

WELCOME



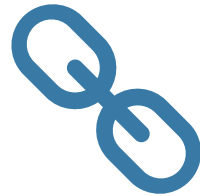
Tell Your Story with Short-Form Video

September 7, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at <https://nsdigiport.ca/>

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER



Riley Forman & Connor Kidd:


- With over a decade of experience as a tourism marketing agency, Connect Media brings a wealth of expertise to the table.
- At Connect Media, innovation is a constant pursuit, with a commitment to expanding skill sets and devising creative strategies that draw visitors to destinations and attractions and enrich their experiences to the fullest.
- Their team's extensive engagement with tourism businesses of all sizes has cultivated a profound understanding of traveller needs and destination dynamics.



Tell Your Story with Short Form Video!

September 2023



An aerial photograph of a large, calm lake surrounded by dense, green forested mountains. The sky is a clear, pale blue. The entire image is overlaid with a semi-transparent blue filter. The text "Creating Ideas and Planning Your Video" is centered in the middle of the image in a white, sans-serif font.

Creating Ideas and Planning Your Video

Creating Ideas and Planning Your Video

First Steps

What is your video trying to communicate?

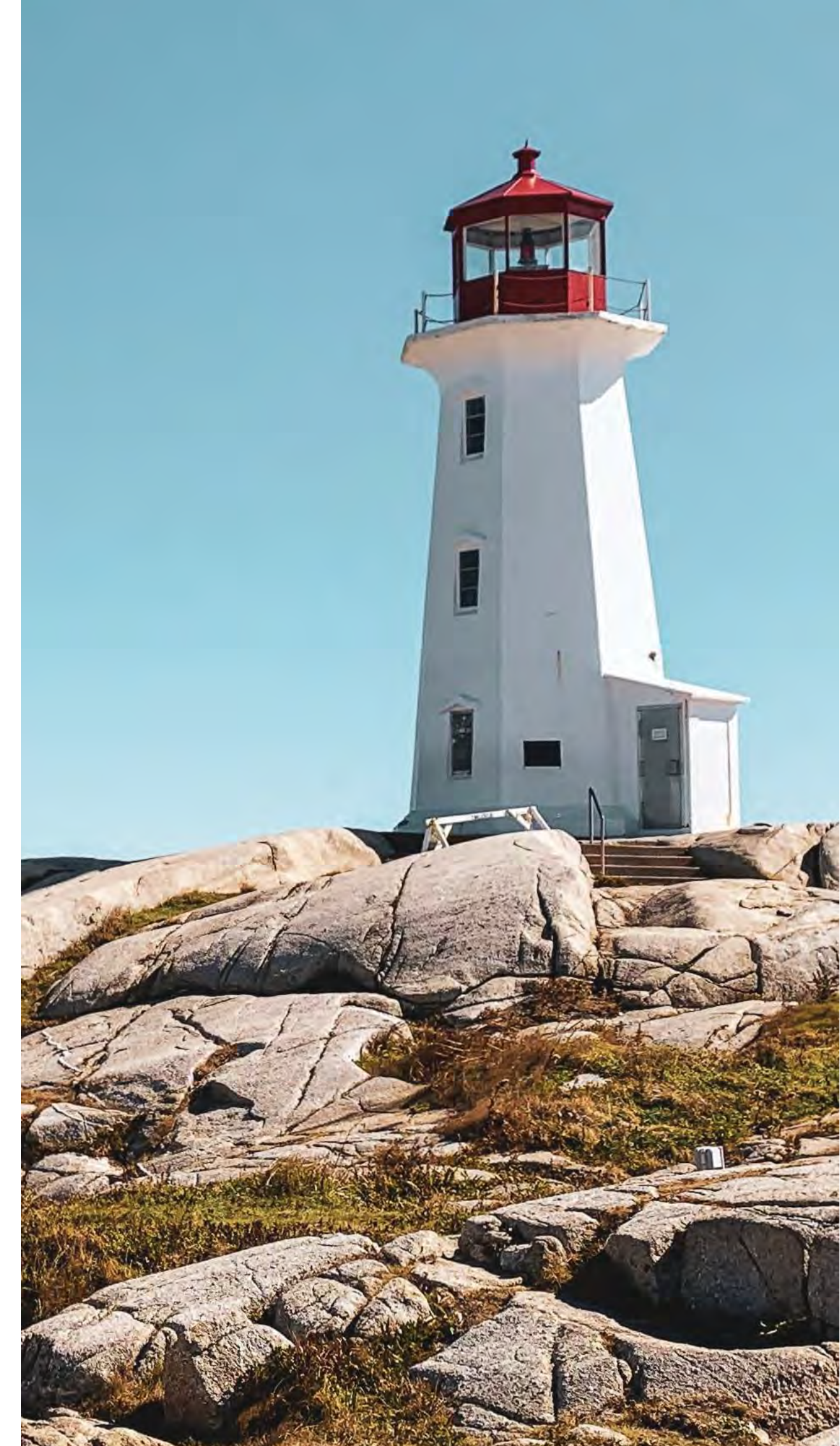
Ensure your ideas enhance your message.

