



# FOUR TIPS FOR CREATING BETTER VIDEO CONTENT



**With the boom of content marketing, many organizations are struggling to provide their customers with nourishing content — at a time when people have more choices than ever. Microsoft recently revealed that Canadians have attention spans of eight seconds — that’s one second less than a goldfish. Clearly the need to create compelling content is crucial. Video can be a powerful platform to both capture your audience’s attention and deliver your brand message in a memorable way.**

Why consider integrating video content? Dr. James McQuivey of Forrester Research believes that if a picture is worth a thousand words, then "a minute of video is worth 1.8 million words." And video consumption in Canada continues to increase. Assuming video is the right channel for your audience, here are four tips that will help you start producing higher-impact video.

## Plan your approach

Try following the outline of an IABC Gold Quill submission to ensure you’re thinking strategically and focusing on S.M.A.R.T. objectives and outcomes, not just outputs such as views. This time investment up front will also help you formalize an approach to selling the idea to your peers and executive team.

## It’s not only about visuals

Yes, proper lighting and the value of visual communication is important — in part because our brains decode graphics 60,000 times faster than text. But, it’s a balance. Don’t forget about the importance of sound and how it can be used to influence mood or capture the audience’s attention. If you’re in doubt, just listen to a movie score in the dark. As you write your storyboard, envision how music can enhance the experience and help drive home your key messages.

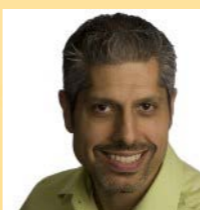
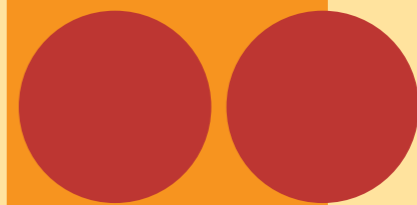
## Cut costs, not production quality

Even a mid-range digital SLR camera with quality lenses can capture great footage (we’re partial to Nikon and Canon brands). If investing a few thousand is too rich for your budget, pairing a mobile phone with Apps such as Twitter’s Vine, Periscope or Instagram may do the trick. To enhance the quality of mobile-made video, ensure a clutter-free background, pay special attention to lighting and plug in a separate mic to your mobile device or capture the sound separately and mix it in when editing. In addition to making video production simple, these apps also bake in select distribution channels. But it’s important to remember that if you can’t use the tool effectively, it doesn’t matter what hardware you buy.

## Be found, be shareable

You’ll only derive value from your video if people watch it. Be aware of the best practices for sharing on different social platforms. For example, if you’re hosting your video on YouTube, don’t simply embed the link into Facebook. Upload the native video to Facebook again and you’ll benefit from a superior sharing algorithm. And if your video is hosted on your website, don’t forget to use a responsive video player that will automatically adjust to the size of the screen regardless if it is a mobile device or a desktop monitor. When uploading the video, give your SEO a boost by using key search terms and tags, creating a compelling title, writing a thorough description, transcribing the video and allowing others to embed your video.

These tips should get you moving in the right direction. Please share your secrets for video success on the IABC/Toronto blog [CommVERSATIONS](#).



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