



**Hadji**

S T U D I O S

PRESENTS:

# VIDEO PRODUCTION FOR ENGINEERS

hadji.tv

# Since Google's acquisition of YouTube sharing video has never been easier nor more customizable.

However, B2Bs have been a bit slower to adapt. As a result, creating video ad campaigns might seem left-field to many businesses more familiar with traditional marketing tactics like trade shows, magazines, and tv commercials.

But as technology professionals, it's time to embrace the ease of creating your own marketing video content as a supplement to the innovations and services of your SaaS, tech hardware, mobile app or platform development.

**Consider the state of Video Marketing in 2022. According to Wyzowl statistics, it's pretty fscking good!**

## COMPANY ROI:

- 87% of marketers say video has helped them **increase traffic**.
- 94% of marketers say video has helped them **increase understanding** of product or service.
- 86% of marketers say video has helped them **generate leads**.
- 81% of marketers say video has helped them directly **increase sales**.
- 93% of marketers say video has helped them **increased brand awareness**.

## CUSTOMER VIEW:

- 73% **prefer to watch a short video** when asked how they'd most like to learn about a product or service. Compares to 11% who'd rather read an article, website or post, and 4% who'd like to view an infographic
- 78% of people say they've been **convinced to buy or download** a piece of software or app by watching a video.
- Top 3 video platforms - **YouTube**, LinkedIn video, Instagram video
- 62% **webinars** are the most effective marketing tool

## QUALITY CONTROL MATTERS

While your production value doesn't have to be a Hollywood blockbuster, the quality of the content does need to be carefully considered. Great content will always attract and engage your target audience so it is worth the time to come up with a good idea and equally good script rather than spending unnecessary resources on expensive high-end gear. You already have one in your pocket - today's mobile devices are a force to be reckoned with.

## KEEP IT SHORT

Most online videos tend to capture a viewer's attention for 1-2 minutes, so keep your script concise and to the point.

Longer videos like webinars and detailed demonstrations have their place in video marketing, but in the interest of being efficient and being able to test and tweak your approach - keep it short and sweet, especially since marketing video is probably new territory for you.

## DISCOVER A STYLE

There's an infinite set of approaches you can take with video marketing when it comes to presenting it visually. One of the most common styles is a "talking head" where a single presenter talks directly to the camera.

This could be a good starting point. Adding "b-roll" and "cutaway" shots to illustrate a point can maintain a viewer's interest. Free software like Apple iMovie can do this quickly and easily.

Another style of video that is effective and popular is a screencast - a recording of your computer screen as you demonstrate software functionality while combining a voiceover, a powerpoint presentation. These can be easily achieved using QuickTime to record both your screen and audio.

## **PRODUCING A SCRIPT**

Once you decided on the style of video, write a script so you know exactly what you're going to say. Keep it simple, around 1-2 mins recommended.

Avoid sales pitching. As a software or platform, why not show it in action? How-To's, tutorials, or positive testimonials from users will be a good way to build excitement for an upcoming release.

For a 90-120sec video ad, target five or six points using 1-2 sentence per point.

In terms of delivery, even the sales director, engineer or marketing manager is rarely a natural in front of the camera. Whoever is presenting should offer a clear and reassuring tone and come across naturally. However, practice and repetition could even transform the most awkward into entertainingly quirky personalities that draw attention.

## **USE A TELEPROMPTER**

Keeping the message brief is key. A teleprompter is a teddy bear that allows you to have greater control of your presentation. You can read your script without appearing as though you're reading it. You can speak more naturally while focusing on your non-verbal performance. The right pace is essential to setting the tone of your language and making sure your audience understands you.

## **USING A CAMERA**

Decent cameras are no longer expensive, making it possible to create professional videos without breaking the bank. The biggest consideration is lighting - which makes or breaks the video's level of production quality. LED lights are inexpensive with plenty tutorials online showing you how to setup simple lighting for video. Sound is essential - it is worth investing in a good quality lav or shotgun mic rather than recording natively to the camera.

## VIDEO EDITING SOFTWARE

Video editing software has changed significantly as it is much more accessible to people outside the film industry. Adobe Premiere and Davinci Resolve are low-cost industry-grade options if you want to be more adventurous.

However, there are plenty of options available that cater to your budget regardless of how ambitious your project is.

## CONCLUSION

Video production has never been a more accessible skill with today's advancements in video marketing technology. Using the foundation presented in this guide, creating video content no longer has to be a daunting task. In the marketing world, content is king. Great content will attract and engage viewers. Creating compelling video content in-house can be simple although require much time and effort. Video production companies may have the creative skillset, but it's rare that one can understand the business being presented. Here at HADJI Studios, we have 15 years of enterprise engineering experience under the hood and specialize in understanding the needs of technology companies while providing the creative expertise to support your video campaign. For the time being, stay focused + keep creating.

# GOOD LUCK

**NOW YOU CAN GO FORTH AND  
DOMINATE YOUR NEXT SHOOT!**

Need help with production?

Give us a shout!

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## A message from our CEO

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Sup, My name is DJ Bonoan. Thank you for downloading this e-book. I hope you find it both useful and entertaining.

In the short time I've been in this industry, I have never been so challenged and yet so gratified with the work. It has been an exciting journey comparable to building a rocket ship in mid-flight!

Under the hood, HADJI Studios is really an engineering firm that happens to produce beautifully crafted video that excites people.

Problem solving innovative concepts is in my DNA. It's an opportunity to take risks, make things, break things, and do it over and over again. It's a beautiful way engage with life. I supposed that's why my health insurance policies are pretty high.

So what makes HADJI Studios different and why should you care?

HADJI Studios began as a joke in 2017 when it served as a coping mechanism. At the time, I was ruminating a pivot from a career in

engineering that spanned over 15 years solving complex problems for Fortune 100s in the tech and finance space. I was good at it, I loved being the guy you called when the stakes were high, and I loved the Voltron-esque camaraderie of my team. However, the work didn't stimulate me. Video and photography filled that void.

Fast forward to 2022 and it's no longer a joke. God has developed a hobby into an agency with limitless potential. Humble flex, but what other careers could open access to the Atlanta Braves, Tampa Bay Bucs, NFL Alumni, ESPN, MLB Network, UFC, PepsiCo, exotic cars, Wu-Tang, DMX (*r.i.p.*), and arguably the most amazing network of creatives?

As a one-man band I can't credit the success without acknowledging the talented filmmakers, storytellers, and thinkers that make up a HADJI Studios production. Without them, I'm just a spec of wishful thinking. Here's to continuing the good work.

Stay focused.  
Stay blessed.

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**Contact us today.  
Let's do something awesome.**

**Hadji**  
STUDIOS

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