What is your Call to Action (CTA)?

How will you include that into your plan?

Who is your target audience?

How will you cater your content to them?





Creating Ideas and Planning Your Video

Inspiring your Story

- Going to social media for inspiration
- Watching tutorials on YouTube
- Look at competitors and others in your industry
- Look at other industries to get ideas too
- Ask your customers, staff, audience
- Practice. Once you have more experience ideas will come more naturally

Creating Ideas and Planning Your Video

Content Ideas

- Teach people interesting knowledge
- Follow trends but make it unique to you
- Tell stories about the people behind the brand / businesses
- Answer F.A.Q's (Need F.A.Q ideas? Ask Google!)
- Use Instagram & TikTok templates
- Try new things
- Tell your story, highlight your products, staff, experiences, etc.





Creating Ideas and Planning Your Video

Other Helpful Tips

- Creating a shot-list (not always necessary)
- Create a hook
- Learn how to communicate your message quickly (cut the fluff)
- Differentiate yourself
- Put your own spin on trends



**Good artists copy,
great artists steal**

Picasso

An aerial photograph of a large, calm lake surrounded by dense, green forested hills. The sky is clear and blue. The text "Filming Short Form Video on Your Phone" is overlaid in white, bold font in the center of the image.

Filming Short Form Video on Your Phone

Filming Short Form Video on Your Phone

Accessories

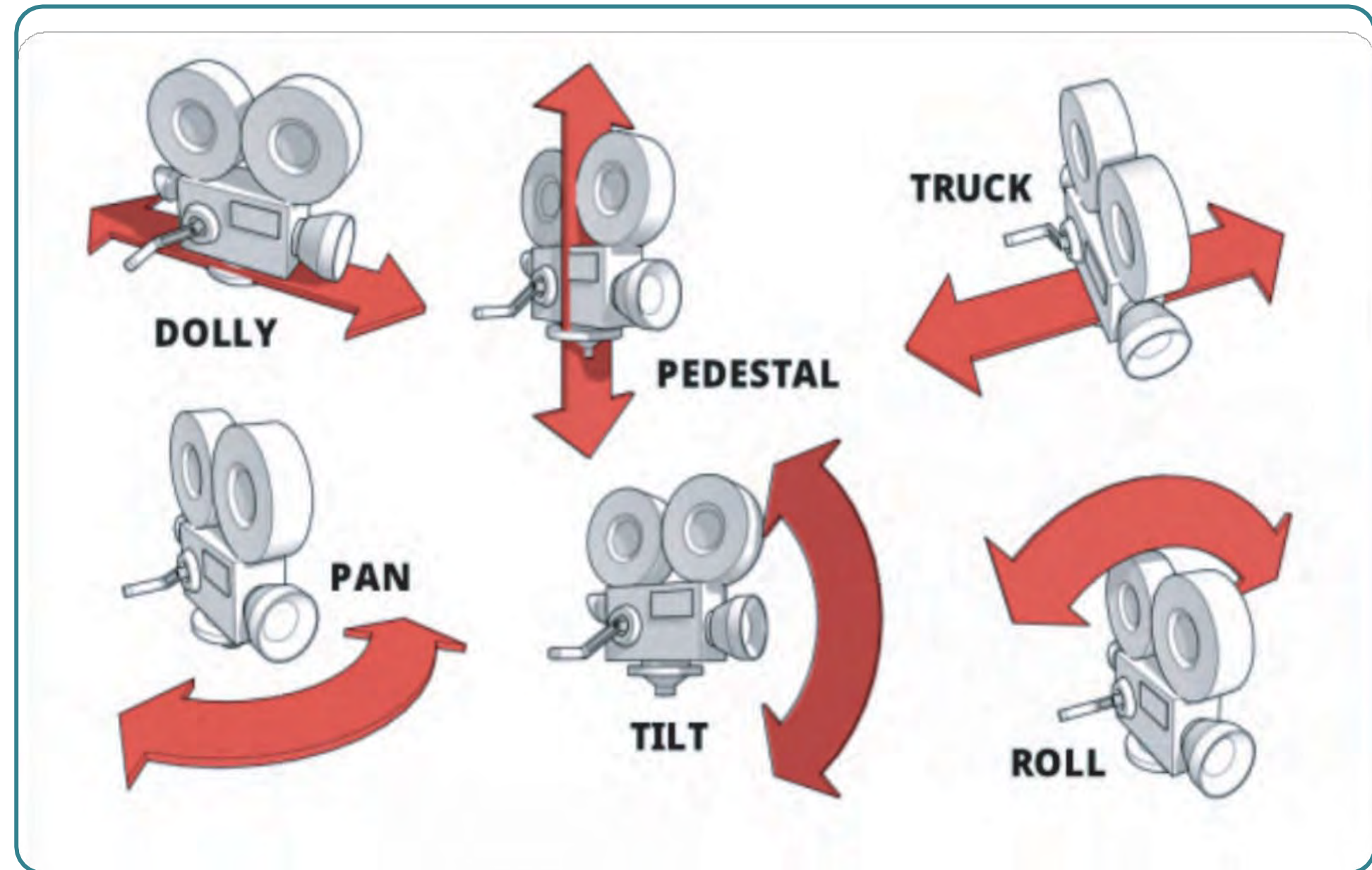
- Gimbal (Device that stabilizes your shots)
- Tripods/stands/mono pods
- Microphones
- Lighting
- Sliders (Device that helps you make smooth camera movements)
- Store bought vs. homemade (get creative with what you have)

