

The image features a white background with decorative gears. In the top right corner, there are two gears: a smaller red one and a larger light pink one. In the bottom left corner, there are also two gears: a smaller red one and a larger light pink one. The text is centered in the middle of the page.

# *10 Top Tips for producing video content*

Grass Roots Media

## **1. Make sure your introduction stands out**

You have 3 - 10 seconds to capture a viewer's attention and get them to watch your video through to the end, so ensure your introduction is stimulating, entertaining and inspiring. This is where your 'hook' in your messaging needs to be placed.

## **2. Create a stimulating title**

This is important if you are placing videos on YouTube or Vimeo, over those on Facebook or Instagram. Nevertheless, having a stimulating status update with your video is as equally important when using video as part of your marketing content.

*\*Top Tip\**

*Ensure you have relevant keywords in your title, so that your video is more likely to show up on search engines. SEO is critical to your video strategy's success.*

## **3. Value over sales**

Focus more on delivering messages around your mission and values ...the reason why people have fallen in love with your brand, and less on your products.

## **4. Be entertaining**

Boring as bat shit never got anyone anywhere. Unless they're a genius ...then they've got everything going for them!

## **5. Make it mobile friendly**

With 98% of social media users accessing their social media platforms via a mobile devices these days, you have to think mobile first. ALWAYS!

When thinking mobile friendly, you have to think about video style, size (so it renders properly) and the ability for it to be downloaded and enjoyed on mobile devices.

## **6. Become and educator**

People love to learn. People love to be educated. People love being offered advice, life hacks and tips and tricks in video content over a sole promotional video.

## 7. Get jazzy on it

Adding music to any video, evokes a myriad of emotions. However, think carefully about what emotions you're trying to evoke with the content you're sharing. We all have a favourite type of music, but a jazzy upbeat number is probably not well paired with someone showing you have to administer a cattle metabolic product!

*\*TOP TIP\**

*Ensure you're not breaking any Copyright Laws. You can check out NZ's copyright laws [here](#)*

## 8. Call me maybe

Include a call-to-action. Period.

## 9. Keep it short

Remember how Grandma's tales use to go on and on, over a drawn out cup of tea and scones? Don't be Grandma. Keep your video's short, as often people don't have a lot of time to spare, so you need to get the message across quickly.

*'The less you say, the more likely people are to remember.'*

## 10. Provide humour, not perfectionism

Don't be caught up in providing perfection. The more human you are, the more respect you will gain from your viewership. Add in your Dad jokes, take the mickey out of yourself or throw in that pun you've been dying to use but you know it's just eye-roll material from your co-workers.

If you're really serious about video marketing play an integral role in your marketing and sales strategy in 2019/2020 and you want to learn more about how to make an effective strategy, we recommend [HubSpot's 'The Ultimate Guide to Video Marketing' starter pack.](#)

## Top Video Editing Apps

### As recommended by the GRM team

- iMovie
- Videoleap
- Quik

Here's [20 of the best from HubSpot](#) if the above don't tickle your fancy.