



*Aftersun*

Credit: Sarah Makharine





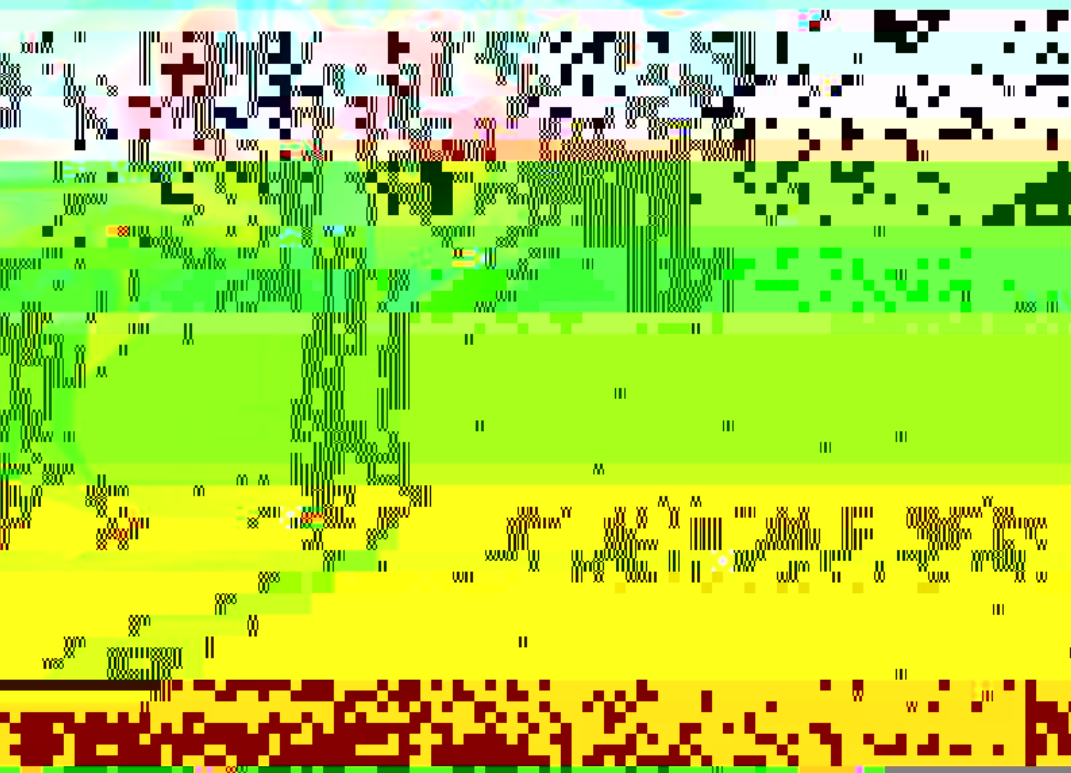
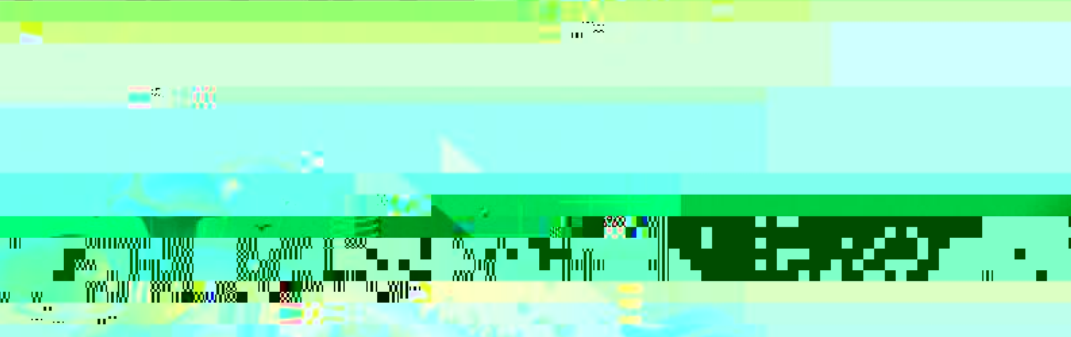
SUSTAINABLE SOLUTIONS

