Pictovalley Video Series

Video 2

Finding content for new videos

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| **AUDIO**  VOICEOVER: Welcome to “10 Tips to Grow Your Business with Video”  Starring GUY.  Tip Number 2: How to Come Up with Content for More Videos  Once you’ve created your first video, you’ll want to keep up the momentum…  To make sure your efforts…  Don’t fall flat.  So, how do you come up with more content for your videos?  First, look to your company blog. Are there posts that could easily be repurposed as videos?  If your product or your industry has is complicated or just offers a lot to learn, you could make…  Q&A videos…  Or you could make How To videos.  If you have access to well-known experts, or even experts within your company, you could make Interview videos.  And if you have infographics…  You could bring them to life!  You could give insight into your office life…  Show how your products are made…  Interview happy customers…  Or even show how your products are used around the world!  As you can see, the possibilities for videos are almost endless!  And most importantly, your audience will love them.  Ready to move on? Great!  Let’s head to the next video and talk about tip number three: how to reach your target audience  Make sure you don’t miss any videos from this series! Subscribe now. | **VISUAL**  Slide comes up with “10 Tips to Grow Your Business with Video”  GUY comes in from a corner and waves.  Slide changes to “#2 How to Come Up with Content for More Videos  GUY comes careening into the frame on a unicycle  Pauses to face the viewer, teeters a bit,  And falls over.  GUY looks up questioningly, a little dazed  GUY is typing on a computer that morphs into a video camera  GUY faces viewers with thought balloons and other symbols circling his head  GUY at a desk like a talk show anchor with a coffee cup. Picks up a notecard and begins to read from it  GUY is up on a ladder, demonstrating how to hang and wire a chandelier. (Wires are everywhere; we are maybe just a little concerned for GUY)  GUY walks into frame. HUMAN walks into frame. On the bottom of the frame, their “titles” appear as “GUY” and “Expert Guy.” They chat.  A flat infographic appears…  And elements of the infographic lift off of the page and being moving and interacting with each other.  GUY is shown strolling through an office…  GUY hurries up a little bit to keep up with V.O. and walks quickly into a warehouse…  GUY hurries up even more to keep up and runs to a person’s house and rings the doorbell  GUY looks at the camera, panicked, and begins running. We see him circumnavigating the world.  GUY runs into the frame panting and collapses.  A crowd of PEOPLE come in, applauding. GUY sits up, wipes his brow, and smiles.  GUY nods happily  GUY with an arrow road sign that says “Tip #3”  GUY points toward “subscribe” link |