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# Creating videos to market your business

Video can be an effective way to communicate about your business and does not need to be complicated or expensive to do.

Throughout this guide, you’ll find highlighted links. Many of these will take you to examples of products you might wish to purchase. These are entirely optional. GrowBiz are not suggesting you must buy anything; we simply want to illustrate the products we are referring to. Please note that GrowBiz do not endorse these products, or Amazon or YouTube – these links are for illustrative purposes only.

If you need any further support in addition to this guide, please contact connect@growbiz.co.uk

## PART 1: CAMERA

### Your Phone as Your Camera

Many smartphones are excellent for recording videos. These tips should help if you choose to use your phone to create videos:

* **Use a tripod**

Having a shaky video can be distracting (although it can also give a natural, authentic look) so you can greatly enhance the quality of your videos by putting your phone on a tripod. There are two popular versions, one is [tall and freestanding](https://www.amazon.co.uk/Handy-Travel-Camera-Phone-Tripod/dp/B07V4SJF94/ref%3Dsr_1_5?crid=2V5987XBM2FF1&keywords=tripod+for+phones&qid=1575034250&sprefix=tripod%2Caps%2C147&sr=8-5) while the other is [short, easily portable and can be placed on surfaces](https://www.amazon.co.uk/stores/page/A3379660-6C81-4DFD-91CA-FE70B5EFCA18?store_ref=SB_A0782793WY8SXNH03OH2&pf_rd_p=61123ba5-9314-4baa-bd6e-caa510bc4e08&hsa_cr_id=6260675020802&lp_slot=auto-sparkle-hsa-tetris&lp_asins=B017NA7V1U&lp_mat_key=asin%3D%22b07k6gngld%22&lp_query=tripod%20for%20phones&sb-ci-n=brandLogo&sb-ci-v=images%2FS%2Fgladiator-image-upload-prod%2Fb%2FA1F83G8C2ARO7P%2Fd75ff18945aa661e768b95733059ce51._SR218%2C200_.jpg).

* **Connect a microphone**

This could be as simple as plugging in the earphones that came with your phone, if they also have a mouthpiece. Alternatively, you can also [connect a dedicated mic like this one](https://www.amazon.co.uk/Professional-Condenser-Microphone-Smartphones-Cancelling/dp/B079JFDZ3H/ref%3Dsr_1_2_sspa?crid=3878TIH9NZM4V&keywords=lappelle+mic&qid=1575034516&sprefix=lappele%2Caps%2C145&sr=8-2-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzUTFDQTNTWkdDNlBNJmVuY3J5cHRlZElkPUExMDE1NDQzM1cxUkE3MFZHUlBBWSZlbmNyeXB0ZWRBZElkPUEwNjA3Mzc5WUtEOE1YMkJUM0s1JndpZGdldE5hbWU9c3BfYXRmJmFjdGlvbj1jbGlja1JlZGlyZWN0JmRvTm90TG9nQ2xpY2s9dHJ1ZQ==), which is discreet and powerful.

* **Use a gimbal**

Another simple way to dramatically improve footage from your camera is to use a gimbal if motion is an important part of your videos. Have a look at this illustration of a gimbal in action to see if it would be appropriate for your requirements: <https://youtu.be/YwIk9Uc1-xc>



### No phone? Consider an Action Camera

Perhaps you have an older phone which doesn’t have the best camera, or you would like to use a camera that’s not your phone without overspending. A low-cost option is to get an Action Camera. One of the most popular brands is a GoPro, but there are other options too.

Have a look at the various options [available on Amazon](https://www.amazon.co.uk/s?k=action+camera+4k&crid=2VR0KTIWHRQIN&sprefix=action+camera%2Caps%2C472&ref=nb_sb_ss_i_3_13) and there is a useful comparison video [you can watch here.](https://www.youtube.com/watch?v=IRPJzd7LZAg)

### Professional-grade camera: DSLR

You may already own or have access to a DSLR camera. Some people have this professional-grade camera for taking photos while on holiday, but they are also the perfect way to shoot videos, though a tripod is a must to get the most out of it.

## PART 2: SETTING

### Script & Preparation

Planning and preparation before you start recording are critical to give you confidence and also to make sure your videos cover all the essentials. It’s always a good idea to write out an outline of what you want to cover in each video. It doesn’t have to be a word by word script (though that might be useful for some) as a few bullet points in the order you want them to appear in the video will suffice.

### Background

An important part of planning is deciding where you will do the filming. In particular, think about what should be in the shot when you are filming. It is worthwhile considering what will appear in the background of your video and putting in the effort to make it as presentable as you can to minimise distraction and focus the viewer’s attention on the subject of the recording (this could be you or an object you are displaying).

### Light and Sound

These two can make or break your video for obvious reasons. Poor lighting will reduce what’s visible and poor sound will diminish the impact of your message.

To improve lighting, try and use as much natural light as possible, for example by facing a window with natural light landing on the subject. If there is little natural light, then use indoor lighting and do all you can to enhance it. For example, you may want to bring in an additional lampstand or remove a lampshade temporarily to maximise the light in the room.

As for sound, make sure that you are filming in a quiet setting where there are no distracting background sounds. If you are demonstrating a noisy tool, best to speak before and after it is running and not during its operation. You may also want to consider purchasing a microphone, see above for some options.

The best way to make sure you are on the right track with both sound and light is to do a few demo recordings before shooting the final version and test for both. Also, remember that you can make some limited enhancements to light and/or sound during the editing phase if required.

## PART 3: EDITING YOUR VIDEOS

### Phone apps

Editing your video can help improve its quality and help you ensure that you get your message across as accurately as possible. The advantage of filming using your phone is that you can use the same device to edit the video as well.

There are some easy-to-use apps that can help you with minor edits to your video, for example cutting out bits of the video that you don’t like, adding text and images (e.g. your logo) and even adding background music if required.

If you have a newer smartphone, you can edit using the phone’s built-in video editor. But for increased functionality, you might want to consider downloading a specialised app. Here are some recommendations including live demonstrations [for iPhone users](https://youtu.be/ysVXx2uhOOQ) and here are others [for Android users](https://www.youtube.com/watch?v=7P6OcMQ65tA).

### Computer apps

You may want to use your computer to edit your videos if you want more functionality that the apps, or if you recorded the video using an Action Camera or DSLR, both of which have a memory card that you would need to slot into your computer to access the recording.

If you are using a Windows computer, I recommend using Microsoft’s default program called Movie Maker, while Mac users can use iMovie.

## FURTHER SUPPORT

Please contact connect@growbiz.co.uk if you have any questions.