



Welcome!

#DEchat

Housekeeping Tips

- ✓ If you have Webex issues, email Kacie@DirectEmployers.org
- ✓ If you are having trouble with the audio broadcast on your computer, you may call in by phone. Click the "Request Phone" button on the event panel.
- ✓ Due to the large attendance on today's webinar, all participants will be muted.
- ✓ Questions can be asked using the Q&A and Chat sections of Webex. Please send your questions to "All Panelists"
- ✓ Questions will be read aloud and answered at the end of the session.
- ✓ Today's webinar is being recorded and will be available in Connect (a social community for Members only). Access it at community.directemployers.org

And last but not least.....

#DEchat to tweet during the event!!



FROM DUD TO DYNAMITE

How to Use Dynamic Storytelling to Engage your Target Audience

Share Your Story



Photography



Design



Video



360° Experience

Your Presenters



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Agenda



Video Today



Cinematic Elements



3 Types of Video



Ideas for Next Video



Questions

Videos are Powerful

Video content represents nearly 74% of all internet traffic.

If a video is well placed and well made, it can increase conversion on your site by 80%.

65% of U.S. marketers now plan to increase their video ad budgets.

Video is Cheap and Easy

Top 5 Best Cheap Video
Reviews 2016

Basic
Laptop
Smartphone

Intermediate
Laptop
Camcorder
Consumer DSLR
GoPro

Advanced
High Powered Laptop
Professional DSLR
Multiple Lenses
Audio Recorder
Drone
GoPro

Not All Videos are Created Equal

“Let’s make a video about that!”

“We need it ASAP”

“Ooh, he’d be really good to interview”

The Importance of Pre-production

Fast and Cheap = Ugly

Fast and Good = Expensive

Good and Cheap = Slow



High Quality Media is more accessible

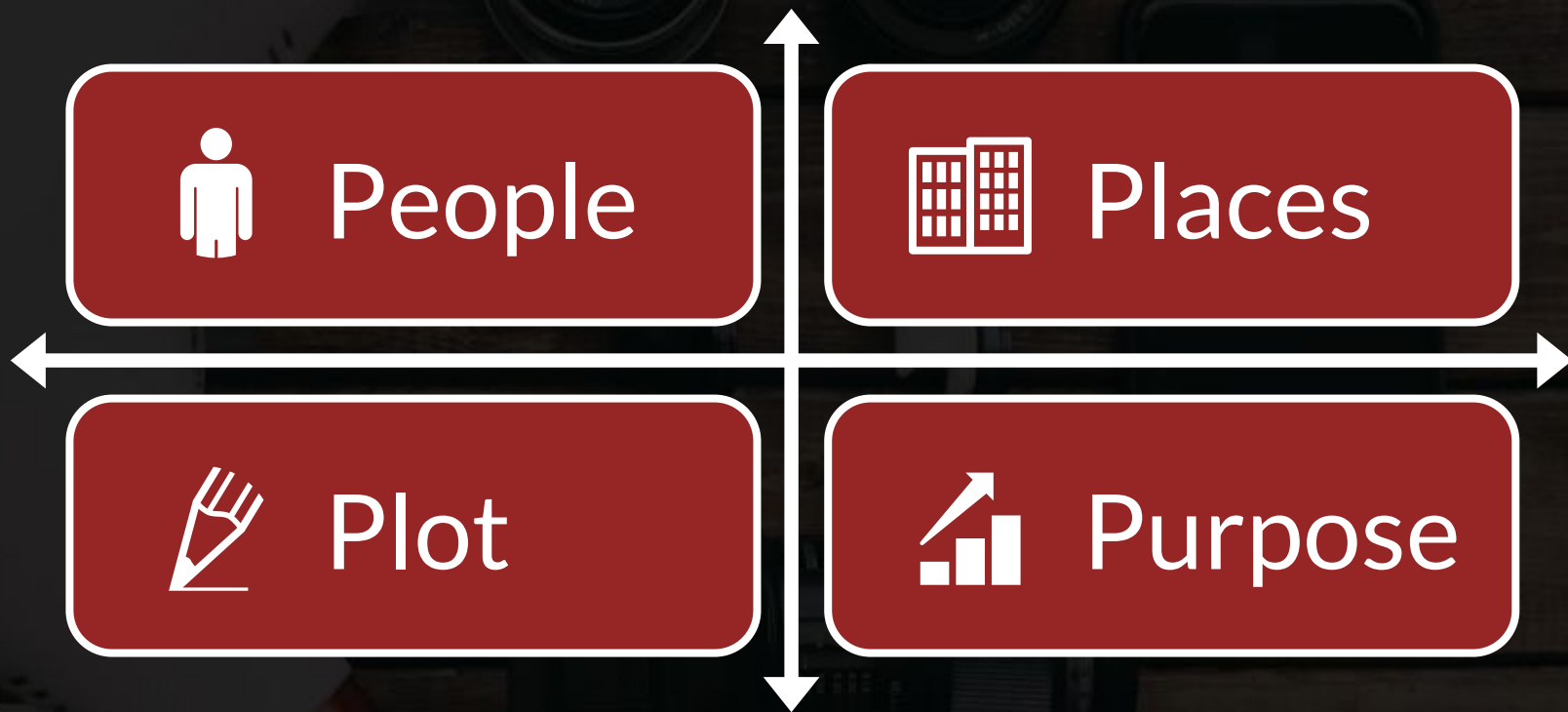
**Your video quality has to
increase as well in order to
capture the attention today's
audience**

