MAKE YOUR VIDEOS GO VIRAL

A FREE E-BOOK THAT ANSWERS ALL YOUR VIDEO PRODUCTION PROBLEMS

ROOTS COLLEGE OF DESIGN FILM AND MEDIA

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THE DYNAMICS OF VIRAL CONTENT

The human mind is complex, digging deep into the reasons and making the product or spreading the idea that people would crave for - is a hell of a task. Having said so, it's not easy to do that amid communication chaos.

"Regardless of how plain or boring a product or idea may seem, there are ways to make it contagious" - Jonah Berger.

Seven principles to make your product/service go viral.

The first principle is "SOCIAL CURRENCY."

Social currency is how others perceive us if we talk about something. If your product or idea makes them feel good about having it or discussing it, you hit the jackpot. Now I guess you understood the reason behind adoration for specific brands. They provide social currency. So to get people talking, you need to craft messages that help them achieve these desired impressions. We need to find our inner remarkability and make people feel like insiders. Then obviously, we go viral.

The second principle is "TRIGGERS."

Triggers are something that comes into our mind at a snap. To spread ideas or sell the product, we need to be at the top of their minds. Advertise or promote extensively on whatever platforms you feel comfortable - to get registered in the public's minds.

We need to design products and ideas that are frequently triggered by the environment and create new triggers by linking our products and ideas to prevalent cues in that environment.

Top of mind leads to the tip of the tongue - Jonah Berger.

The third principle is "EMOTION."

Humans are not creatures of logic, and emotions can easily influence them. So whatever you intend to promote or spread you should mix emotions to it. All those tear-jerking ads you see on television are here for a reason. In the guise of emotions, product/service/idea embeds in the minds, and people start sharing. Because, when we care, we share.

The fourth principle is "PUBLIC."

Seeing others do something makes people more likely to do it themselves. If something is built to show, it's built to grow. The more public a product or service is, the more it triggers people to take action. So next time make your product or service visible, if possible, give away at free of cost because that triggers others to use them too.

The fifth principle is "PRACTICAL VALUE."

We tend to avoid the complex and would embrace anything that provides practical value.

People like to help others, so if we can show them how our products or ideas will save time, improve health or save money, they'll spread the world - Jonah Berger.

When Editor William F.Buckley Jr. was asked which single book he would take with him to a desert island, his reply was straightforward: "A book on shipbuilding." I hope you got the point - provide practical value to go viral.

The sixth principle is "STORIES."

Stories are metaphors of life. They can act as vessels; carriers that help transmit information to others. Every story's inherent drama provides you with a valuable tool to infuse your product/ idea/service subtly without boring your audience with mundane descriptions. Stories do work; we have that craving right from the existence of humanity. Never miss this one.

So, build a Social Currency- laden, triggered, Emotional, And Public, Practically Valuable Trojan Horse, but don't forget to hide your message inside. Ensure your desired information is so embedded into the plot that people can't tell the story without - Jonah Berger.

Use these principles to your advantage, and gain the maximum potential to spread your ideas, promote the products, sell the services etc. You will never falter.

The seventh principle is "The Tipping Point."

The Tipping Point is the biography of an idea, and the idea is straightforward. It is the best way to understand the emergence of fashion trends, the ebb and flow of crime waves, or, for that matter, the transformation of unknown books into bestsellers, or the rise of teenage smoking, or the phenomena of word of mouth, or

any number of the other mysterious changes that mark everyday life is to think of them as epidemics. The Tipping Point is the moment of critical mass, the threshold, the boiling point.

Merely by manipulating the size of a group, we can dramatically improve its receptivity to new ideas. By tinkering with the presentation of information, we can significantly improve its stickiness. Only by finding and reaching those few special people who hold so much social power, can we shape the course of social epidemics. In the end, Tipping Points are a reaffirmation of the potential for change and the power of intelligent action. Look at the world around you. It may seem like an immovable, implacable place. It is not. With the slightest push – in just the right place – it can be tipped.

