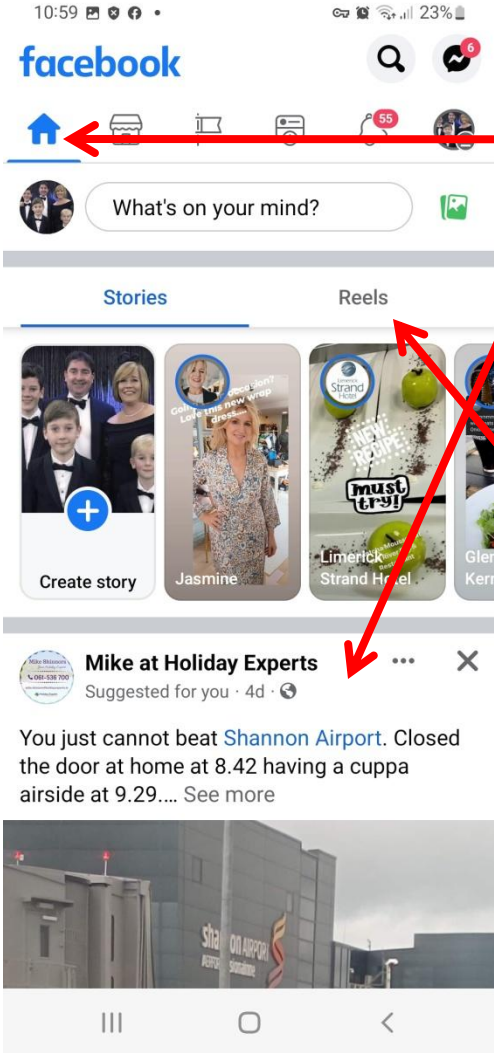
Where do they appear?

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

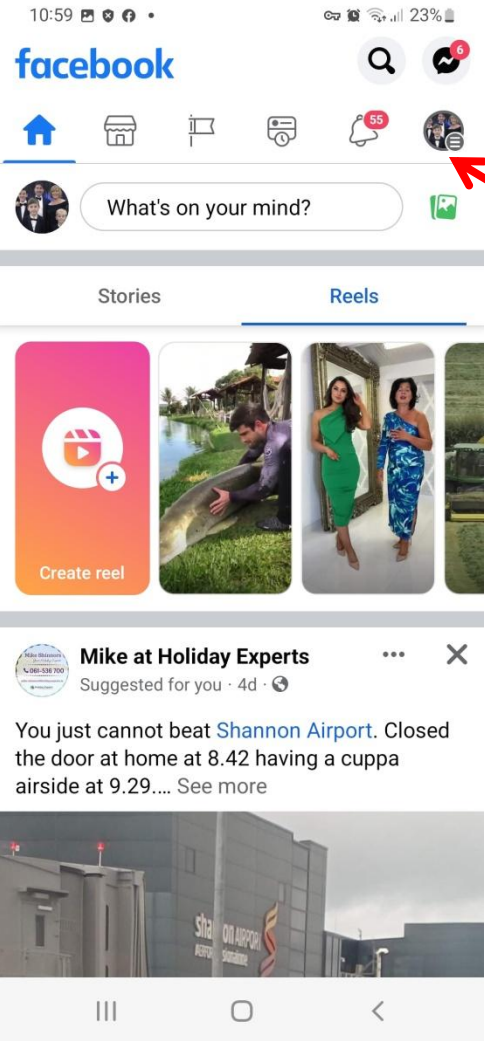
This feed contains posts and Reels from friends and accounts you are following

