



#Winning with Video

west



Stephen Pacinelli
CMO, Bombbomb

AGENDA

1.
Video
Styles

2.
Equipment

3.
Prep

4.
Videos/
Messaging

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Posted by Ferris Property Group

2,980 Views

Terry Waggoner
FC Tucker/Ferris Property Group



-1:56



— 7'8"
(Paul Sturgess)



— 6'8"
(LeBron James)



— 5'10"
(average guy)



Marketing Through Video



Relationships Through Video



“Visibility beats ability”

How Video Makes You Better



Saving Time



Closing Distance



Improving Quality



Emotion, Human Touch



Trust & Rapport

STAYING IN TOUCH



Ways to Send Video





EQUIPMENT

WAXOM SLINGSHOT



JOBY GORILLA GRIP
TIGHT STAND

POPSOCKET



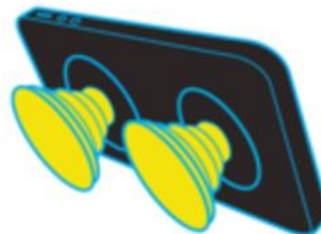
PHOTO GRIP



VIDEO CHAT



TABLET GRIP



MEDIA STAND



TEXTING GRIP

AUDIO

RØDE[®]
MICROPHONES



**Sony Bluetooth
Microphone ECM-AW4
(\$160)**



00:00 / 01:25



1080p





Instagram

| HYPERLAPSE



26-PAGE GUIDE



WHO THIS GUIDE IS FOR:

- + People who want to make more informed choices about what camera to use and when.
- + People who want to build basic knowledge and confidence around video to grow sales.
- + People who know that getting face to face creates more winning opportunities.
- + People who know that video helps you be there in person when you can't be there in person.

WHAT THIS GUIDE IS:

- + An overview of your primary camera options
- + General pros and cons of each camera type
- + Best times to use each camera
- + Help picking the right tool for the right job

WHAT THIS GUIDE ISN'T:

- Specific brand, product, and equipment reviews (although we provide great links to other sites where you can learn more)
- Detailed how-to guide to shooting and editing videos

PRODUCTION NOTES:

This is an informed and informative opinion piece. Both Steve and Ethan have shot thousands of photos and videos. A sales and marketing pro, Steve was also a professional photographer. For more than a dozen years, Ethan professionally wrote, produced, and edited video inside local television stations. They've both used a variety of cameras for a variety of purposes. Much of the equipment referenced in the guide are go-to tools for them.

Throughout this guide, you'll find links to equipment to provide ideas and examples. We've focused on products available through Amazon Prime with high quality and high quantity ratings. Other good places to browse and read product reviews include [Best Home Video Reviews](#) and [iStock](#).

We shot simple comparison videos for most of the sections of the guide. They bring the message to life and add helpful details to the guide's bullet-point approach.

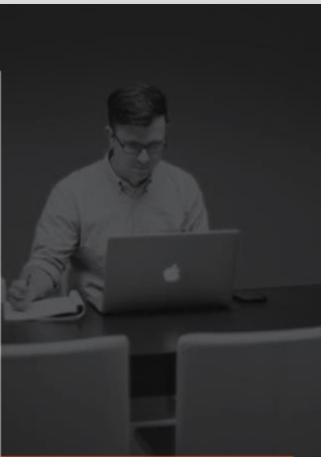
And if you think these cameras are insufficiently "professional," consider that big brands like Coca-Cola, Levi's, and GE are moving toward "visual realism" - less polished photos and videos to give the feel of a more raw, authentic, and real image. Why? [To build trust.](#)

Thought leaders in a variety of fields are using "good enough" videos and going live with smartphones on Facebook, Snapchat, and other networks and sites. Doesn't this more casual look hurt their image? Of course not. Transparency, access, and message trump "production values" every single time.

Over the next several pages, we'll take a look at camcorders, DSLRs and mirrorless interchangeable lens cameras, webcams, then smartphones and tablets.

We'll also cover screen capture software. These "cameras" capture your laptop or monitor screen as you demonstrate something. These videos can be great for training and education - videos for lead nurturing, onboarding, and other important but repetitive tasks tied to customer value and retention.

We'll close with a consideration of other camera-related topics, including sound, lighting, software, and other emerging camera types.



- 06 CAMCORDER
- 09 DSLR/MIRRORLESS ILC
- 12 WEBCAM
- 15 SMARTPHONE/TABLET
- 18 SCREEN CAPTURE
- 21 ADDITIONAL CONCEPTS

BENEFITS:

- + Larger sensor size can help give your video that soft background and bonus shine
- + Complete control (or as much control as you want) over your shooting
- + Interchangeable lenses allow you to tool into the look you want or situation you're in
- + Ability to change out batteries and storage as needed allowing you to just keep shooting
- + Many have apps that allow you to control from your mobile phone
- + High-end cameras are usually weather proof
- + Great low-light recording abilities
- + It's an awesome camera for still photos, too!

