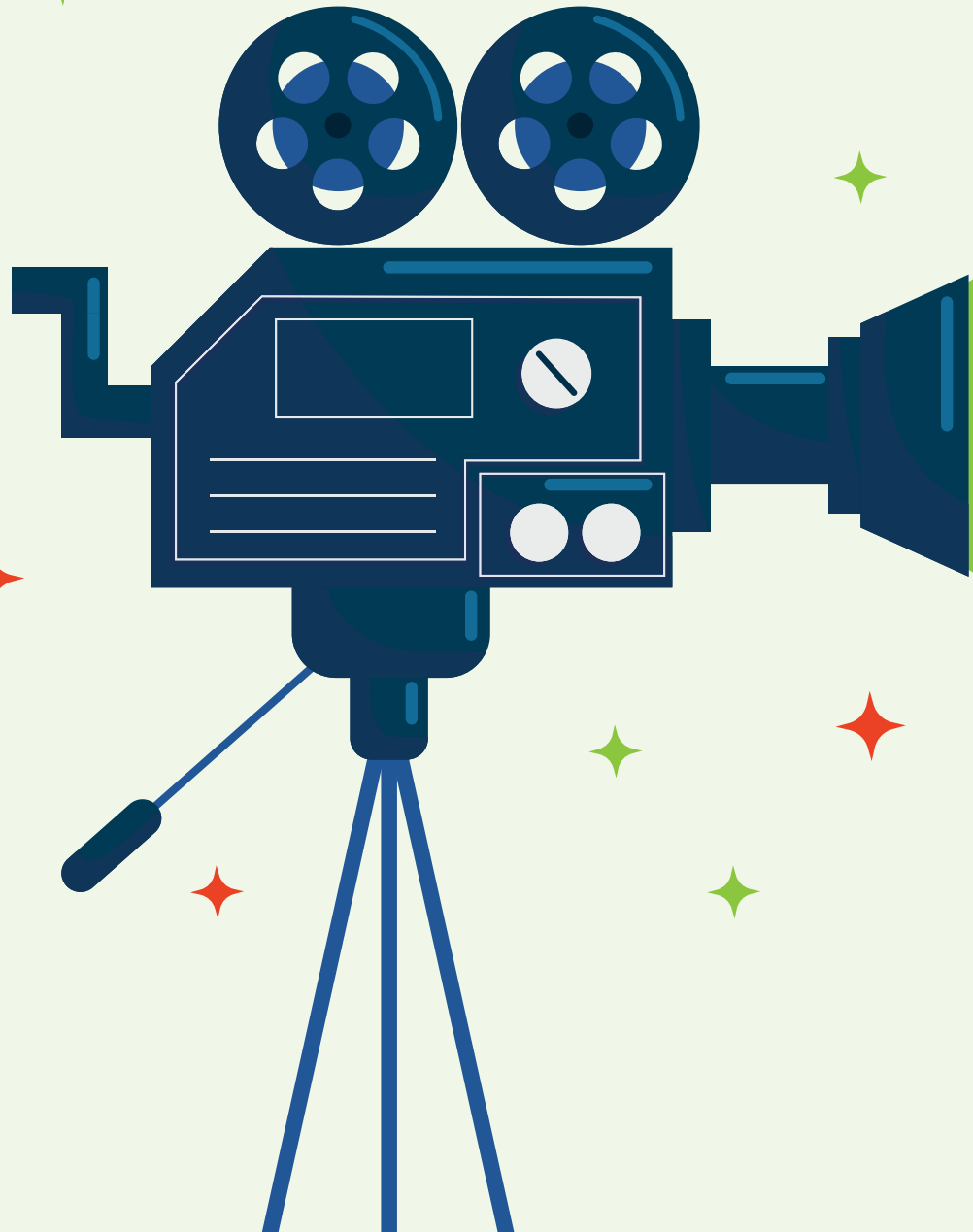


NAVAZON



Guide to
VIDEO
PRODUCTION

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Video Production: An Intro



At Navazon, we believe that effective communication is key to success, and video is one of the most powerful tools for achieving that. We understand that each business has unique needs and goals, and we work closely with our clients to ensure that their message is conveyed clearly and effectively through the videos we produce.