The Power of Storytelling

**"Frankly, there isn't anyone
you couldn't learn to love
once you've heard their
story."**

- Mr. Rodgers

Cinematic Storytelling Elements



Three Categories of Videos

Dud

- Interview with no cuts
- Message from the CEO
- Hard to watch even for people familiar with the topic
- Does not gain a lot of traction

No Pre-production

Decent

- Plenty of B-roll
- Fun, upbeat vibe
- Paints the best version of the company culture
- Not a lot of deep content

Minimal Pre-production

Dynamite

- Emotional connection through storytelling
- Transparent and real with the audience
- Visually relevant content
- Anyone can enjoy

Maximum Pre-production

Dud Example



Boring
background,
only one
repetitive
angle shown

“Talking
head”
No other
footage,
nothing to look
at

Dud Example

DirectEmployers

How do you use Direct Employers?

DirectEmployers

DirectEmployers

DirectEmployers

DirectEmployers

DirectEmployers

DirectEmployers

DirectEmployers

DirectEmployers

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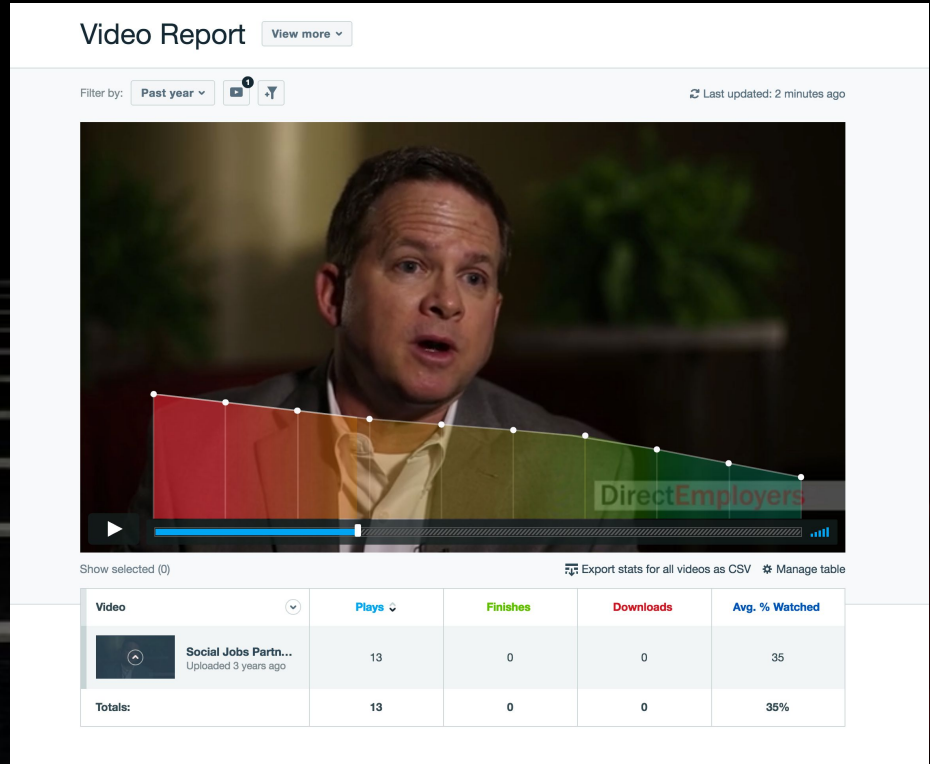
DirectEmployers