DRAWBACKS:

- 30 minute recording limit (to avoid being classified as a video camera)
- Larger sensor means less of your scene is in focus (must pay attention)
- Not all have continuous video focus and even when present it's not necessarily reliable (Sony A7 series, new Canon DSLRs with dual pixel technology, and other mirrorless cameras as exceptions)
- Committing to a body means committing to a lens system (do a little homework)
- Pricing the camera isn't enough; you've also got to price in lenses, batteries, storage, etc

POTENTIAL ADD-ONS:

- Lenses ([browse](#))
- Tripod ([examples](#))
- Microphone ([examples](#))

DSLR/MIRRORLESS ILC



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PRICE RANGE: \$600 - \$1,600

Price note: Spending any less, you might just as well use your smartphone or tablet. Spending any more, you might just as well get into interchangeable lens cameras.

TYPES OF VIDEOS:

- Intro and overview videos for your website or online store
- Product or service features
- Personal introduction or "video resume"
- More formal customer testimonials or storytelling
- Anything planned, scripted, and produced
- Any videos with a longer shelf life or larger audience (YouTube, video newsletters, blog posts)

POTENTIAL LOCATIONS:

Anywhere you can take the camera and any additional equipment you need or want



07

CAMCORDER

A close-up portrait of Morgan Freeman, looking directly at the camera with a thoughtful expression. He has his hand to his chin, with his index finger pointing upwards. He is wearing a dark suit jacket and a watch on his left wrist. The background is a solid, dark teal color.

Hi, My name is Morgan Freeman

and you're reading this with my voice

A dark, high-contrast background image of a person sitting at a desk with a laptop and a microphone, overlaid with large orange text.

**EMAIL?
PHONE?
OR IN PERSON?**



PREPARATION

AMY CUDDY

When it doubt, smile





Warmth + Competence

Gratitude, sincerity, relaxed, open,
welcoming, inviting, soft tone,
smile, Gestures (Wave)