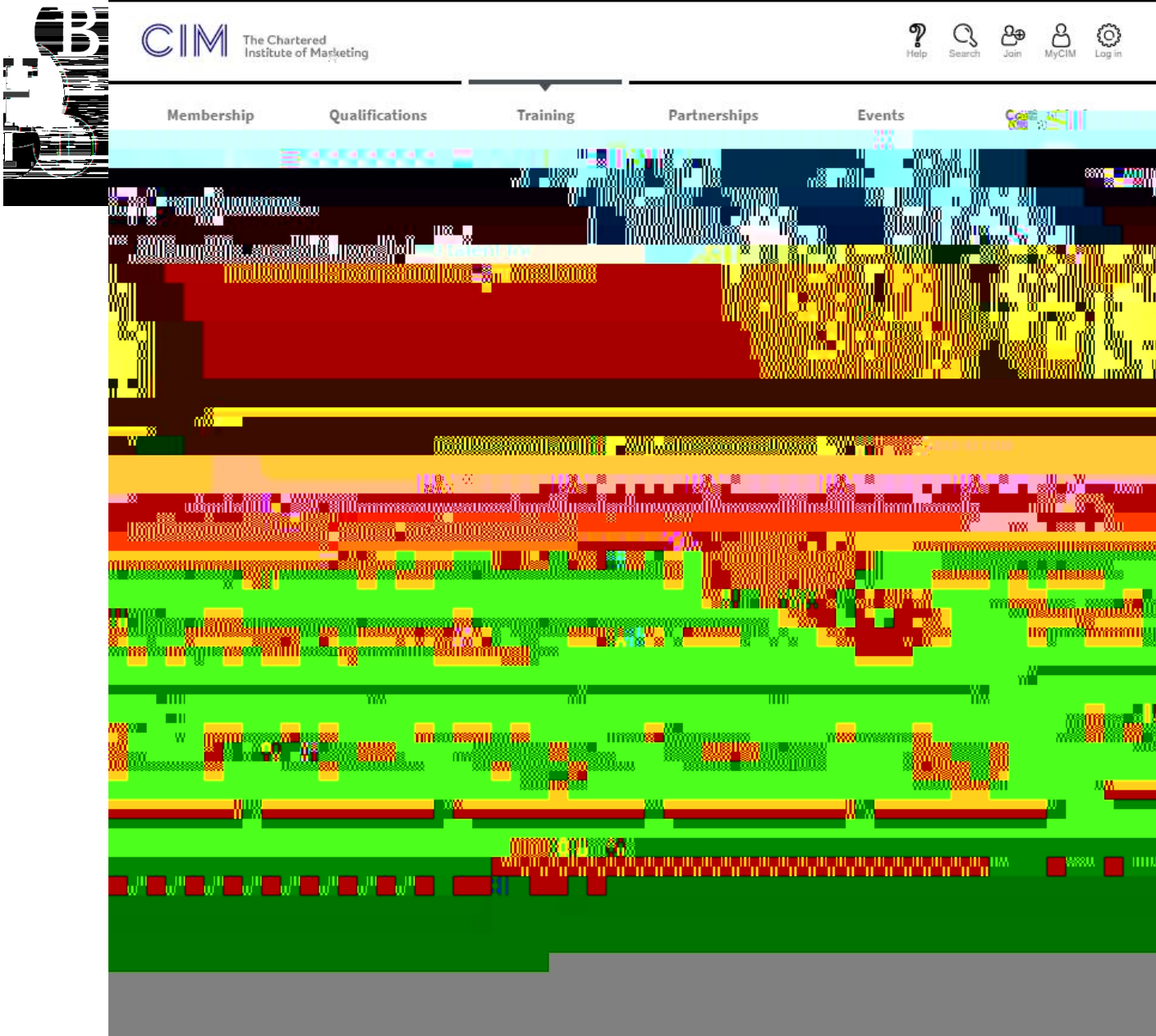
THE JOY OF MARKETING

LEAD IN

TAKE ON

# CATALAN





**Filmmaking Storytelling** Short

Discover how to create compelling content that supports your digital marketing with this compact course.