Books Referred

The Contagious - Jonah Berger

The Tipping Point - Malcolm Gladwell

The Laws of Human Nature - Robert Greene

The Purple Cow - Seth Godin

UNDERSTANDING AND CREATING THE VIDEO CONTENT

Inbound Marketing

We're living an ongoing revolution in the way people communicate. Today, anyone with a story to tell can command an audience—and customers—on the web.

Rather than grasping for buyers' attention with expensive ad campaigns, now we can publish exciting and useful information on the web and deliver it exactly when people are interested.

Inbound marketing is about getting found online, through search engines and on social networking sites that billions of people use to find answers each day.

Inbound was about pulling people in by sharing relevant information, creating useful content, and generally helpful.

The methodology of Inbound Marketing

First, you work to attract a visitor by using compelling content and appearing in search engine results.

Next, you convert that visitor to a lead. Then you close the deal and create a customer.

Finally, you delight that customer with stellar content.

It's a proven system that works for the best companies globally, and it has launched dozens of startups to stellar success.

The present scenario

Today, outbound marketing strategies (or anything that interrupts your audience members) aren't as effective at resonating with and converting audience members as they once were.

Today, your content needs to reach your audience in a way that feels natural (a.k.a. inbound). A common way of doing this is by creating a narrative for your content — or telling a story. In doing so, your content will feel more authentic, engaging, and tailored to your audience.

Creating Short-Form Video Content

At its core, video marketing is an engaging, modern marketing strategy that introduces video content as a format for telling stories, delivering business messages, educating your audience, and so much more. No matter what the format, length, or style of the video may be, it's considered video marketing if the end goal is to get your brand, product, or service in front of the desired audience through the use of video.

Before you start throwing around ideas for your first video, you must first determine the video's overall goal. To do this, you can start by asking yourself two questions:

- What do we want this video to inspire people to do? (buy a product, schedule a call, attend an event, read a blog post, etc.)
- What resources do we have available to create the video? (talent, video editors, animators, equipment, etc.)

Writing your Video Script

- Write conversationally. You want to write the script how you want the video subject to speak. Keep sentences short and crisp.
- Make it thorough. A script doesn't just include dialogue. If your video requires multiple shots, characters, or scenes, have these details.
- Write for the audience and the platform. Is your audience made up of young teens, middle-aged professionals, or older retirees? Will your video live on Instagram, YouTube, or your website? Make sure you're keeping it conversational for the people you're trying to connect with -- and infuse humour, tone, and inflexion accordingly.
- Script every single word. Without your message fully documented, it's tough to communicate it as clearly and concisely as possible. We suggest scripting every last word to keep you organised during filming and save you loads of time later.

- Keep it brief. When it comes to marketing, shorter videos are more compelling than longer videos, making short videos, and needing a short script.

Principles of Storytelling

There are some universal storytelling techniques that you are bound to follow to tell your story.

Contrast

The contrast in the story creates a contradiction which evolves into conflict, thereby creating dramatic interest.

CONTRAST - CONTRADICTION - CONFLICT - DRAMA

Three Act Structure

Think about it; every story needs a hero, a beginning, some conflict, some obstacles to overcome and an ending. A three-act structure isn't much more complicated than that.

In Act One, the hero takes up the goal, and in act two, the hero regrets the goal, and in act three, the hero is glad that he/she ventured the goal.

Three act structure is the core of any story, be it non-fiction and fiction. If one can practice integrating this structure into content, the story gets wider acceptance.

Creating beats to sustain interest

Beats are one of the finest techniques to make the audience glued. They are simply an exchange of action and reaction. Beats are what keep the audience invested. They are the emotional backbone of the story. The spine that holds everything upright.

Beats are so crucial to everything you're doing as a storyteller. They help you organise your thoughts and emotions when it comes to writing.

A beat sheet is a list of all the beats that happen within your idea. It should prompt you to come up with the moments that lie in order and help you construct a complete story.

Tips in writing Short-Form Video Content

- Use titles, meta descriptions, and other teasers to compel your audience to read your content.

- Create something unique. Don't simply regurgitate the information that's already out there. Infuse a unique style or cite new research to emphasise your points.

