

5 Cheap, Yet Effective, Ways to Start Using Video in Your Business

Many business owners think about using video but they don't know where to start. They worry it will be costly and require a lot of expensive equipment.

Creating video can be incredibly easy and cheap. You can begin with what you probably already have (a webcam, adjustable lighting, and a mic) and use free or inexpensive software to edit (there are [many options under \\$100](#)).



There are two types of video. Those that make an initial impression, tell people who you are and introduce you. Then there are nurturing videos that aim at convincing people to do business with you. If you're going to hire a professional videographer, splurge on the introduction or initial impression video. Look for someone through a referral or the next time you see a video you like, find out who made it and contact them.

For most of your marketing videos, a professional isn't needed. Your sales funnel videos, the ones aimed at getting people to know, like, and trust you, are going to be produced on a regular basis. You'll want the flexibility and cost-effectiveness of self-production. These nurture videos need to be done too often to place everyone in the hands of a professional. The home-grown look of your non-professionally produced videos will also make them more effective because they'll show the true you. Audiences find that very engaging.

5 Ways to Grab Attention Through Video

Weekly Tips

Turn on your web cam and go. The idea behind this form of video is to give quick tips to your audience on working with your industry, making a buying decision, or using your product. You'll educate in 3-5 minutes, sometimes less. The value behind this video is that you are providing assistance as your personality shines through.

Topic Talk

[Gary Vaynerchuk](#) grew his family's wine business from \$3M to \$60M in five years through this method. He created Wine Library TV on YouTube. The show featured wine reviews and advice in a down-to-earth way. He produced one 20-minute episode a day and garnered a cult-like following. There were two reasons for his success, his personality shined through and he provided helpful information.

Answer Questions

If you get a lot of questions in your business, you can create a frequently asked questions reel or record yourself answering a question of the week. It doesn't even have to be business related. Don't be afraid to add humor when helping your audience. Keep the answers brief.

Interviews

Often businesses can be easily tied to others and there's an overlap in what you do and what you can help with. For instance, a real estate agent could interview someone who helps with handling estates. Many times people pass away and the new owner of the house wants to sell but doesn't know where to start to clear out the furnishings and get the estate in order. Interviewing thought leaders and professionals in an area that complements yours is not only an effective way for you to look more knowledgeable, it also helps your audience by giving them the information they need.

Bloopers

These are some of your most effective moments for entertainment and getting people to like you. Mistakes are something we can all identify with and many find them hilarious. Cut your mistakes from the original production and create a blooper reel. You can make it available on April first or another special day. Don't be surprised if it gets some of your largest views.

A final tip about video: use more than one platform. Upload it to Facebook, YouTube, and consider another platform like Vimeo. Ensure that you follow best practices for each platform because they vary. Also, most importantly, none of the video sharing platforms are able to tell what your video is about so your title and tags are of the utmost importance. If people can't find you and your content, they can't enjoy it.

Have fun with video. Use it to show who you are and what you know in the most helpful way for your audience. When done well, it can create a very loyal following.

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