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



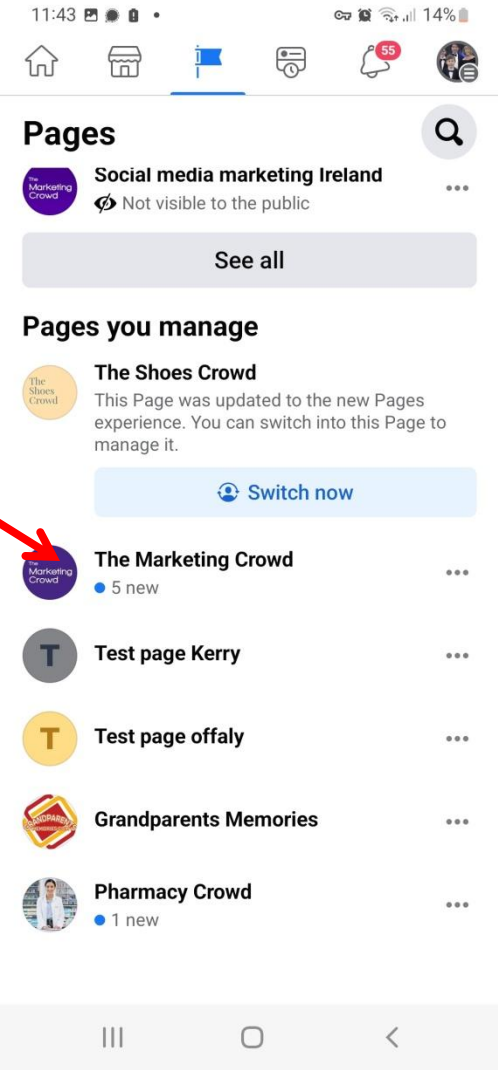
How do you create a Reel for your business page?



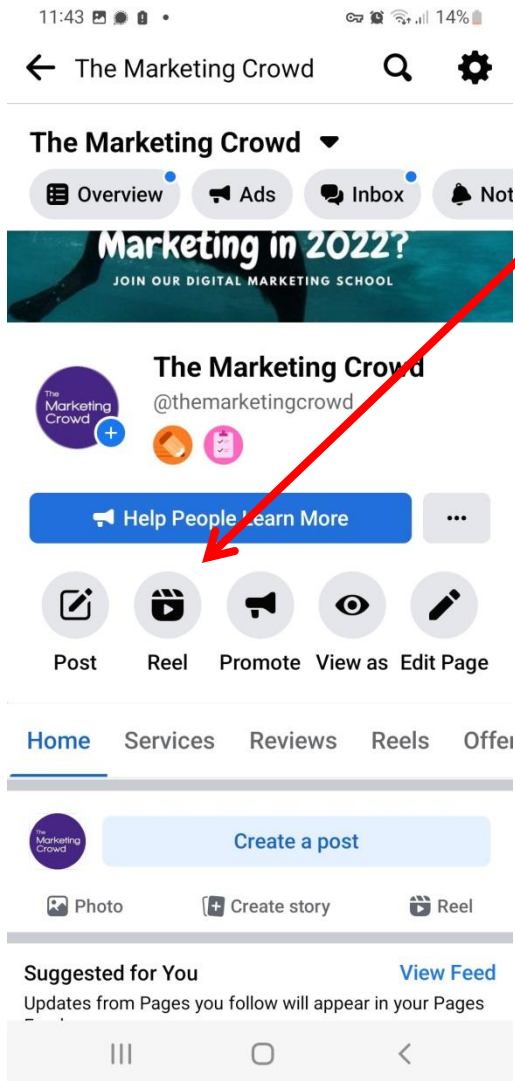
Open the Facebook app

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?