- Stick to one idea and use your content to reinforce it. Don't confuse your audience by going on tangents or explaining multiple semi-related topics in a single piece.

- Stay true to your voice. Don't try to impress your audience with eloquent prose or an expansive vocabulary if *they* don't speak that way.

- Be concise and clear. You want your audience to relate to you and derive value from your content and not have to sift through jargon or confusing metaphors.

Books Referred

Writing for Emotional Impact - Karl Iglesias

The art of dramatic writing - Lajos Egri

Poetics - Aristotle

Inbound Marketing - Brian Halligan

SHOOTING THE CONTENT

The composition is how something is put together or arranged: the combination of parts or elements that make up something.

The composition should help identify, emphasise, complement, isolate, or highlight the subject—not detract from it.

Visual design is all about arranging, creating, seeing, framing, and cropping. It must guide the viewer. The path is not always predictable, but how you place objects in the photograph or frame, the scene can direct the eye's (hopefully) enjoyable journey through your image.

Elements of composition

Elements of composition are patterns, texture, symmetry, asymmetry, depth of field, lines, curves, frames, contrast, colour, viewpoint, depth, negative space, filled space, foreground, background, visual tension, shapes. Use one or more of these elements to create a composition that works for your image. Of course, not all will be available at all times, but study them, recognise them, and employ them to help enrich your pictures.

There are three essential ingredients to a good storyteller: knowledge of camera, an eye for composition, and artistic vision.
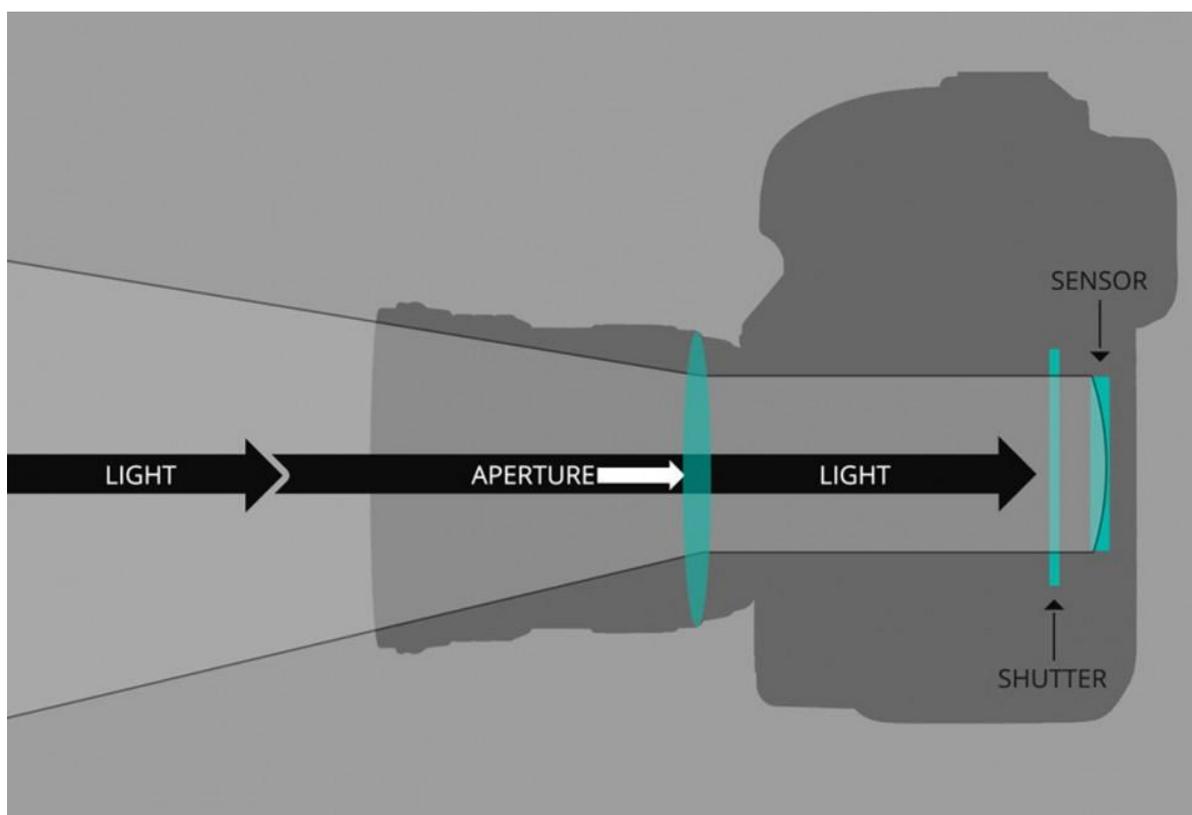
Camera Basics