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**Filmmaking and Video Production for Marketers** Virtual

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# Compelling statistics

In 2023, online video is expected to account for 82.5% of all web traffic, making it the most popular

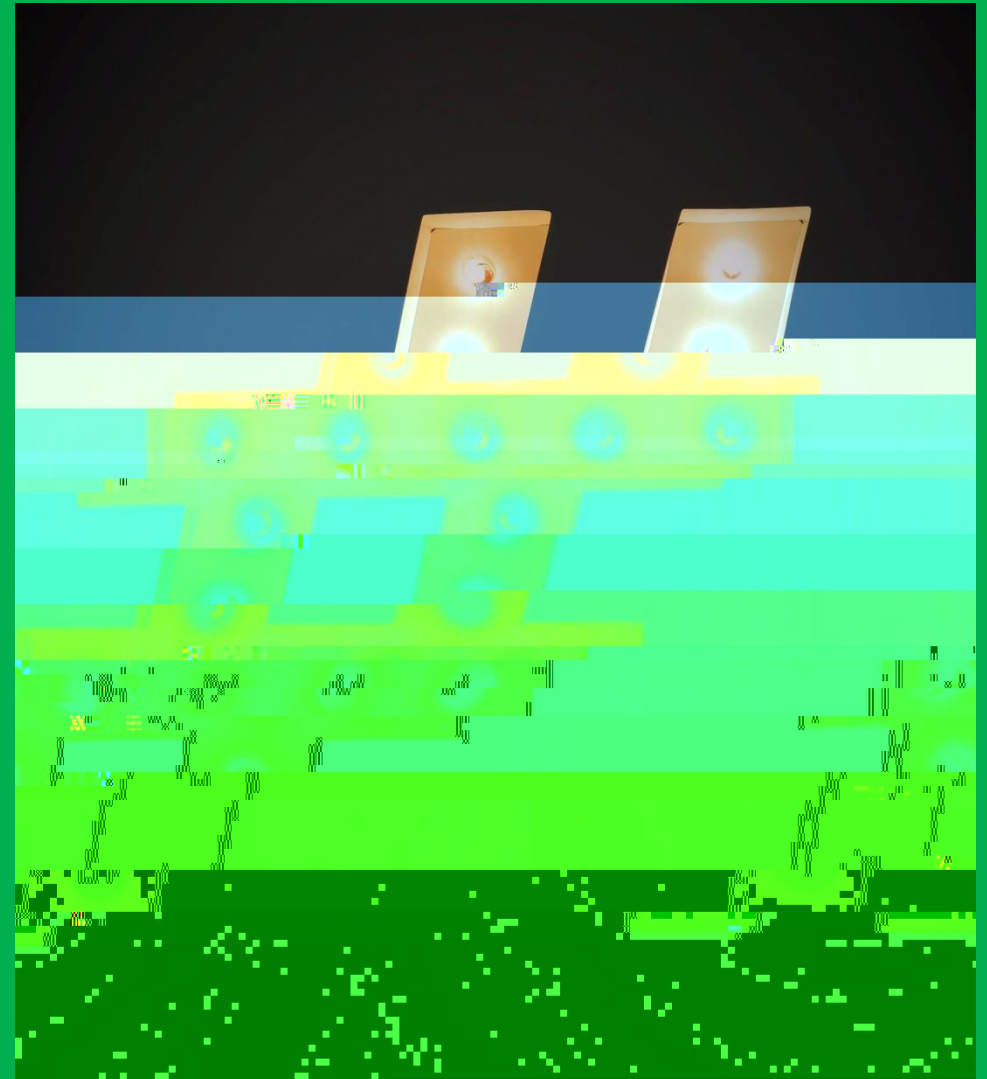
95% of consumers retain information that is communicated by video compared to 10% by reading