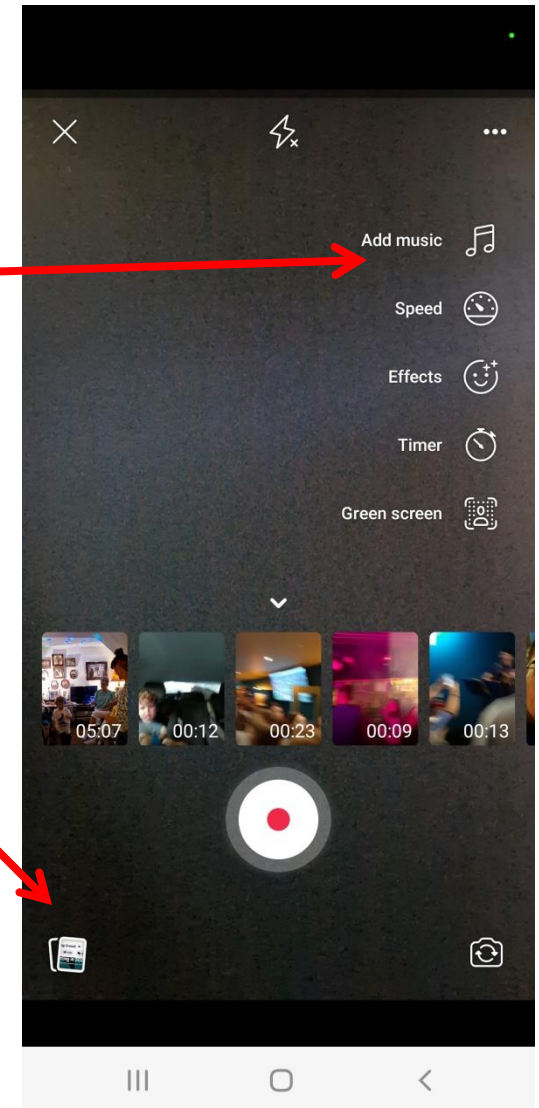
To create a Reel tap Reel

You can now choose music

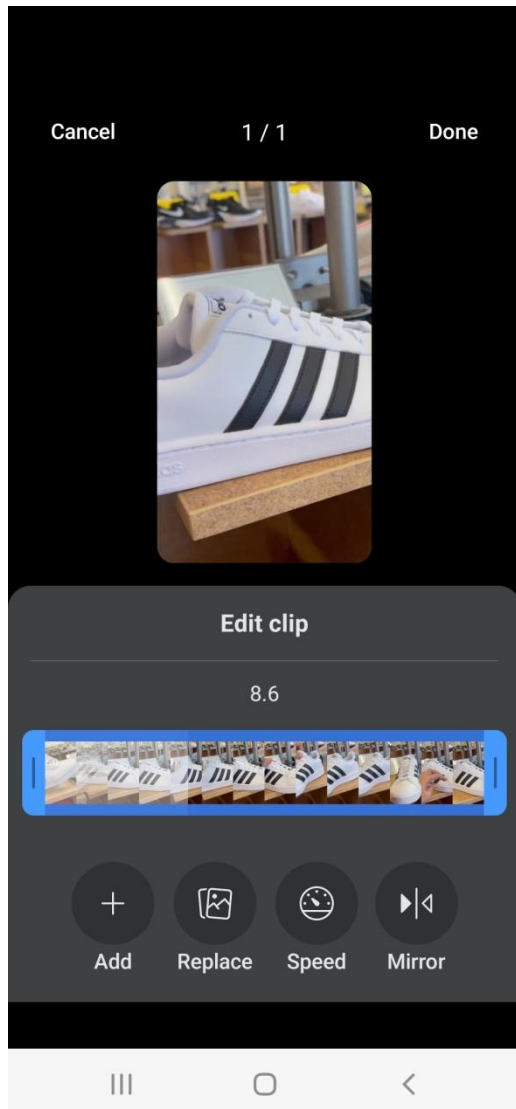
Note – business pages on Facebook get the good music library

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?



