

DISCOVER 5 WAYS YOU CAN UNLOCK THE POWER OF VIDEO BRANDING --WITHOUT GETTING ON CAMERA!



An Introverts guide to an anxiety free video marketing strategy.

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The key to creating great videos that you don't have to be in front of, is to combine other visual and audio elements to create interest and hold the attention of the viewer. Creating a video with a good combination of music, voice-overs, text and other types of video footage, can in many cases be just as effective as on camera presentations. I've put together 5 examples of how this is done every day and how you can easily try it out for yourself.

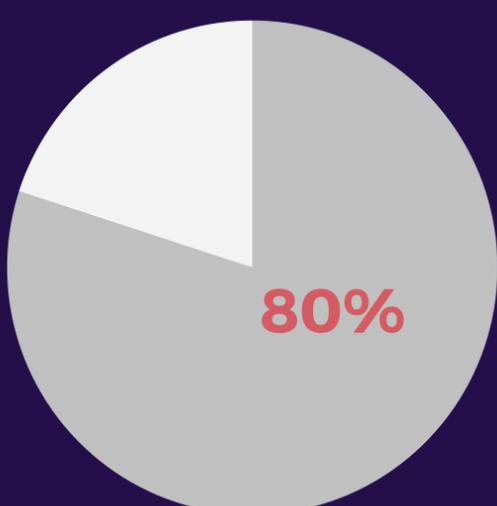
1) ANIMATED TEXT SEQUENCES, OR 'KINETIC TYPOGRAPHY'

Use moving text to convey/support the message you are looking to send. This can be particularly useful on platforms like Facebook, where up to 80% of video content is watched while on mute. An animated text sequence dancing across the screen, can inspire viewers to enhance the experience and gain more context by turning on the sound.

Eg;

- Karaoke videos
- Speeches
- Comedy audio
- Poetry readings
- Audio books, etc.

*Tip: Using 'Legend' app, along with 'Vivavideo' app will quickly and easily help you make a great looking animated text video.



80% of video of facebook is consumed while on MUTE

2) VIDEO COLLAGE

Compiling a collection of relevant images into a sequence, with audio in the background is a great way to tell a story. Invite people to follow a journey through still images. Set the mood with music and add context with subtitles, and/or voice-overs.

Eg:

- Hair Journey
- Weight loss journey
- Vacation Memories
- Business Journey
- Client testimonial compilation
- End of year compilation

Tip: Flip-a-gram app is a great go-to for producing video collages, I recommend buying the pro version to remove the watermark they have on the free version, just because it looks more professional.

3) DUBBED VIDEO FOOTAGE

Using a video sequence with voice over commentary inserted in the background.

Eg;

- Comedy
Comedian Tony Baker uses this method flawlessly in his instagram clips where he redubbs popular viral videos with his own humorous commentary.
- Reviews
- Art films, etc
- Product unboxing/review



4)

ANIMATION SEQUENCE WITH AUDIO

Create an animation that illustrates or mimes the words in your audio, and can offer more context to the message.

Eg:

- Tutorials
- Trainings
- Short film
- Instructionals

5)

USE A SINGLE IMAGE WITH NEGATIVE SPACE.

Trying to read text on top of an image can be distracting, create an area that isn't occupied by an image. If it must be on top of the image, give your text a solid background highlight so it's easy for the viewer to see.

Eg;

- Lyric video
- Audiobook
- Interview
- Podcast

5 WAYS YOU CAN UNLOCK THE POWER OF VIDEO --WITHOUT GETTING ON CAMERA

- 1) Animated text sequence with Image and audio
- 2) Photo collage with music, and/or audio
- 3) Video footage, with music/voice overs
- 4) Animation sequence
- 5) Still photo with audio