90% of consumers have indicated that product videos directly inform their purchasing decisions

92% of videos viewed by mobile phone are shared compared to other ways of viewing video

92% of video marketers reported that video gives them a positive return on investment

94% of marketers claim that video has improved customer knowledge of their goods or services







Script

Shot lists



Storyboards



Locations



Props &  
costumes



People  
(cast & crew)

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## Step 3:

Keep your shots stable and smooth

Turn on your gridlines on your smartphone

Frame your subject correctly

Try to avoid using your zoom function

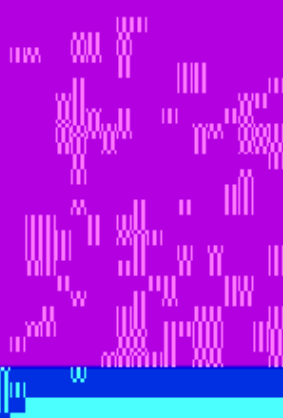
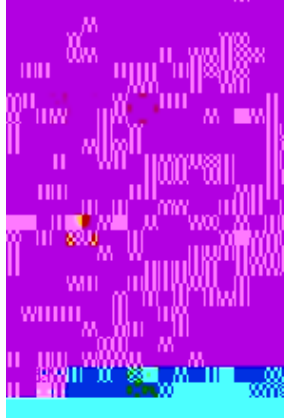
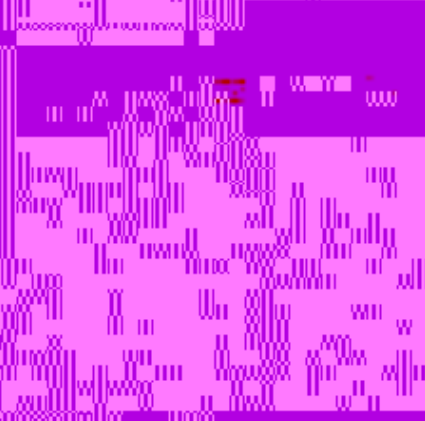
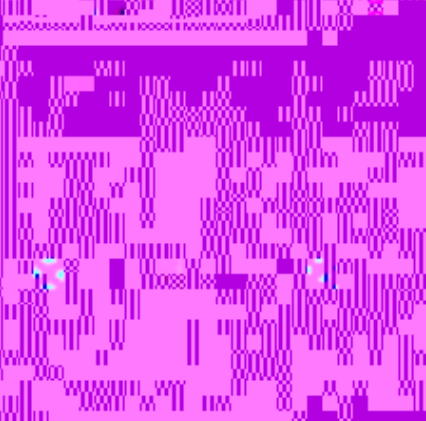
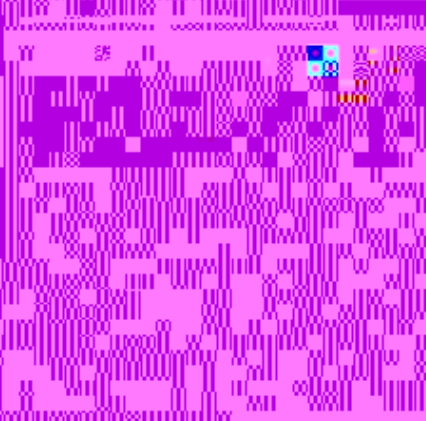
Pay attention to your location and your 'set'