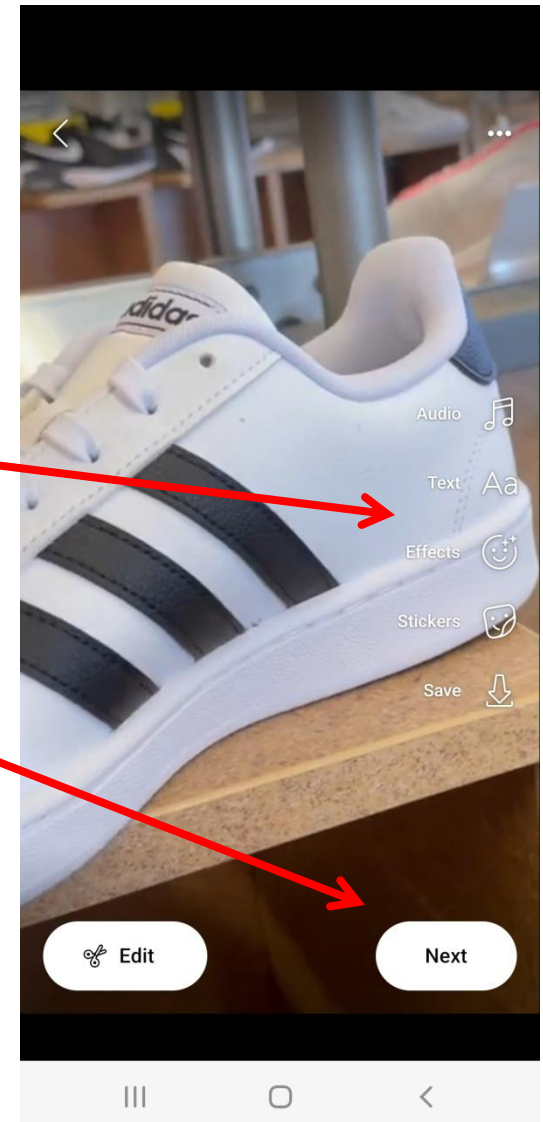
You can choose multiple clips

You can also edit the clips – very similar to Instagram

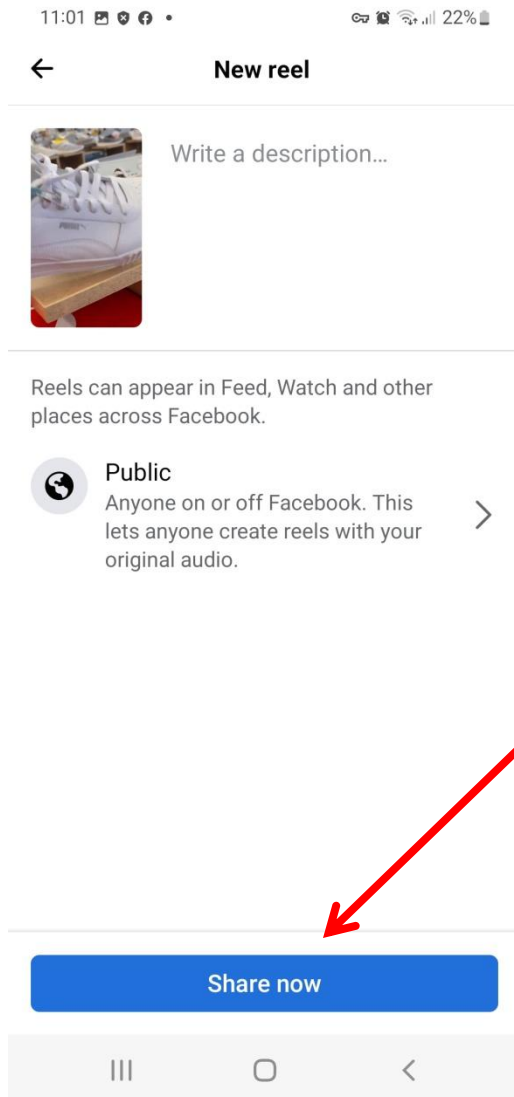
You can add or change music at this stage

You can add text and add stickers / effects

Tap next to proceed



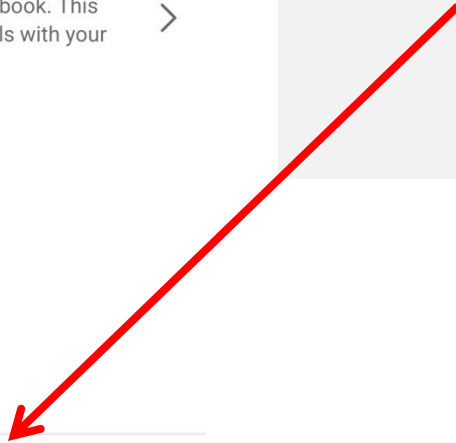
How do you create a Reel for your business page?



