

#PowerOfPR video workshop:
getting started with video in PR/comms



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about me:

- @prTini | prTini.com
- quoted in Entrepreneur, BusinessWeek and Inc.com about technology's impact on communication
- traditional + digital PR for emerging brands, Fortune 50s

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about **Geben**:

- fresh approach to PR
- innovate best practices
- integrate traditional/digital
- creativity that gets results
- commitment to excellence



Be a

"KNOW-IT-ALL"
in the best way.



52%

marketing professionals worldwide who name video as the type of content with the best ROI

60%

percentage of viewers more likely to buy something after watching a product video

65%

increase in click-throughs when emails use the word "video" in their subject line





Every brand has a unique story to tell. Video helps you convey that story. #PowerOfPR

VIDEO

gives your brand

a personality,

A FACE AND

a voice.

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getting started with video

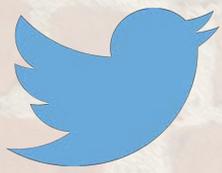




A successful video strategy has the same foundation as PR: What's your goal? Who do you need to reach to achieve it? #PowerOfPR

- What are your **goals**?
- Who do you need to **reach** to achieve those goals?
- What kind of **content/tone** will resonate with your audience?
- What **key messages** do you want to convey?





Don't focus on video just because everyone else is. Do it because it makes sense for your brand. #PowerOfPR

- Do you have a **compelling story** to share?
- Is video **relevant** to the audience you're trying to reach?
- How does video fit within your **existing PR/marketing** efforts?
- Have you laid the proper **foundation** to start leveraging video?

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Can you tell a

WELL-PACED STORY

in a short

AMOUNT OF TIME?



form vs. function



Photo credit: <http://pixabay.com>



videographer vs. DIY?

- Know your resources
- Know your limits
- Know what vendors/ videographers are accessible
- Be realistic



working with videographers

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how do you find the right person?

1. Know your style
2. Know your resources
3. Social stalking
4. Ask for referrals



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5

tips for working with
videographers

SET EXPECTATIONS

AHEAD OF TIME.



Understand
THE PROCESS.



— PROVIDE —

logistics.



TRUST

your videographer's
EXPERTISE.

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Get it in
WRITING.



DIY video tips + tools

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Good videos

DON'T HAVE TO BE

COMPLEX





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DIY video apps



Kinomatic





Videon





iSupr8

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Flipagram

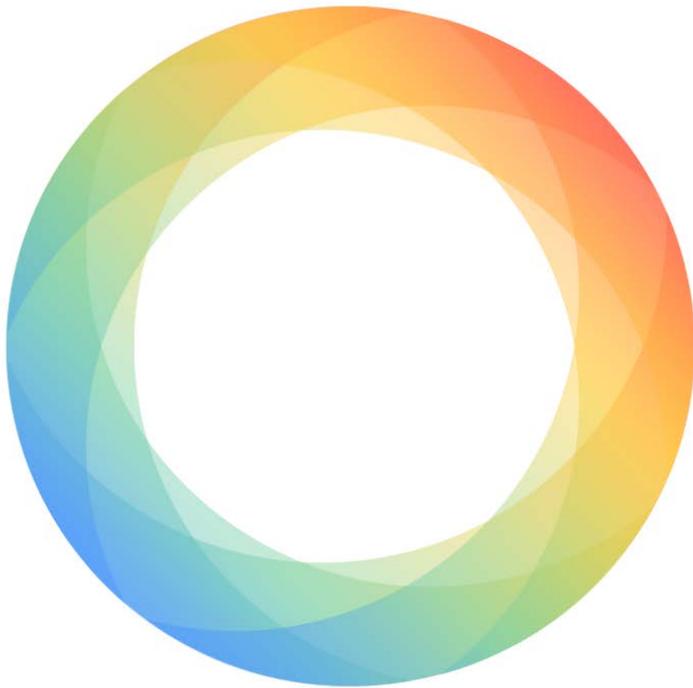




Magisto

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Hyperlapse

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Horizon

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iPhone camera



Compelling content trumps editing and special effects.
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DIY video tips:

1. record horizontally
2. know your story
3. think visually
4. invest in a few tools:
tripod, microphone and
lighting
5. make the most of your
video/raw footage



CORNERSTONES

vs.

COBBLESTONES





PROS

large user base
free/no limits on content
better search results

CONS

lack of quality content
advertising
lack of access

PROS

no advertising
high-quality content
community-driven

CONS

less traffic
content limits
lower search results

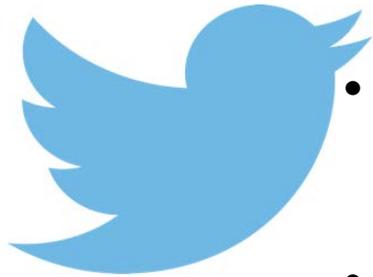


key takeaways

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- Every brand has a unique story to tell. Video helps you convey that story.
- A successful video strategy has the same foundation as PR: What's your goal? Who do you need to reach to achieve it?
- Don't focus on video just because everyone else is. Do it because it makes sense for your brand.
- Most important consideration for video: Can you tell a well-paced story in a short amount of time?

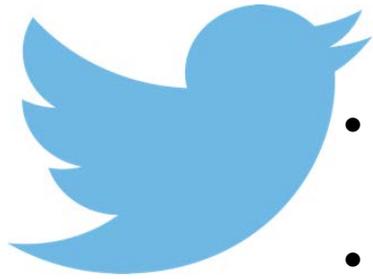


- Trust and clear communication: Fundamentals to good PR/ videographer relationships.

- Good PR videos don't have to be complex.

- Compelling content trumps editing and special effects.

- Break video into cornerstones and cobblestones to maximize your investment.



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bit.ly/afreshapPROach

Disrupt the status quo.

Build awareness.

Acquire customers.

Excel in the social world.

Increase sales.

Innovate best practices.



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