Our team is well-versed in the latest video production techniques and technology, and we use this knowledge to create videos that not only look great but also drive results. From pre-production to post-production, we work with our clients every step of the way to ensure that their vision is brought to life.

We also understand the importance of SEO in today's digital landscape. That's why we optimize every video we produce with keywords, closed captioning, and other strategies to ensure high search engine rankings and increased visibility.

While there are many video production companies in Los Angeles, not all of them can deliver the same level of quality and results that we can. Our videos are not just visually appealing but also compelling and persuasive, designed to convert viewers into clients. So, if you're looking for a video production company in Los Angeles that can help take your business to the next level, look no further than Navazon.

It's great that your digital marketing strategy is already in place and performing well, with

great SEO, active social media, healthy ads, and an effective email newsletter. However, it's important to avoid becoming complacent and always strive for ways to improve and stay ahead of the competition.

This is where corporate video production comes in as the next best strategic advantage for your business. Even if you may not initially think that videos are necessary for your particular industry or audience, incorporating corporate video production into your marketing strategy can provide numerous benefits.

Firstly, videos are an incredibly effective way to engage with your audience and convey your brand message. They can showcase your products or services in a more dynamic and captivating manner, while also humanizing your brand and establishing a personal connection with your audience.

In addition, videos can greatly enhance your SEO efforts by improving your website's ranking on search engines. They can also be shared on social media platforms, boosting your reach and engagement.

Creating the perfect corporate video production may seem daunting, but with the right approach, it can be a highly rewarding process. Some tips to keep in mind include clearly defining your goals and message, identifying your target audience, and crafting a compelling narrative that resonates with your audience.

What are the Reasons for Engaging in Corporate Video Production?

Incorporating corporate video production into your digital strategy can bring a wealth of benefits to your business. Despite common misconceptions that video may not be necessary or that it's not worth the time and money investment, corporate video production is becoming increasingly important and will likely become a crucial part of your marketing efforts.

One major benefit of corporate video production is that it adds trust and credibility to your business. By showing your products or services in action, potential customers get a glimpse of what they can expect and are more likely to trust your brand. This can be especially comforting for people who may be hesitant to interact with a business they are not familiar with.

Corporate videos are also versatile and can be used in a variety of ways. One video can be used for TV commercials, YouTube, and other digital marketing platforms. You can also splice the video into shorter clips for social media content, or even use it as the basis for blog posts and other written content.

Furthermore, video content is highly shareable on social media, making it a

great way to reach a wider audience and attract new customers. In fact, video is the most popular type of content on social media, and if your video is engaging and entertaining, it has the potential to go viral and bring in new customers that you may not have reached otherwise.

Another benefit of corporate video production is its positive impact on SEO. Since Google owns YouTube, video content is highly favored by search engines and can greatly improve your website's ranking on search engine results pages.

Corporate video production is a smart investment for your business. The new business and increased engagement that it brings can quickly pay for itself and provide a solid return on investment in a short period of time.

Corporate video production provides numerous benefits that can greatly enhance your digital marketing strategy. From building trust and credibility, to versatility and shareability, to improved SEO and a smart investment, incorporating corporate video production into your marketing efforts is a smart move for any business.



The Difference Between Amateur and Professional Corporate Video Production



When it comes to corporate video production, it's important to understand that both amateur and professional approaches can be effective. The decision between the two often comes down to factors such as budget, the complexity of the project, and the intended audience.

For smaller companies with limited budgets, amateur video production can be a viable option. With the advent of smartphones and inexpensive editing software, it's easier than ever for anyone to produce high-quality video content. While the production values may not be as high as a professional production, amateur videos can still be engaging and effective. They can also be a cost-effective way to experiment with video content and find what works best for your brand.

On the other hand, professional video production can be a wise investment for larger companies with more substantial budgets. Professional productions offer a level of quality that can be difficult to achieve with amateur production techniques.

Professional crews have access to advanced equipment, editing software, and specialized knowledge, allowing them to create polished, visually stunning videos that can have a major impact on your target audience.

The decision to use amateur or professional production techniques may also depend on the intended audience. For example, if you are targeting a younger demographic that is used to consuming content on social media platforms like TikTok or Instagram, a more casual, amateur approach may be more effective. However, if you are targeting a more mature audience that expects a high level of professionalism, a professional approach may be more appropriate.

