

Top 10 Tips – Make Video Content Work for YOU



Supplied by: Giggabox Video Productions

"Creating content, delivering results"

1. **Search** your business on YouTube and see what comes up. Do you like what you see? Is it relevant? Does it communicate what you want it to say about your business?
2. **Relevance.** If you don't like what you see or it isn't relevant, then you may want to create some new and relevant content that sends the right message.
3. **Message.** Think about what you want to say as well as what you want your audience to hear... and as this is video, what do you want them to see?
4. **Plan.** Where will you film? Who will be involved and why? What resources will you need in terms of equipment and people?
5. **Plan.** Will you need two cameras or will one suffice? Do you need autocue to make it seem less wooden if the message is longer or complex?
6. **Plan.** Who are you communicating with? Do you need a script or is it less formal?
7. **Style.** Does the look and feel of what you're planning to produce fit your company's style and ethos so it reflects well on your business and sends the right message.
8. **Sound.** Is where you're planning to film noisy (near a road, in a factory, near an airport) and what sound production is needed? Is your music rights free so YouTube won't pull it.
9. **Permissions.** Do you need any permission from people or locations to ensure your production is legal and protected.
10. **Seek expertise:** Don't be afraid about asking for help from a specialist, they'll save you a fortune in the long run and you'll get a MUCH better outcome.

Top 10 Tips supplied by...

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