

TALK IS CHEAP VIDEO IS NOT

10 WAYS TO MAKE VIDEO ON A BUDGET

THE GOAL

ENTERTAIN & INFORM

The ultimate goal is to get potential and return customers to watch your content and the only way they'll do that is to give them something worth watching!

THE SCOPE

THINK ABOUT WHAT YOU CAN DO YOURSELF

Consider what you have on hand already. Maybe you have subject matter experts, a cool facility, a nice iphone, someone who doesn't mind being on camera, a new product. There are more resources at your fingertips than you probably realize.

THE CUSTOMER

CREATE SOMETHING TRUE TO YOUR BRAND & VOICE

We've talked before about honing in on your brand's voice. Make sure that voice you've already been using in your marketing is also reflected in your videos. This content can set the tone for your business so be targeted.

THE PROJECT

KEEP IT SIMPLE

Explosions and car chases are cool but do you NEED them in order to sell your products or services? No. Keep your content simple enough that you can keep up with it.

THE OBJECTIVE

BE SPECIFIC IN WHAT YOU'RE TRYING TO COMMUNICATE

No more blind marketing! What we mean is, there should be a purpose behind everything you design, post or create. All of your content should be connected to your marketing plan and ultimately the overall business plan. Be specific in your objectives so you're better able to track your results.

THE STRATEGY

PLAN, PLAN, PLAN!

The more you plan, the more cost effective your new video strategy will be. This foresight can help fend off unforeseen costs and keep you from having to reshoot or rewrite, which costs time and money.

THE EQUIPMENT

BUILD A NICE CAMERA PACKAGE TO HAVE READY



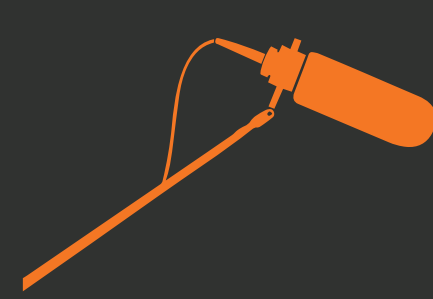
CAMERA

A simple DSLR camera will give you nice HD video and offers you options to optimize your video. We love Canon, but there are many out there!



PHONE

We are firm believers that you can shoot decent video on anything. Invest in a nice phone and turn it horizontally!



MICROPHONE

A microphone gives you a lot of options from recording testimonials to interviews with your team. We suggest either lavaliers or shotgun mics depending on your intended use.



TRIPOD

This will be the cheapest item in your kit. There's nothing worse than shaky video, so throw your camera on a tripod. Amazon makes a cheap one that works great!



LIGHT

Lights can get really expensive but all you really need is a ring light or a LED panel. These don't get as hot and even out your lighting easily.

THE TEAM

HIRE STRATEGICALLY IF YOU DON'T HAVE THEM IN HOUSE

Assess your in house capabilities in such a way that you're only staffing up where there are gaps in knowledge. Do this in order to avoid doubling up on skill sets or wasting money on an editor when someone in the office minored in filmmaking in college.

THE TIME

KEEP YOUR VIDEOS SHORT

The ideal length of a video on social media is 30 seconds or less and the ideal video length in a longer format is 2-3 minutes. That being said, make your point in an entertaining way as quickly as possible. This means you'll have more of a chance of people getting all of the information you're putting out there!

THE ASSIST

USE FREE RESOURCES

Check out our blog from a couple weeks ago where we give you an entire list of free resources. You'd be surprised the high quality of content you can get out there for free if you just know where to look!

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