You then add a description /
hashtags

However, you cannot add a cover

Tap share now



What We Will Cover

Part 1: Video Equipment

- Microphone
- Tripod / Gimbal
- Lighting

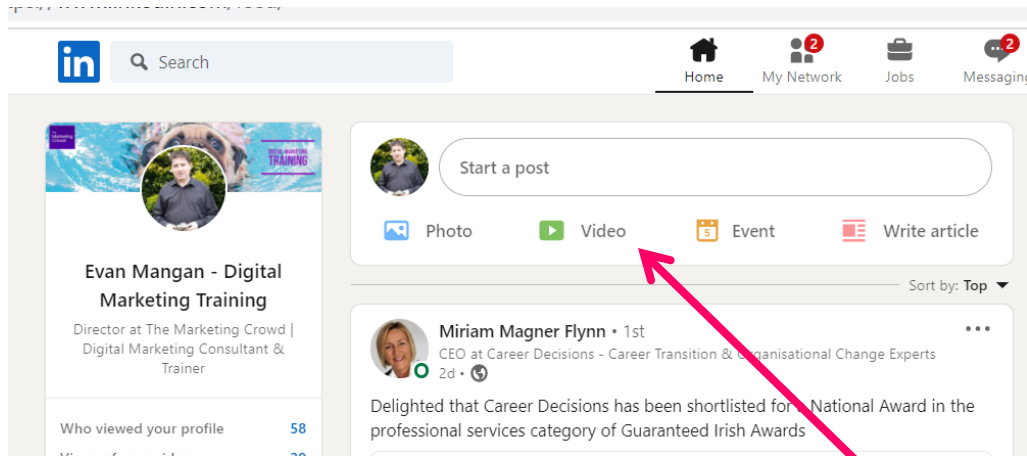
Part 2: Sharing your video online

- How to share your video on Instagram
- How to post your video on Facebook
- How to post your video on LinkedIn