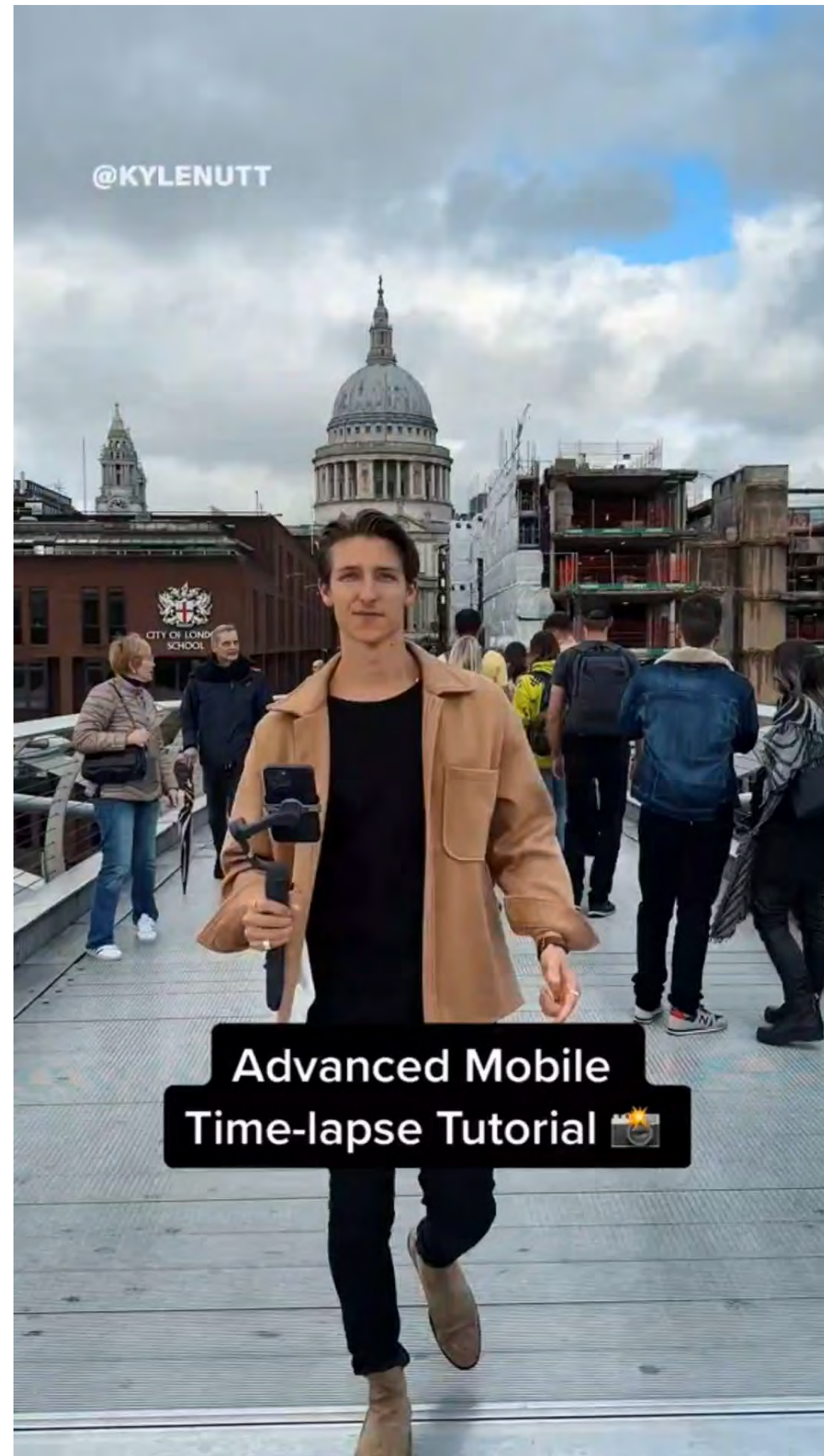


Filming Short Form Video on Your Phone

Getting the Right Shots

- Film vertically
- Framing your shot
- Angles
- Lighting / shadows
- Camera movements
- Stop motion
- Time-lapse / hyper-lapse
- Slow motion







Filming Short Form Video on Your Phone

Filming with Audio

- High quality audio can be important
- Audio considerations
 - Avoid wind
 - “Quiet on the set”
 - Consider using microphones (lapel mics)
- Make audio a part of your shot list
 - Consider using scripts