In conclusion, both amateur and professional corporate video production have their place, and both can be effective depending on the situation. It's important to consider factors such as budget, audience, and the goals of your video content when deciding which approach to take.

Amateur Corporate Video Production

Pros of Amateur Corporate Video Production

Amateur corporate video production has many benefits, especially for small businesses and startups. It is an excellent way to produce content without spending a lot of money. Some of the advantages of amateur corporate video production include:

Easy to shoot: One of the biggest advantages of amateur corporate video production is that it's easy to shoot. You don't need any prior experience or training. Anyone can dive right in and start shooting a video with their smartphone or camera.

Cost-effective: Amateur corporate video production is much more cost-effective than professional video production. It doesn't require expensive equipment or a crew of professionals to shoot the video.

Better than no content: Even if the video quality is not perfect, amateur video production will give you a great starting point for your social media or YouTube channel. It's better to have some content than no content at all.

Ideal for quick social media videos: Amateur video production is great for behind-the-scenes, fun, quick social media videos. You can show off the new office equipment, make a shout-out to a member of staff, or create fun Boomerangs without spending too much time on it.

Approachable and fun: Amateur video production can make your business appear more approachable, relaxed, and fun when

appropriate. It's a great way to connect with your audience and show them the human side of your business.

Cons of Amateur Corporate Video Production

While amateur video production has its benefits, there are also some downsides that you should consider before diving in. Some of the disadvantages of amateur corporate video production include:

Unprofessional: Attempting to shoot a long-form video with your smartphone or camera can come off as unprofessional. Poor quality videos can damage your brand's image and reputation.

Use it only when appropriate: People can sense the difference between amateur and professional video production. Overusing amateur video production can do more harm than good. It's best to use it only when appropriate.

Time-consuming: Amateur video production can eat up a lot of your time and your staff's time. If you or your front office staff are constantly behind the camera, it can cause you to fall behind on other tasks, leading to decreased productivity and a negative impact on your office culture.

In summary, amateur corporate video production can be an excellent way to produce content, especially if you're on a tight budget. However, it's important to use it wisely and know when to switch to professional video production to avoid damaging your brand's image.





Professional Corporate Video Production

Pros of Professional Corporate Video Production

High-quality production: Professional video production guarantees a high-quality finished product that looks visually stunning and has superior sound quality.

Expertise: Professional video production teams consist of skilled and experienced individuals who know how to tell your brand's story in the most impactful way possible.

Time-efficient: Hiring a professional video production team frees up your time and that of your staff. The team will handle the entire production process, from scripting to post-production, giving you more time to focus on other important tasks.

Better equipment: Professional video production teams have access to better equipment than the average person. They use high-end cameras, lighting, and sound equipment to ensure that the video looks and sounds professional.

Increased credibility: A professionally produced corporate video can establish

credibility and professionalism for your business. It can make a great first impression on potential clients, partners, and investors.

Cons of Professional Corporate Video Production

Cost: Professional video production can be expensive, especially if you want a high-quality finished product. However, it is important to keep in mind that the cost is an investment in your brand's image and can pay off in the long run.

Overproduction: Overproducing a video can make it seem too polished and inauthentic, which can turn off some viewers. It is important to strike a balance between a high-quality finished product and a video that still feels genuine.

Mismatched style: If you hire a professional video production team without researching their style and approach, you may end up with a video that does not match your brand's personality or target audience. It is crucial to find a team that can produce a video that aligns with your brand's vision and values.

Tips and Tricks for Achieving Excellent Corporate Video Production

The first step to creating a successful corporate video is to determine the purpose of your video. Are you trying to promote a product or service? Educate your audience on a particular topic? Increase brand awareness? Once you have a clear understanding of the purpose of your video, you can start to brainstorm ideas for the content.

Next, it's important to create a script. This will serve as the blueprint for your video and help keep you on track during filming. A well-written script is key to creating a successful video, so don't rush this step. Take the time to write a script that is clear, concise, and engaging.

Once you have your script, it's time to start planning the production. This includes scouting locations, casting actors or spokespersons, and hiring a camera crew. It's important to have a detailed plan in place to ensure that everything runs smoothly on the day of filming.

During filming, it's important to stay organized and on schedule. Make sure everyone involved in the production knows their role and what is expected

of them. Take breaks as needed to avoid burnout, but also be mindful of the time and stick to your schedule.