Option 1

Post your video using
LinkedIn.com website on
desktop

How to post your video using LinkedIn.com website

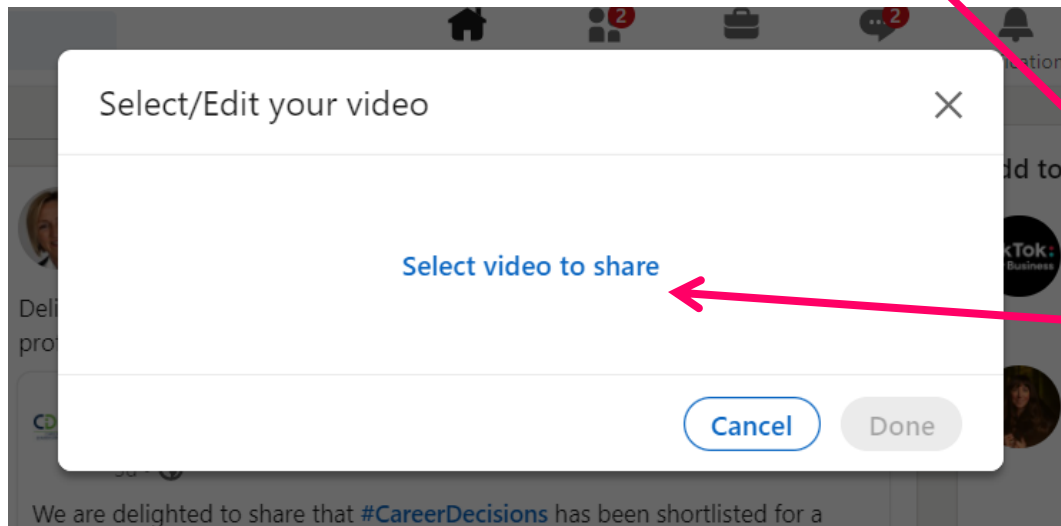


You can post videos up to 10 mins long on LinkedIn

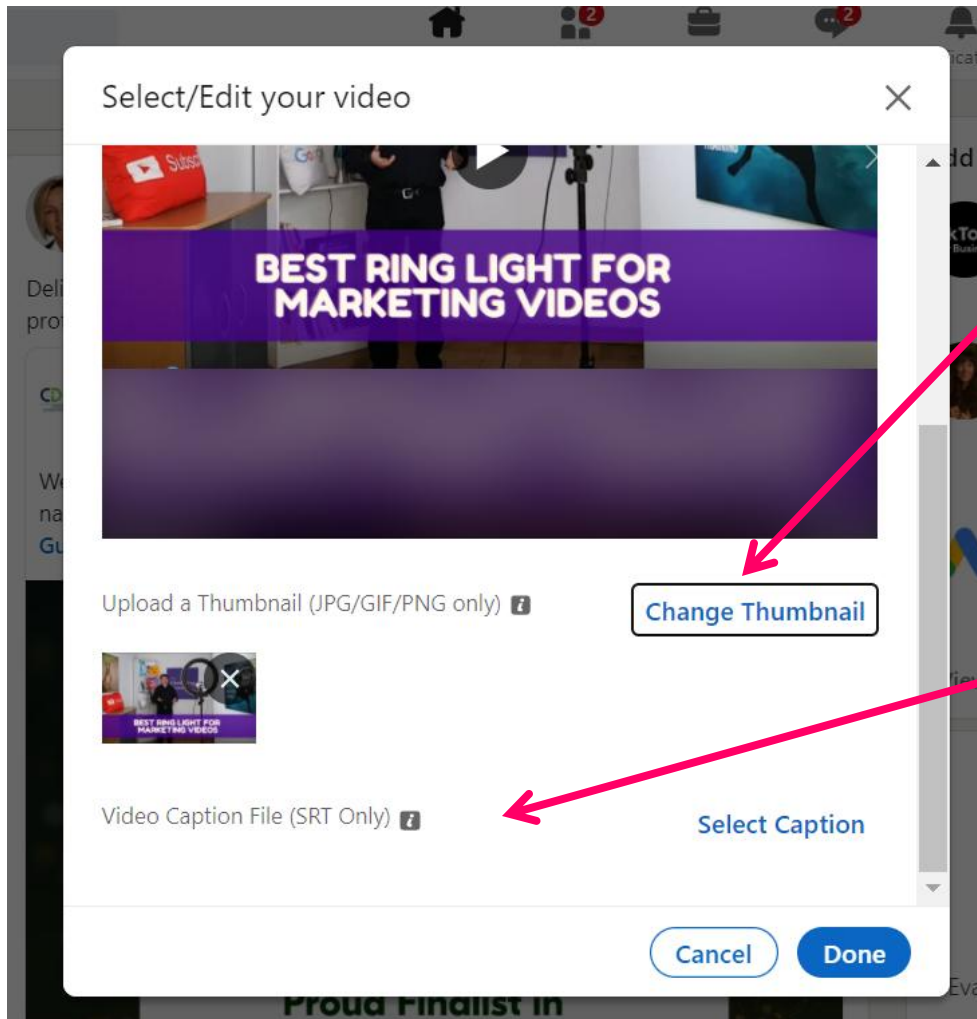
Landscape videos 16:9 or square videos work best

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



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

Create a post

 Evan Mangan - Digital Marketing Training

Anyone

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 what a video looks like using the 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 Definitely worth getting this if you make marketing videos