Communication

Register

Pitch

Prosody

Timbre

Pace

Volume

Body Movement

Posture

Gestures


Eye Contact

Location

Facial Expressions



1. Great to Meet You

 Emotion, Human Touch

 Trust & Rapport

Now it's Your Turn

1. So nice to meet you
2. I hope you learned a lot – I did
3. Let's stay in touch



Eric Peltier
Loan Officer



1. Great to Meet You

2. Holidays & Special Occasions

● Closing Distance

● Emotion, Human Touch



2. Holidays

3. Thank You

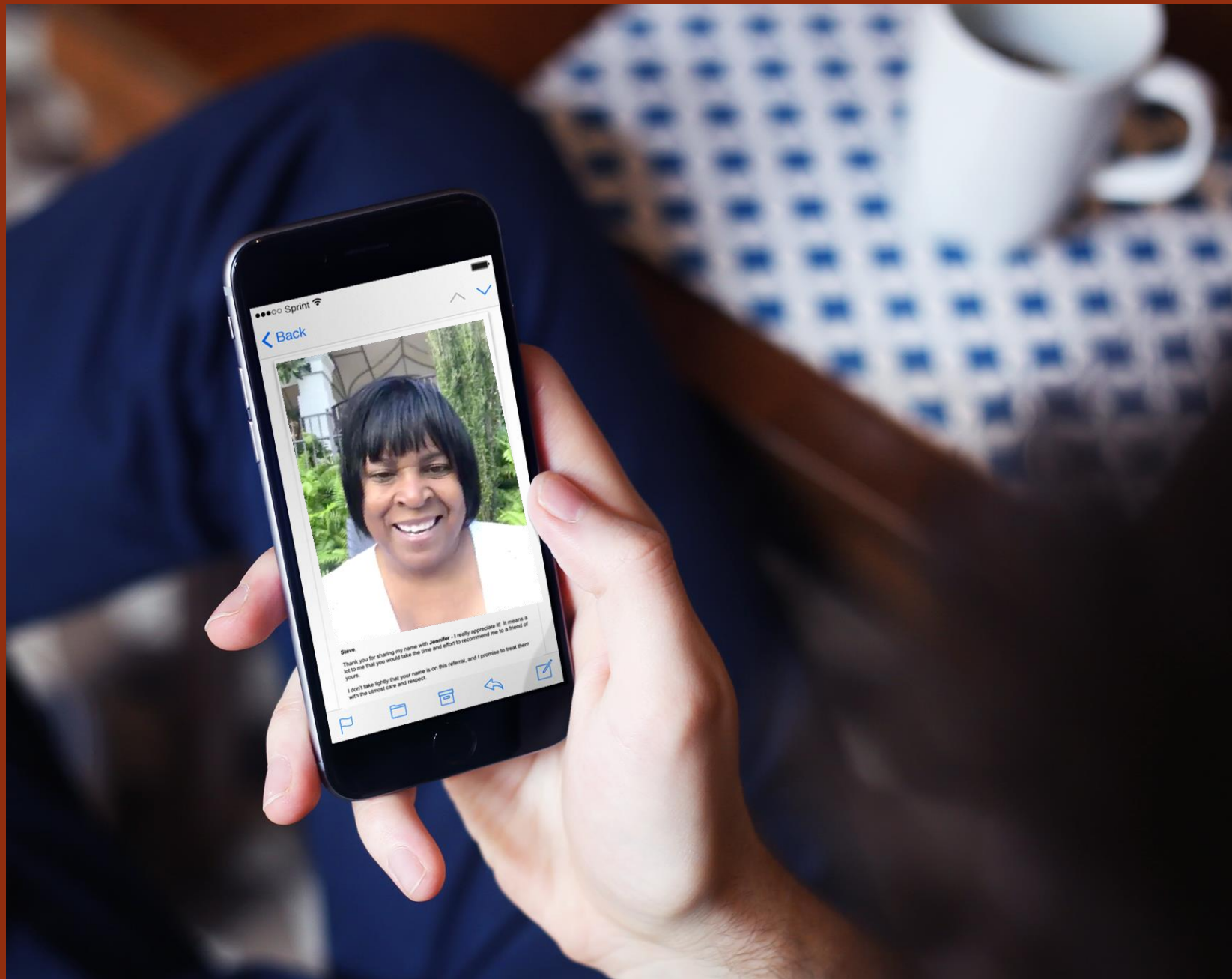
 Emotion, Human Touch

 Closing Distance

“We must find the time to stop and
thank the people who make a difference
in our lives.”

– John F. Kennedy





10. Thank You

Benefits of Gratitude [Results]

Dear [name],
I just wanted to let you know that I received

I was wondering if you could help with a sec
and give me feedback on it. The cover letter

Can you send me some comments in the n

+106.2%

**VIDEO EMAIL,
TEXT EMAIL,
PERSONALITY,
& COMMUNICATION
STYLE**

PRELIMINARY FINDINGS

BY A RESEARCH TEAM AT

HARVARD BUSINESS SCHOOL

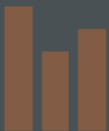
Francesca Gino, Harvard
Adam Grant, Wharton

Benefits of Gratitude [*for you*]

- Improved heart functioning
- Reduction of stress
- Clearer thinking under pressure
- Better physical healing
- Uplifting and energizing endorphins



VIDEO



EMAIL



TEXT MESSAGE



SOCIAL MEDIA



WEB EMBED



ANALYTICS



EMAIL OPENS



VIDEO PLAYS



LINK CLICKS

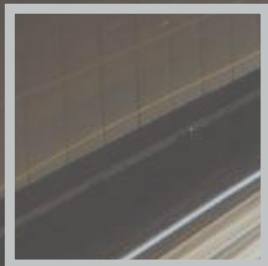


VIDEO HEATMAP

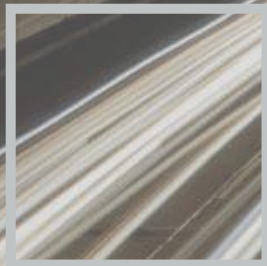


SCHEDULING

SUN



MON



TUES

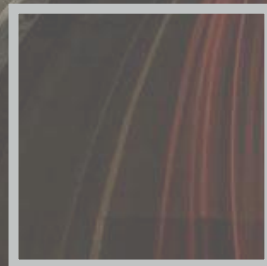


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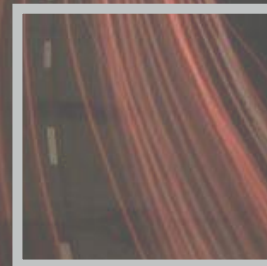


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WED



THURS



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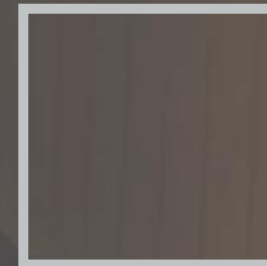


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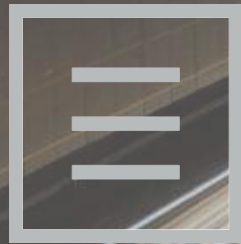


LIST:
Hot Leads

SAT



CANNED MESSAGES



PRE-
WRITTEN
TEXT



PRE-RECORDED
VIDEOS



LINKS



IMAGES



FOLLOW UP REMINDERS



HAS NOT
OPENED



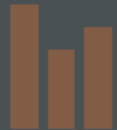
TEXT EMAILS



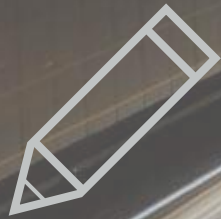
VIDEO EMAILS



CUSTOM
DAYS & TIMES



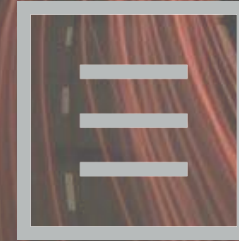
EMAIL MARKETING PLATFORM



**EMAIL
COMPOSER**



**AUTO-RESPOND
& DRIP
CAMPAIGNS**



**LEAD
CAPTURE**



**SCORED
DATABASE**