DirectEmployers
DirectEmployers.org/blogs

Dud Example

Good testimony / poor execution

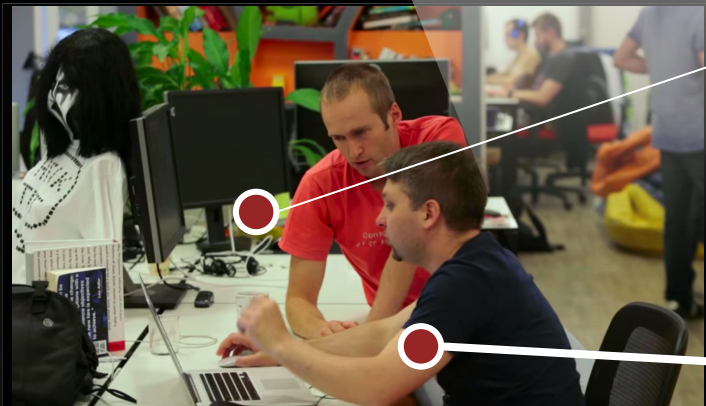
13 views and of that they made it through 35% of the video



I Dare you to watch this 3 minute video



Decent Example



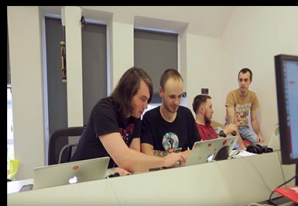
Fun upbeat video
with all the best
things that make
your culture
unique

All b-roll
portraying
the best side
of your
company



grammarly

Decent Example



Dynamite Example

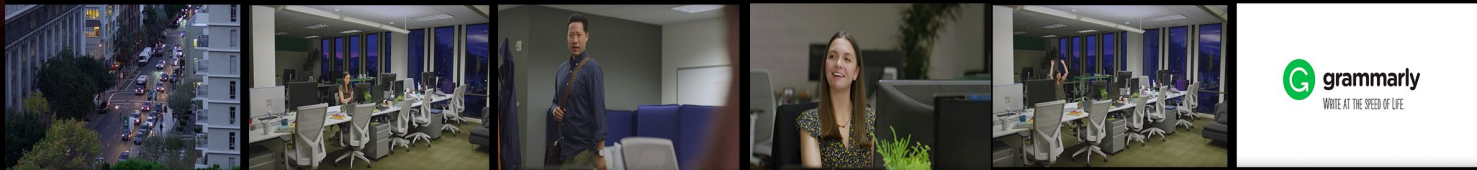
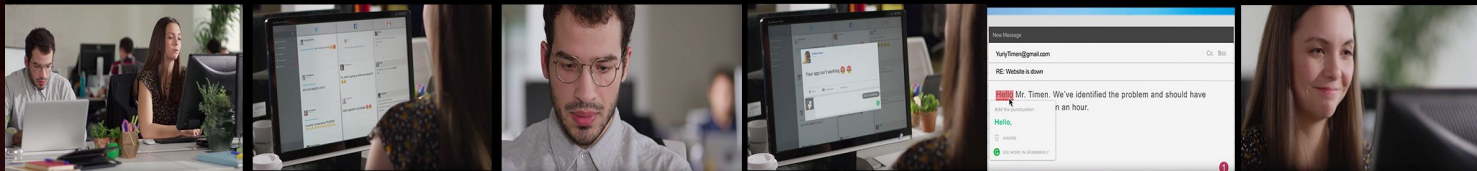
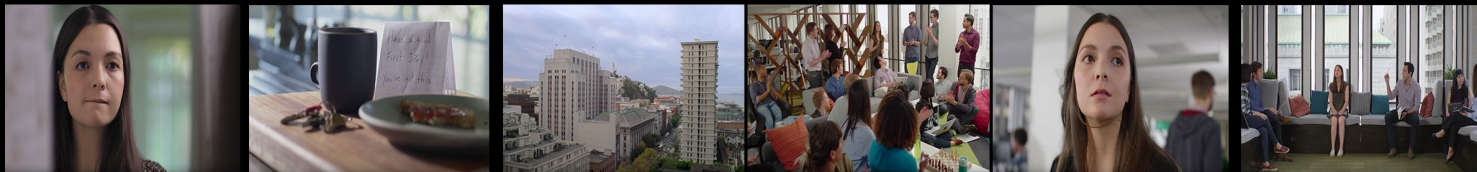
Cinematic,
Emotional
Connection

