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Create Compelling Video Content That Matters

1. Identify internal and external communication chokepoints in your business.
2. Create a strategic video list including powerful videos that speak to one, or few, not just many.
3. Integrate your videos into an effective marketing strategy. Video alone is not enough!
4. Script with brevity, humor and impact. Don't be boring!
5. Make your scripts compelling with ROAR principles: Empathy, Objectivity and Differentiation.
6. Make videos The Awesome Experience – The convergence of need, entertainment and the unexpected.
7. Create a video portfolio that promotes your brand, benefits stakeholders and engages your community.

Production Steps

1. Buy a good 1080HD camera preferably that shoots 24 FPS (Film Look).
2. Buy a Mac with iMovie or invest a few hundred dollars in Final Cut X.
3. Assign a staff member to own your video program. (Preferably one with passion for video)
4. Get your people involved in production. It gets their creativity flowing.
5. Have fun with the production. You're making movies darn it!
6. Use the bells and whistles in editing to make your videos amazing.
7. Beware of ownership and copyright infringement issues.

Promotion and Measurement

1. Build a YouTube Channel.
2. Title and tag for Search Engine Optimization.
3. Watch your analytics and adjust, adjust, adjust.
4. Use Pixability.com tools like Radar and the Online Video Grader to improve your ROI.

Connect with Kevin

1. Contact me at Kevin@RoaringVideo.com
2. Download free chapters of ROAR and Video Marketing For Dummies at www.KeinDaum.com
3. Subscribe to my column Roaring or Boring? at www.KeinDaum.com/inc

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