Add hashtag #marketing #video #like #amazon

 Anyone **Post**

2022 Support Local, Look Global

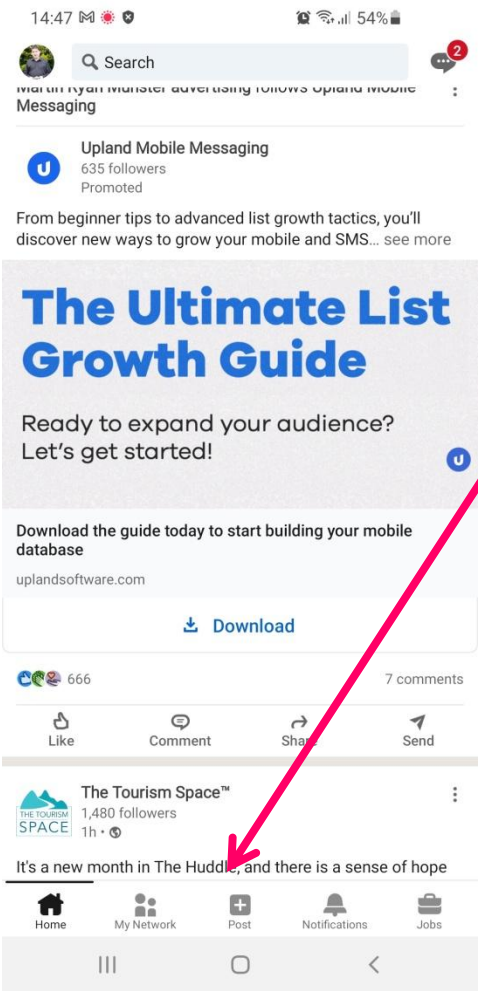
Write the text for the post

Then click post

Option 2

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

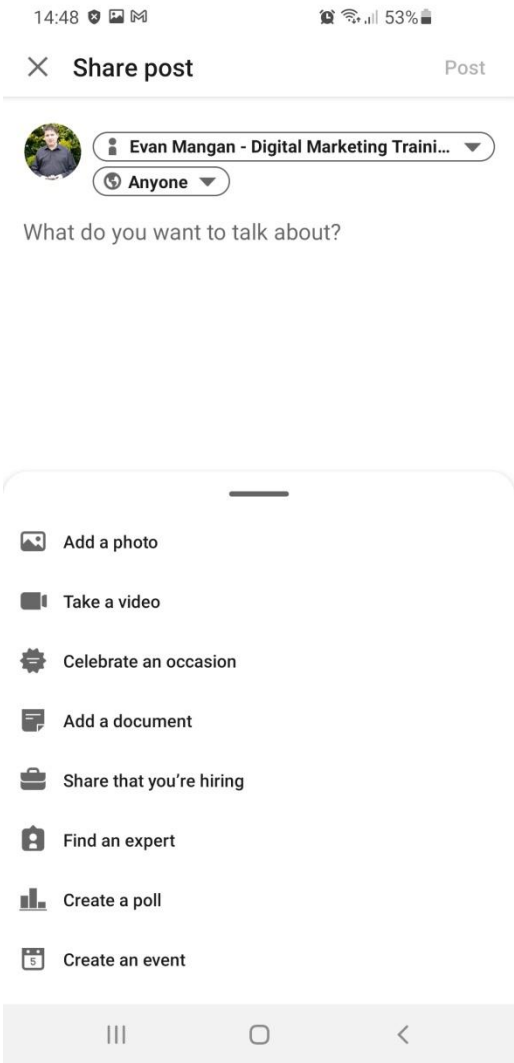
How to post your video using the LinkedIn app



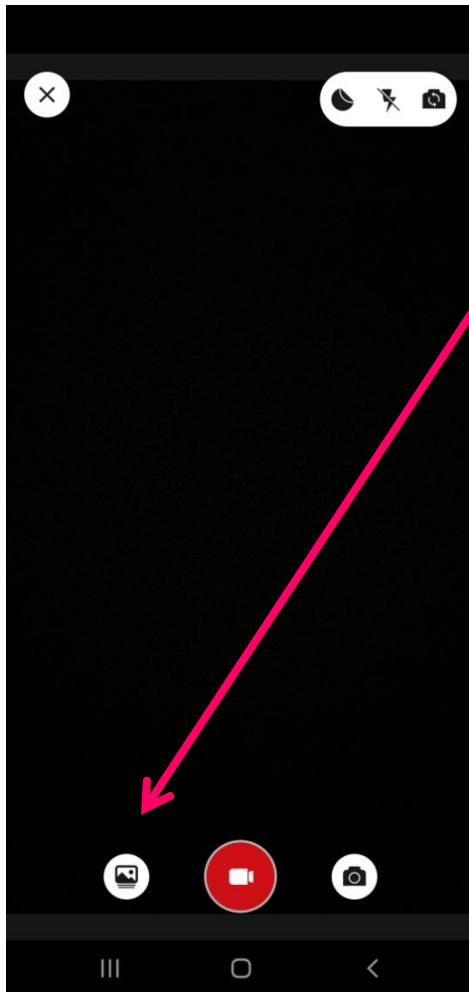
Open the LinkedIn app and ensure you are logged in

