



THE VIDEO PRODUCTION HANDBOOK 2019

FROM PLANNING TO DISTRIBUTION

- WHERE VIDEO STANDS TODAY
- DEFINING YOUR TARGET AUDIENCE
- PICKING YOUR VIDEO FORMAT
- WEIGH YOUR PRODUCTION VALUE
- THE STAGES OF PRODUCTION
- GETTING YOUR VIDEO OUT THERE



VIDEO STATISTICS

WHERE VIDEO STANDS **TODAY?**

In 2019...

- **81%** of businesses use video in their marketing
- **65%** of businesses that don't use video, say they will in 2019
- The average person watched **1.5 hours** of video per day
- **76%** of marketer say video helped them increase sales
- **85%** of people want to see more video from brands this year
- **72%** of people rather use video than read to learn
- Only **11%** of marketers have used Snapchat for video marketing, and only **27%** found it effective



FIND YOUR AUDIENCE

WHO ARE YOU TARGETING?

To get the most out of your video you'll need to know who is going to watch it!

Produce content that interests your customers and your prospects are researching. Understand what their pain-points are and why they're coming to you.

B2B Customers

- Looking at the ROI
- Weighing the quality vs cost
- They are goal oriented
- Want to be educated
- Trust an insightful resource

B2C Customers

- Backing good companies
- Look at price and quality
- Want to be entertained
- Love learning cool things
- Like to engage with content

PICK YOUR FORMAT

HOW DO YOU WANT TO PRESENT?

How you tell your story can make or break your brand's image.

There is no “right” way to get your message across, but if it is not consistent with your brand's voice it could hurt your image.

Greenscreen Commercial

An affordable option to produce a quick video. Use a greenscreen and choose a suitable background to record your video.

Story Driven

A much involved format to deliver your message. Using a script and actors you can tell a story with drama, comedy, action, fantasy, etc.

Documentary

An involved option that can show your personality. Use interviews and candid footage to produce your video.

Educational Content

Be a thought leader by providing value to your audience. Leverage your knowledge and research to educate your prospects and turn them into customers.



PRODUCTION OPTIONS

WHAT ARE YOUR PRODUCTION VALUES?

Weigh your options and decide how you want to produce your video.


Producing your video should be a balance of productivity and pleasure.
Enjoy yourself with a goal in mind.

Do-it-Yourself

- Costs less to produce
- “Cheaper” visual style
- You get to learn new skills
- You have to purchase or rent the equipment yourself
- Sense of pride and satisfaction
- You can have fun!

Hire Professionals

- Costs can rise
- Clean end product
- Quicker production
- Outside eyes on your product or service with a fresh perspective
- No gear, recording, or editing knowledge required
- Less stress!



STAGES OF PRODUCTION

WHAT ARE THE STEPS OF PRODUCTION?

There are three stages of any production.

Pre-Production | Production | Post-Production

Pre-Production

This is where you get to develop your story. Write up your questions, do your research, find your customer's frequently asked questions. You'll need to manage scheduling of locations, talent, and crew. This is the planning stage.

Production

This is where your adrenaline starts to run. Everyone is excited for the lights, camera, action! Make sure your background looks how you want it, your camera is set-up correctly, lights are pointed correctly, and sound is clear of HVAC and other noise.

Post-Production

Take your footage into the cutting room to piece your story together. Use the best takes, coolest shots, and most telling sound bites to send your message. Be on the look out for any black frames or awkward cuts. This is your chance to craft the perfect story.



DISTRIBUTE YOUR VIDEO

HOW IS THIS GOING TO BE DISTRIBUTED?

No two platforms are quite the same. Each one has its strengths and ideal audiences.

There is no “right” way to get your message across, but if it is not consistent with your brand’s voice it could hurt your image.

YouTube | This platform has become one of the largest search engines on the internet. Audiences looking to learn can find your content on YouTube.

Vimeo | Vimeo has a small audience but is known for having a more clean and smooth video player. This is a great place to showcase portfolio work.

Facebook | Facebook has the largest user base on the internet. You can run your video as an ad and get it in front of your custom audience.

Instagram | Instagram is great for visually appealing content. Post art, products, or anything cool looking. Run your Facebook ads within Instagram as well.

LinkedIn | LinkedIn is an amazing tool for B2B relationships. Post educational videos that will bring value to your prospects an

A black and white photograph of a man in a suit and glasses talking to another man at a conference. The man in the foreground is wearing a lanyard with a badge that says "ERIC Roth".

THAT'S A WRAP

WHAT ARE THE TAKEAWAYS?

If you learned anything, remember to...

Know your audience

Research who will be watching your videos and think about their interests when writing your content. What do you want them to learn or what do you want from them?

Plan your production

Think about how you would like your story told. Consider your technical skill and decide if you can do-it-yourself or should you hire a professional team. Follow the three stages of video production to ensure a successful project.

Distribute your content appropriately

Using the correct channels to get your video in front of the right audiences can make your campaign a success! Each platform has specific benefits and best practices to maximize your return on investment.

READY TO GET **STARTED?**

WE ARE HERE FOR YOU!

Rival Productions can provide a multitude of services and coverage types.

- Consistent Content
- Podcasting
- Client Testimonials
- Timelapse
- Drone
- Animation
- Personalized Videos
- Event Highlights
- Presentation Coverage
- Same-Day Edits
- B-Roll / Raw Footage
- White Label Content
- Voice Overs
- Music Production
- Graphic Design
- Content Development
- ***And So Much More!***

At Rival Productions, we care about each of our clients as though they were our only client! We consistently go above and beyond to make sure our clients come back to us for their next marketing project. It is our belief that every business deserves the chance to maximize their marketing for a fair price.

Don't wait. Get started today!

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