Filming Short Form Video on Your Phone

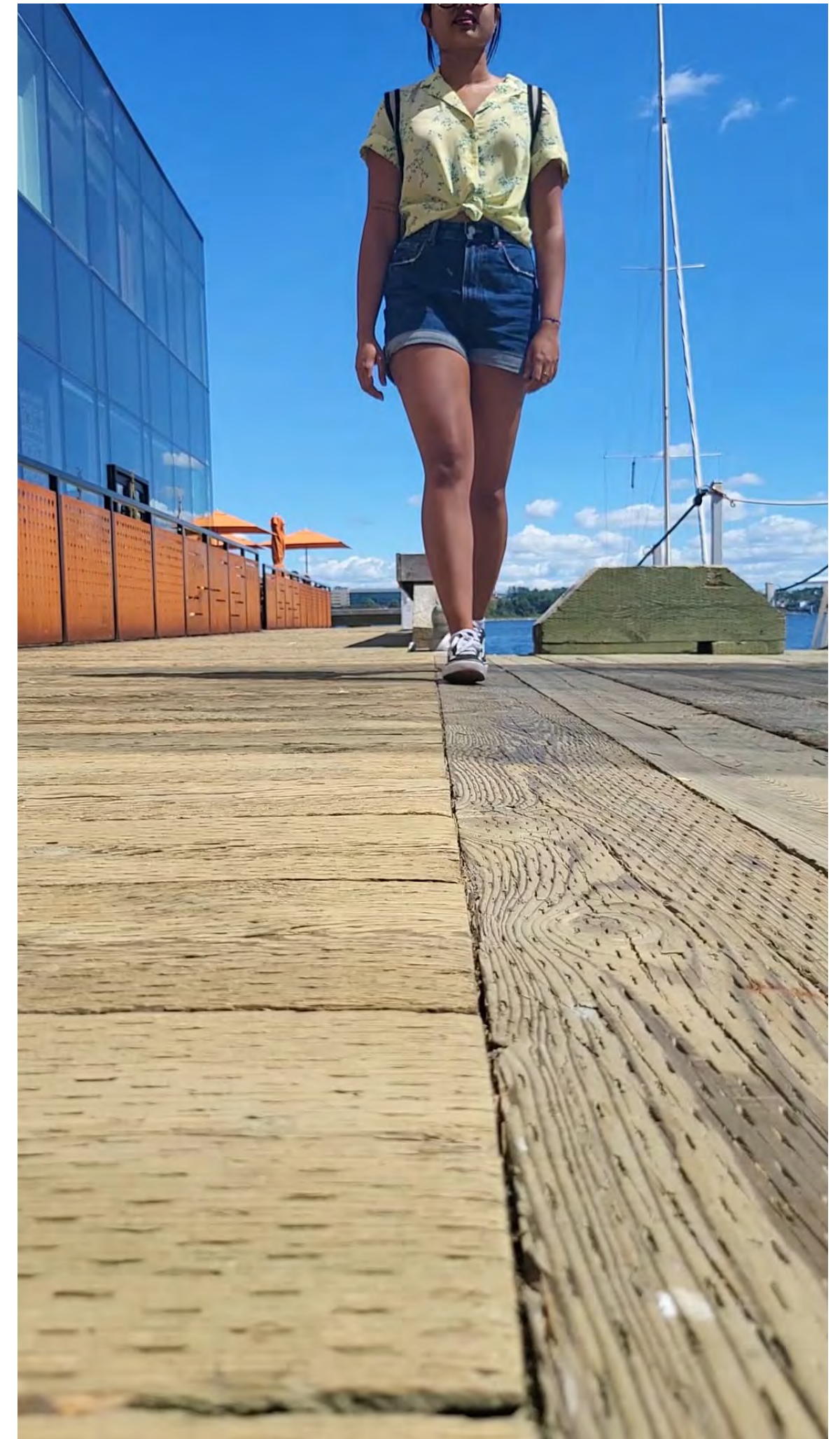
Transitions

What is a transition?

Ending one shot and starting another the same way you ended the last.

Why use transitions?

- Increases visual appeal
- Increases production value
- Keeps your audience engaged
- Makes your content more intriguing
- Increase the average viewership of your content
- Increase the credibility of your content
- Grow your following and reach more customers



An aerial photograph of a large, calm lake surrounded by dense, green forested hills. The water is a deep blue, and the trees are a vibrant green. The sky is clear and blue. The text "Editing Your Videos" is overlaid in the center of the image in a white, sans-serif font.

Editing Your Videos

Editing Your Videos

Editing Videos on Your Computer

Editing videos is basically trimming the parts off the clips you don't want and then putting them together in a sequence to tell a story.

Step 1: Import your clips into your video editor

Step 2: Trim or modify your clips

Step 3: Put the clips in the order you want them

Step 4: Add audio to your video

Throughout the process of editing, constantly evaluate your video.

Can improvements be made to make it more exciting, interesting, sensical, easier to follow?