After filming is complete, the editing process begins. This involves selecting the best footage, adding music and sound effects, and making any necessary adjustments to the visuals. A well-edited video can make a huge difference in the final product, so it's important to take the time to get it right.

Finally, it's time to optimize your video for SEO and publish it. This includes adding keywords to the title, description, and script, as well as adding closed captioning. Publishing your video to YouTube and other platforms can help increase visibility and drive traffic to your website.

While creating a corporate video may seem overwhelming, breaking it down into smaller steps can make it more manageable. And if you need help along the way, don't hesitate to reach out to professionals who can guide you through the process and ensure that your video is a success.



Setting Marketing Goals

Setting marketing goals is an essential first step when creating a corporate video. Without clear objectives in mind, it's easy to lose focus and end up with a video that doesn't effectively convey your message or connect with your target audience. Setting marketing goals helps to ensure that your video production efforts are aligned with your overall business goals and objectives. By clearly defining your goals, you can better measure the effectiveness of your video and adjust your strategy accordingly.

One important aspect of setting marketing goals for your corporate video is understanding your target audience.

- Who are you trying to reach with your video?
- What are their needs?
- What are their interests?

By understanding your audience, you can tailor your message and creative approach to best connect with them. For example, if you're targeting a younger audience, you

may want to incorporate more trendy or edgy elements into your video, whereas if you're targeting an older demographic, a more traditional or conservative approach may be more effective.

Another benefit of setting marketing goals for your corporate video is that it helps to establish a clear call-to-action. What do you want viewers to do after watching your video? Whether it's to visit your website, make a purchase, or sign up for a newsletter, defining a specific call-to-action can help drive results and measure the success of your video.

Finally, setting marketing goals for your corporate video helps to ensure that your video production efforts are aligned with your budget and resources. By having a clear understanding of your goals and objectives, you can allocate resources more effectively and ensure that your video is produced in a timely and cost-effective manner. This can help to maximize the impact of your video and drive results for your business.



Let's Start at the Beginning

When selecting a clear goal for your corporate video, it's essential to keep in mind your target audience. Consider what message they are most likely to respond to and what type of video content they prefer to engage with. For instance, if you are targeting a younger demographic, you may want to focus on creating a video with a fast-paced and energetic feel. On the other hand, if your audience is primarily professionals, a more polished and sophisticated approach may be more effective.

Additionally, it's important to ensure that your video is aligned with your brand values and messaging. This will help to create a cohesive experience for your audience and reinforce your brand identity. Consider incorporating elements such as your brand colors,

logos, and messaging into the video.

Once you have a clear goal in mind, it's time to start planning out the content. This may involve scripting out the video, creating a storyboard, and selecting any necessary props, locations, or equipment. Remember that every detail counts, from the lighting to the sound quality, so make sure to pay attention to all aspects of the production process.

Overall, having a clear goal for your corporate video is essential for creating a successful and effective video that resonates with your target audience and reinforces your brand messaging. So, take the time to carefully consider your objective before jumping into the production process.



The Importance of Clear Messaging



Crafting a clear and effective script is a key element in creating a successful corporate video. You want to make sure that your message is compelling and resonates with your target audience. Start by identifying the key points that you want to communicate and prioritize them in order of importance. Remember, you only have a limited amount of time to grab your viewers' attention, so be sure to get straight to the point.

In addition to making your messaging clear, it's important to make sure that your script has a strong call-to-action. Your call-to-action should be specific and make it easy for your viewers

to take action. For example, if you want them to sign up for a newsletter, include a direct link to the sign-up page.

It's also a good idea to think about how you can track the success of your video. By using unique phone numbers, coupon codes, or URL parameters, you can measure the effectiveness of your call-to-action and make any necessary adjustments to improve future videos.

Remember to keep your script concise and engaging, and don't be afraid to get creative with your messaging. With a clear goal and a well-crafted script, your corporate video will be on its way to success.

Seek Professional Help When in Doubt

If you're unsure about your ability to produce a corporate video, enlisting the help of professionals may be the way to go. Lucky for those in the Los Angeles area, there is an abundance of talented professionals in the video production industry. These experts can take your project to the next level by bringing a wealth of experience and knowledge to the table.