Exposure Triangle

Exposure is controlled in a photograph by the camera's aperture, shutter speed, and the film or digital sensor's ISO—the Exposure Triangle.

Aperture is the size of the opening of the lens. The larger the opening, the more light gets through. The smaller the opening, the less light gets through.

Shutter speed is a measurement of how long the shutter is open, allowing light to get to the film or sensor. The longer it is open, the more light reaches the film or sensor. The shorter the duration of time it is open, the less light comes from the film or sensor.

ISO is a measure of the sensitivity of the film or digital sensor to light. The higher the ISO, the more sensitive the surface is to light. The lower the ISO, the less sensitive.
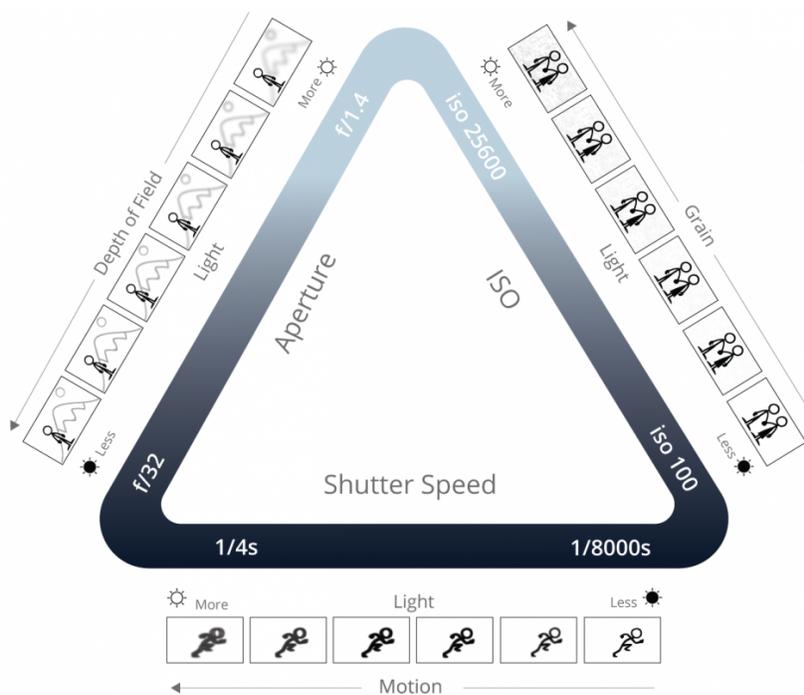
Aperture also controls the depth of field and shutter speed can freeze or blur action. ISO creates film grain or digital noise when increased.

All three of these controls are adjusted individually or in unison, to manage the brightness and capture of an image.

One way to simplify these adjustments is to compare the camera to some aspects of the human eye. Aperture functions like the eye's iris that opens and constricts the diameter of its opening to limit the amount of light allowed into the eye. Shutter speed is similar to blinking, except the eyelid is usually open when we are awake. However, if you can imagine your eyelids opening momentarily to capture a single image before closing, that is like a camera's shutter.

It is essential to know that in almost every camera with a variable aperture, shutter speed, and ISO, there is a way to manually control these settings.

How to set up a Studio

When people hear the word video set or video studio, they tend to think of these elaborate production spaces full of fancy equipment. And we're here to tell that that's not always the case. It's entirely possible to set up a dedicated filming space in your office without breaking the bank.

