



TELEVISION & FILM

OLYMPIAN HIGH SCHOOL

How to Make a Marketing Video: A Beginner's Guide [VIDEO]

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When people talk about inbound marketing, most agree that *in theory*, video is a great tool to attract new visitors, connect and engage with your leads, and delight your loyal customers ... but most marketers would say *actually doing video* is a whole other ball game.

Why are we so afraid of doing video? Most of us get paralyzed by the "no time, too hard" fallacy. We convince ourselves that we need fancy camera equipment and editing software to make video work ... and there is no way that is happening with our current budget. Plus, we're trying to juggle a ton of other marketing activities, so video seems like a luxury we can't afford.

But video doesn't have to be hard or time consuming. If done right, video can be made quickly and easily -- all while supercharging your engagement and click-through rates. Plus, video is easy to digest and it lets you inject personality into your message. When it's genuine, video can make people smile and laugh, and this makes them more likely to share your message with their friends.

So, it's time for all of us to get over our fears of video. To help explain why video is so crucial to your inbound marketing and give you tips for getting started with video today, my team at [Wistia](#) teamed up with our friends at HubSpot to film the video below.



(Kind of meta, right?) This video will be the first in a series about how to use video in your inbound marketing -- so stay tuned for more posts in the series.

After you're done watching the video, check out the "Quick Wins" below -- five quick actions items that will help you get your very first video out the door. Who knows ... this time next week, you could have your very first video up! So let's dive right in:

Ready to start creating videos? Here are 5 quick wins you can knock off your to-do list today:

1) Define your audience.

Before you start to script or shoot anything, establish who you want to reach. Are you trying to attract certain [buyer personas](#)? New visitors or returning leads? Or are you trying to engage your evangelists, who may never buy your products at all? Knowing who you create videos for is crucial to your success down the road.

2) Define your goal -- and limit yourself to one!

Decide whether you're trying to bring the audience you defined in Step #1 into the top of your funnel, engage with them in the middle of your funnel, or close them at the bottom of your funnel -- and then create your videos to help accomplish that goal.

3) Pick a topic that has done well in a different content format and turn it into a video.

Repurpose content that you've already created, like a blog post or presentation, and turn the main ideas into a one- or two-page script. Then, practice reading it out loud. As you read, look for places that don't sound right coming out of your mouth and edit them to sound more conversational. Share the script with others and edit some more.

4) Record yourself reading your script.

Use a webcam, iPhone, or whatever tools you already have -- most people will forgive production quality if you have great content.

5) Embed your video on your blog, website, or share the link on your social networks.

Use your analytics and get feedback from your target audience to find out what people liked and what they found confusing. Then, you can use your metrics and feedback to make your next video even better.

Realistically, you could achieve these five wins in a couple days if you remember not to sweat the details. Just get your first video out into the wild -- then iterate in future videos. You'll be a video pro in no time!