Be real with
the audience



grammarly

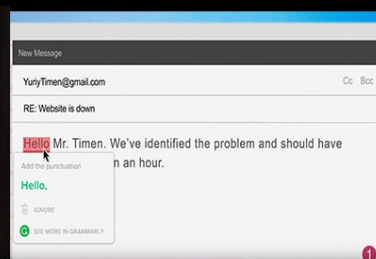
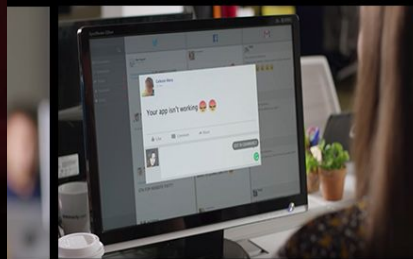
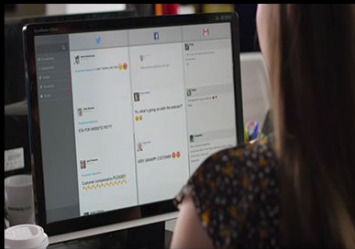
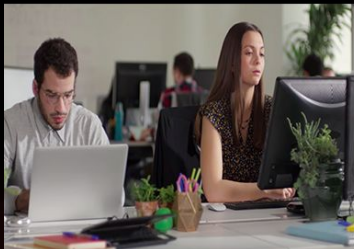
Dynamite Example



Beginning



Middle/Conflict



Ending/Purpose



Ideas for your next video



Employment Branding Video

Interview 1 to 3 employees and ask them what makes the job unique/difficult but rewarding. Follow them around and have them perform/act out the key points for B-Roll.



Day in the Life Video

Select one person to represent the position and follow them around to show what your typical day on the job would look like.



Brand Storytelling Video

Cinematic Emotional video of a personal story of one of your employees. This will be a deep dive into one particular subject. The main character has to have a unique story of overcoming adversity.

Tips to get started

- Focus a specific, manageable topic
- Take time to plan out the video in Pre-production
- Determine the purpose of the video and keep that in mind throughout the whole process
- Allocate a large chunk of time to capture B-Roll
- Keep it short
- Try to incorporate conflict in the video
- Make sure it captures and holds the attention of the viewers
- Watch lots of related videos for inspiration

Video Gallery

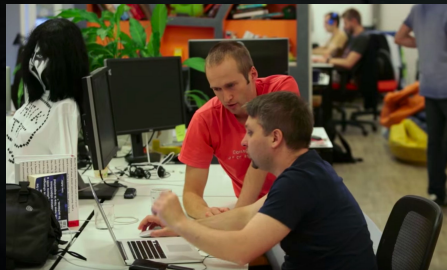
Dud Video



Proof of Dud Video



Decent Video



Dynamite Video



Questions



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