For those looking for a bit more sophisticated video production process, setting up a studio space will require you to invest in some essential equipment and then arrange that equipment in a way that's going to give you the best possible result.

We've put together a list of some of the equipment our in-house video team uses below -- from cameras and tripods to lighting, microphones, headphones, and more.

Equipment List For Reference

CAMERAS, LENSES & TRIPODS	RECORDERS, MICS & HEADPHONES	LIGHTING	BACKDROPS

Cameras:

- Canon 5D Mk III
- Canon 5D Mk IV
- Canon EOS C100 Mark II

Lenses:

- Canon EF 16-35mm f/2.8 lens
- Canon EF 50mm f/1.4 lens
- Canon EF 24-105mm f/4 lens
- Canon EF 70-200mm f/2.8 lens

Tripods, Supports & Rigs:

- Manfrotto 755XB Tripod
- Manfrotto 755CX3 Tripod
- 2 x Manfrotto MVH500AH Fluid Head
- Benro BV10 Twin Leg Aluminum Tripod Kit
- Edelkrone SliderPLUS

Recorders:

- Zoom H4 Recorder
- Zoom H5 Recorder
- 2 x Zoom H6 Recorder

Microphones:

- 3 x Sennheiser wireless lavalier mic system
  - EK 100 G3 receiver
  - SK 100 G3 transmitter
  - ME 2 clip-on lavalier mic
- Rode VideoMic GO on-camera mic
- IK Multimedia iRig Mic
- Sennheiser ME66/K6 shotgun mic
- Sennheiser MKH-416 shotgun mic
- 3 x Blue Snowball mics

Headphones:

- Bose QuietComfort 25 Acoustic Noise Cancelling Headphone

Lighting:

- 2 x Kino Flo Diva-Lite 415 Kit
- 24 x Kino Flo 55w daylight lamps
- Genaray LED-6200T 144 LED on-camera light
- StudioPRO light kit
- 2 x StudioPRO Fluorescent 4 Socket AC Power Lights
- 2 x 16"x24" Softboxes
- Carrying Case
- 4 x light stands
- Scoop lamp
- 3 x sandbags for light stands

Backdrops:

- Impact Deluxe Varipole Support System
- Savage Widetone Seamless Background Paper
- Impact Background System Kit
- Impact Reversible Muslin Background - Sky Blue / Aqua - 10' x 12' w/ carrying case