Hiring professionals such as voice-over artists, actors, models, and spokespersons can make a world of difference in the quality of your video. With their specialized skills and expertise, they can bring your script to life and create a connection with your target

audience that may be difficult to achieve on your own. By working with professionals, your video can have a polished, professional look that can build trust and credibility with your audience.

In addition, it's important to ensure that the camera crew you hire uses high-quality equipment and is dedicated to achieving a high production value. Little details such as lighting, sound quality, and camera angles can all have a significant impact on the effectiveness of your video. By collaborating with professionals who have the right equipment and know-how, you can be sure that your video will look and sound its best.



Maintain Brand Consistency



When it comes to creating a corporate video, staying on brand is essential. You want your video to be recognizable and cohesive with the rest of your brand's materials. One way to achieve this is by incorporating your brand's colors and fonts throughout the video. This not only helps to reinforce your brand identity but also creates a sense of familiarity for your viewers.

In addition, consider using a familiar spokesperson or actor for each video. This helps to establish continuity and builds trust with your audience. If you don't have a spokesperson, consider working with a professional actor or model who embodies the values and personality of your brand.

When it comes to the visual aspect of your video, it's important to use real people in your videos rather than just relying on animation. While animation can be engaging and fun, viewers are naturally drawn to human faces, and this helps to establish a connection and trust with your audience. This is especially important if you are catering to a specific target audience.

Overall, staying on brand is key to creating a successful corporate video. By using consistent colors, fonts, and spokespersons, and incorporating real people in your videos, you can create a video that reinforces your brand's identity and builds trust with your audience.

Brand Awareness Campaigns

Brand awareness campaigns are an essential part of any marketing strategy, especially for new or lesser-known brands. These campaigns aim to increase brand recognition and familiarity among potential customers, ultimately leading to an increase in sales and revenue.

A company may use a brand awareness campaign in several instances. One of the most common reasons is when launching a new product or service. In this case, the company wants to introduce the new offering to the market and create buzz around it. By creating a brand awareness campaign, the company can generate interest in the product or service and make potential customers aware of it.

Another instance when a company might use a brand awareness campaign is when it's rebranding or changing its name. In this case, the company wants to make sure that people are aware of the change and understand what the new brand stands for. A brand awareness campaign can help the company communicate the new brand identity and values effectively.

A brand awareness campaign can be a powerful tool in promoting an upcoming business event. By using various marketing techniques, such as social media, email marketing, and advertising, a company can create a buzz around their event and generate interest among their target audience. Here are some ways a brand awareness campaign can promote an upcoming business event:

Social media: A company can leverage social media platforms like Facebook, Twitter, and Instagram to create a buzz around their event. By creating a dedicated event page or using event hashtags, they can share details about the event, such as speakers, topics, and schedule, and engage with their audience by asking for feedback and opinions.

Email marketing: Email marketing is a great way

to keep your subscribers informed about your upcoming event. Companies can send out regular newsletters or dedicated event emails to keep their audience up to date on event details, special promotions, and registration deadlines.

Advertising: Advertising can help companies reach a wider audience and generate interest in their event. They can use targeted ads on social media or search engines to reach people who are likely to be interested in their event.

Content marketing: Companies can create content, such as blog posts, videos, and infographics, to promote their event and attract potential attendees. By creating valuable and informative content, they can establish themselves as experts in their field and build trust with their target audience.

By using a combination of these tactics, a brand awareness campaign can create a buzz around an upcoming business event and generate interest among potential attendees. It can help increase attendance and build excitement around the event, leading to a more successful and impactful event.

Brand awareness campaigns are also useful when a company is expanding into new markets or launching in a new region. In this case, the company wants to make sure that people in the new market or region are aware of the brand and its products or services. By running a brand awareness campaign, the company can introduce itself to the new market and create a strong first impression.

A company may use a brand awareness campaign when it wants to stay top of mind with its existing customers. This is important because customers can easily forget about a brand if they don't see or hear about it regularly. By running a brand awareness campaign, the company can remind its customers about its products or services and ensure that they remain loyal to the brand.

A brand awareness campaign can be an effective way to promote educational business videos. By increasing the visibility and recognition of your brand, you can increase the reach and impact of your videos.

One approach is to use social media to promote your videos and raise awareness of your brand. You can create social media posts that feature snippets or highlights from your videos, along with catchy captions and relevant hashtags. This can help generate buzz and engagement around your videos and brand.