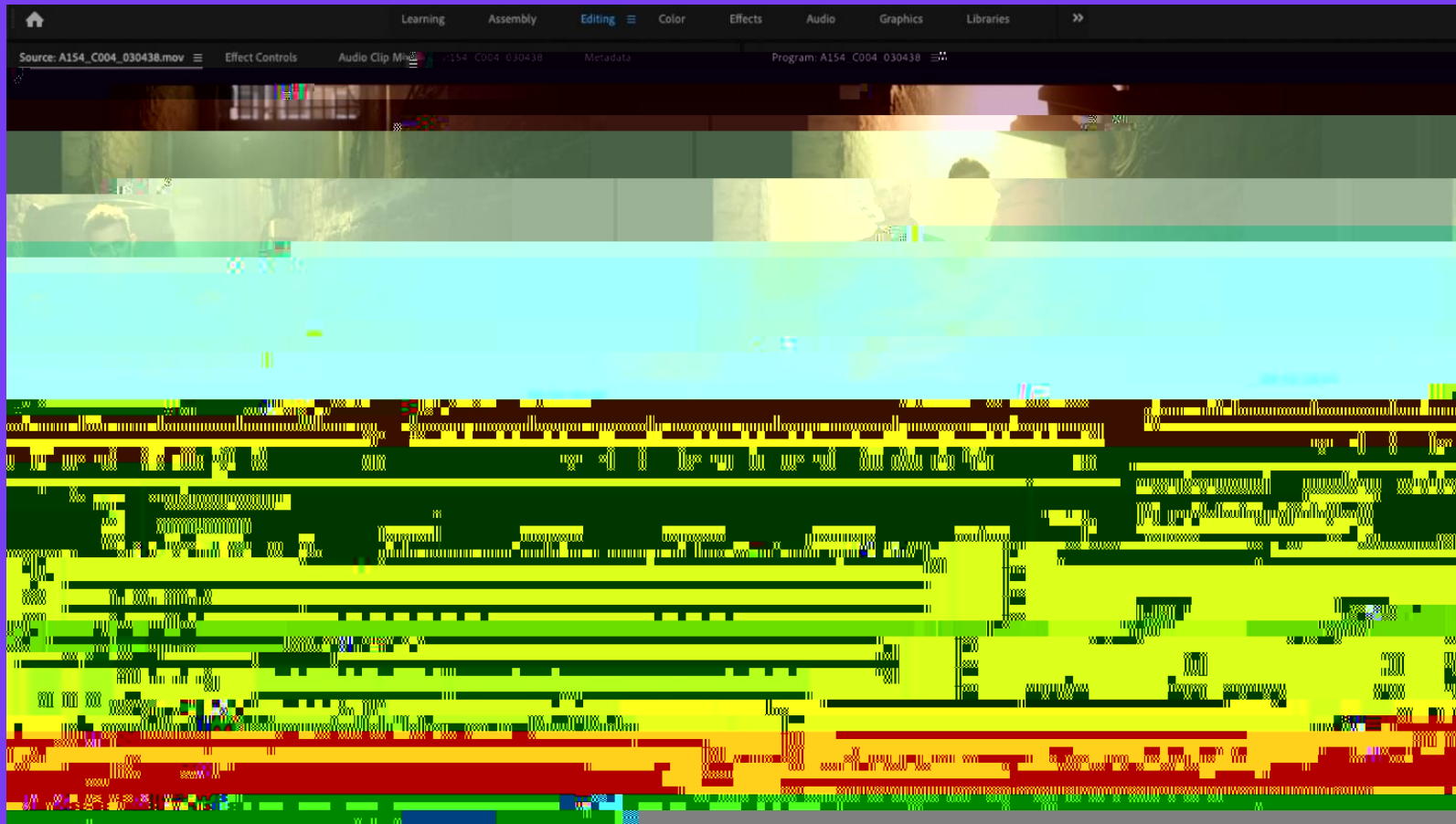


# HOW DOES A BUSH SHOT FEEL? WHAT DOES IT SAY?

5/11/2011







Stop Action video

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# Step 5: Share your video (Distribution)

## Optimum lengths

YouTube 2 mins

Facebook 2-3 mins

Instagram 30 sec

TikTok 15 sec

Facebook 30 sec

LinkedIn 30-90 sec

## Final tips (a reminder)

Tell stories

Save the best for the first

Include a call to action

No hard selling

• [https://www.youtube.com/watch?v=Uj1yK6u3t54](#)

automatically

# Thanks!

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Let us know your thoughts on this webinar  
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