Lighting Basics

The traditional setup of video lights is known as three-point lighting. As you might guess, it involves three lights placed strategically around the subject, wrapping them in light and creating appealing shadows on their face.
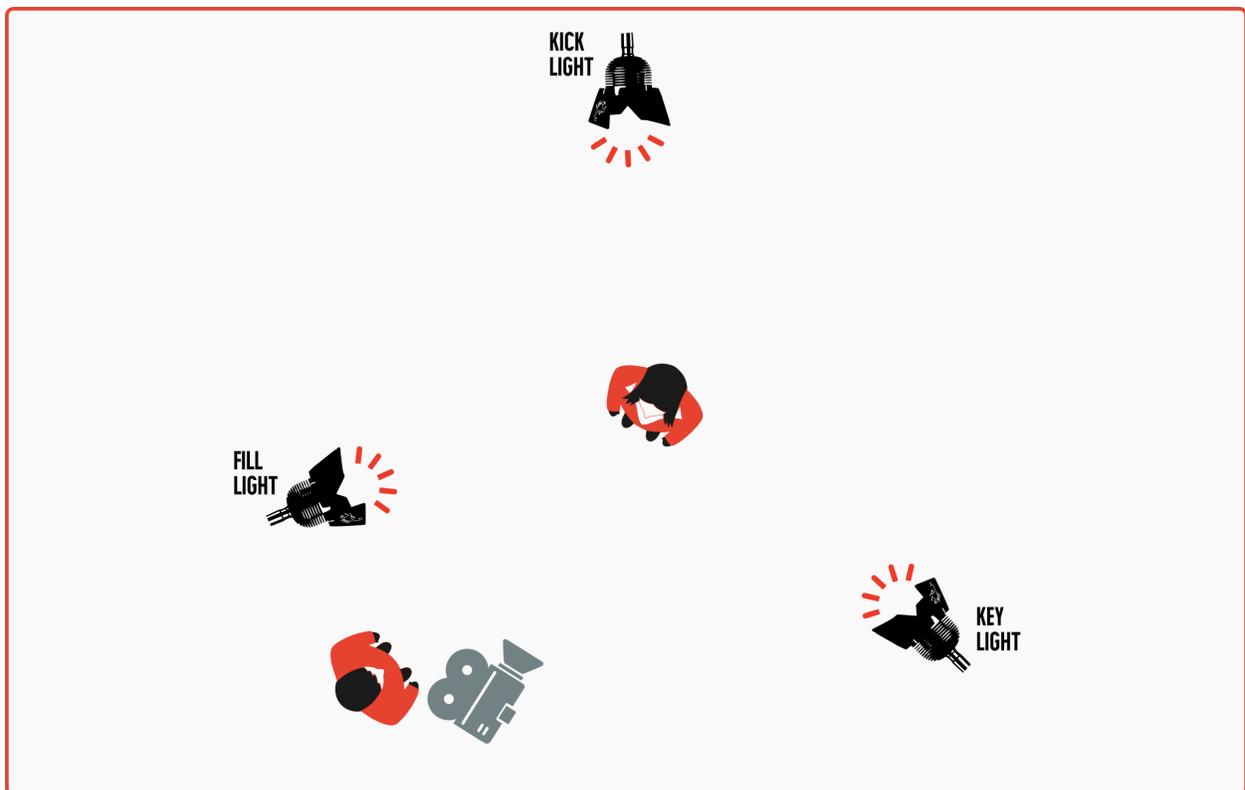
The key, fill, and backlight form the trifecta is 3-point lighting, the standard technique for lighting scenes. Though it's certainly not the only lighting method, it's the most basic, accessible, and widely used one.

Recording Audio for video

The audio is half of the video. Though shotguns and lavs are easy go-to's for new creators, there are many other details to consider before buying or renting a mic. The first thing you should think about is what the needs of your project are.

Are you recording sound for a concert, rally, or sports event? Then you might want to consider a microphone with a dynamic transducer since they're better suited for recording higher levels of sound. Are you recording sound for a feature film, interview, or subtle sound effects? Then a condenser mic might be the right choice.

You also have to consider a microphone's polar pattern. Omnidirectional mics are great if you need to pick up sound coming from all directions or if mic placement is limited, like with a lav. Directional/shotgun microphones have cardioid polar patterns and are better at isolating sounds you want to record, like dialogue.

Minimise noise and ensure sound quality. If you're recording in a controlled environment, like a studio or quiet conference room, we suggest recording with a shotgun mic. Unlike lavaliers that clip to a person's shirt, shotgun mics remain out of the shot -- and they record background noise in a natural-sounding way. To

create a shotgun mic set up in your office studio, you'll need a shotgun mic like the Sennheiser ME66, a shotgun clip, light stand, XLR cable, and Zoom H4N recorder.

Editing your content

Time to edit.

Now there's a good chance you already have video editing software installed on your computer. For Windows, that's Windows Movie Maker, and for Macs, it's iMovie. But depending on your particular skill set and what you're trying to accomplish with your videos, you may find that these options aren't packed with enough features.

The good news: There are several free video editing solutions you can download that run the gamut from super simple to Hollywood-level powerful. Of these free solutions, we recommend **Machete Video Editor Lite (Windows), Avidemux (Windows/Mac/Linux), and WeVideo (cloud-based).**

If you're willing to invest in editing software, you might consider **Adobe Premiere Pro CC, Final Cut Pro, or Wondershare, Filmora.**

Regardless of your selection, your editing software should provide you with the means to cut down scenes, remove mistakes, insert transitions and title slides, and so on.

Like most other types of content, video is intended to be an exploratory medium, meaning you'll likely have to make a handful of okay videos before you hit your stride.

What's Your Story? Your audience is waiting to watch.

Thank You

For more details visit - www.rdfm.ac.in

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