Another approach is to partner with influencers or industry experts who can help promote your videos to their audiences. This can help you reach new audiences and establish your brand as a credible source of educational content in your industry.

You can also consider running targeted ads on social media or search engines to promote your videos to a specific audience. By using demographic and interest targeting, you can ensure that your videos are reaching the right people who are most likely to be interested in your content.

Finally, you can leverage email marketing to promote your educational business videos to your existing subscribers or customers. By including links to your videos in your newsletters or promotional emails, you can encourage people to watch and engage with your content, while also building stronger relationships with your audience.

In summary, a brand awareness campaign can be used by a company in several instances. Whether it's launching a new product or service, rebranding, expanding into new markets, or staying top of mind with existing customers, a brand awareness campaign can help the company achieve its marketing goals and grow its business.

The Importance of Audio in Video Production

While visuals are certainly important in a video, the audio aspect is equally crucial. The sound quality of your video can greatly affect how your audience perceives your message. It's essential to use good microphones and ensure that the audio is clear and easy to understand.

In addition to using high-quality microphones, adding a great music track can really enhance the overall experience for your viewers. The music should match the style and tone of your video to create a cohesive and immersive experience.

If possible, including video testimonials from real people and customers can also help to

add credibility to your message. Hearing directly from satisfied customers can be a powerful tool in convincing others to try your product or service.

However, it's important to make sure that all the content you use is licensed properly to avoid any legal issues. Using copyrighted material without permission can result in YouTube taking down your video or even harming your channel.

Finally, if you're looking to take your audio quality to the next level, consider hiring a voice-over artist. They can help to add a professional and polished touch to your video, and can even help to deliver your message more effectively.



Embrace Simplicity

When it comes to creating a professional video, it's important to remember that less can often be more. While it can be tempting to add in flashy transitions and special effects, these can actually detract from your message and make your video seem overdone. Instead, focus on creating a simple yet engaging video that quickly gets to the point.

When planning your video shoot, keep in mind that the final product should be high-quality. This includes shooting in 4K resolution, which will give your video a longer shelf life and higher ranking on video sharing platforms like YouTube and Vimeo. While shooting in 4K can require more time and resources, it can pay

off in the long run with a more professional-looking final product.

It's also important to make sure that all content in your video is licensed properly. Using copyrighted material without permission can result in YouTube or Vimeo taking down your video, which can harm your channel or brand. So, be sure to use royalty-free music and images or properly licensed content to avoid any issues.

Ultimately, when creating a professional video, simplicity and quality are key. Focus on getting your message across clearly and effectively, and make sure that your final product is visually appealing and high-quality.

Final Steps

SEO

Optimizing your corporate video for SEO is crucial to ensure that it reaches the right audience and generates maximum engagement. In addition to using relevant keywords in the title, description, and script of your video, there are other steps you can take to improve its SEO. For example, adding tags to your video can help search engines identify the topics covered in the video, making it more likely to appear in search results for those keywords. Make sure your tags are relevant to your video and use a mix of broad and specific terms.

Another important aspect of optimizing your video for SEO is to ensure that it is hosted on a reliable platform, such as YouTube or Vimeo. These platforms are highly ranked by search engines and have built-in SEO features such as video sitemaps and social sharing options. It's also important to ensure that your video is mobile-friendly, as more and more

people are accessing content on their smartphones and tablets.

Closed captioning is an important factor in optimizing your video for SEO. Not only does it provide accessibility to those with hearing impairments, but it also makes your video more searchable. Closed captioning can be easily added to your video on platforms like YouTube, and it provides an additional layer of information that search engines can use to identify the topics covered in your video.

Youtube

If you're feeling overwhelmed by the video production and optimization process, consider reaching out to a professional team like Navazon. They have an in-house video production staff who can help you with every aspect of your corporate video, from scripting and shooting to optimizing it for SEO. By working with a professional team, you can ensure that your video is of the highest quality and has the greatest impact on your target audience.



Conclusion

If you're feeling overwhelmed by the video production and optimization process, consider reaching out to a professional team like Navazon. They have an in-house video production staff who can help you with every aspect of your corporate video, from scripting and shooting to optimizing it for SEO. By working with a professional team, you can ensure that your video is of the highest quality and has the greatest impact on your target audience.

