

Tips & Techniques for Video Marketing

Technically speaking, any video format -- whether you're using an iPhone or a six-figure camera can be used on your website or social media. From an artistic standpoint, though, it's all about technique. Here are some rules of thumb to keep in mind when shooting your own video.

Format Requirements

For the most part, any video format can be used and adapted for your website or social media. We recommend that you use video formats supported by YouTube, which is the most common hosting platform for videos. <https://support.google.com/youtube/troubleshooter/2888402?hl=en>

Technical Considerations

Ideally, the video would be of a wider proportion to accommodate the landscape nature of a desktop or laptop device (which is more likely to support a video background than a mobile device). We will need to compress and save the video out into various web-friendly formats regardless of the file format.

Artistic Considerations

From an artistic standpoint, here are some rules of thumb that may be of value during the shooting process:

- Shoot a video that is inspiring and engaging without sound. 99% of visitors will not experience the sound, even if we DO put an option to turn it on.
- Try exploring the use of shifting focus or a shallow depth of field, to create visual interest in the scenery
- Do not crop too close to an important subject, the nature of responsive design means that edges of the video will frequently get cut off.
- Do not include text in the video for the same reason as stated above.
- Patient testimonials can be more "direct". The purpose and context of these videos is to have a one-on-one experience with the patient. Direct eye contact can be good, to make it have a more emotional connection.

In Summary

Technical format and camera selection do not contribute to a poorly executed video. It's all in the artistic vision of the person behind the camera. Successful videos use a good mixture of transitions, panning, focus, subject matter, etc. Sound is not necessary for a successful video. The video should stand alone as an inspiring visual embellishment. The website does not rely on it, but is rather enhanced by it.

For questions, concerns, or technical assistance, please contact Jamie Tiralla, Creative Director at Dental Revenue: jamie@dentalrevenue.com or 301.651.7029.