Tap the + button to create a post

Then tap on Take a video



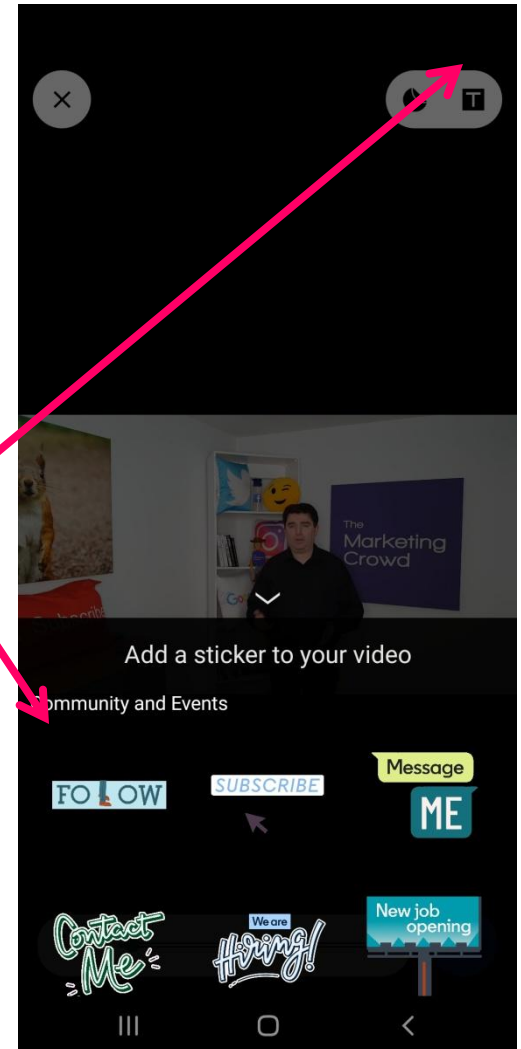
How to post your video using the LinkedIn app



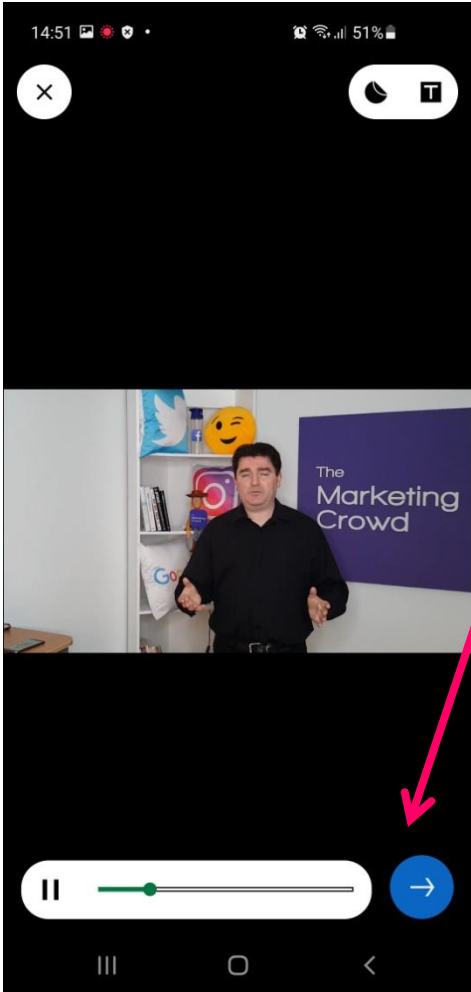
Then tap on the gallery icon to choose a video from your phone

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



Tap the blue arrow to continue

Then add the text to your post

Then tap post to share it