Editing Your Videos



Editing Your Videos

Editing Transitions on Your Computer

Step 1

Import your clips to your editor

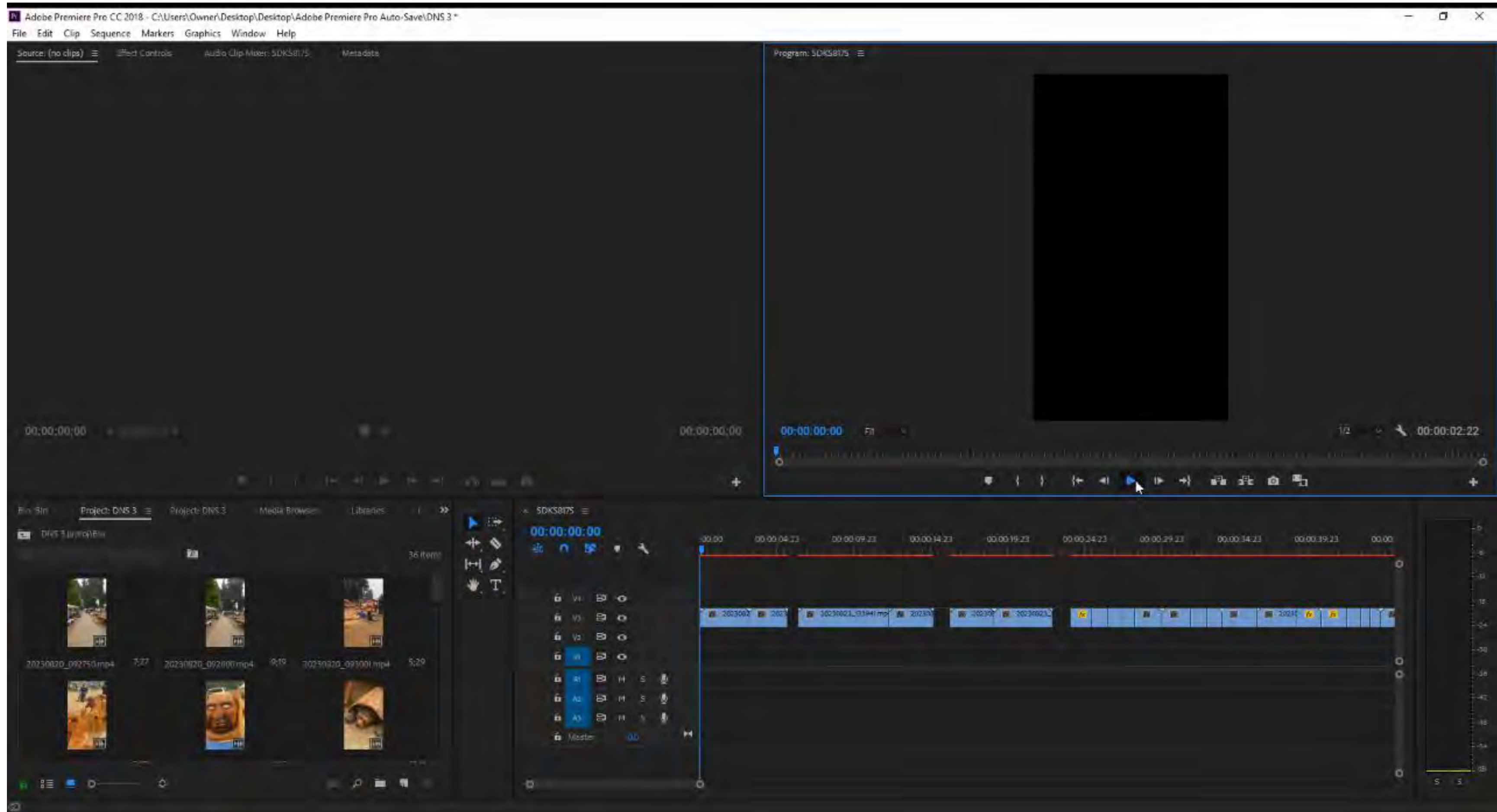
Step 2

Splice clips together at point of transition

Step 3

Review and adjust

Editing Your Videos



Editing Your Videos

Editing Videos on Your Phone

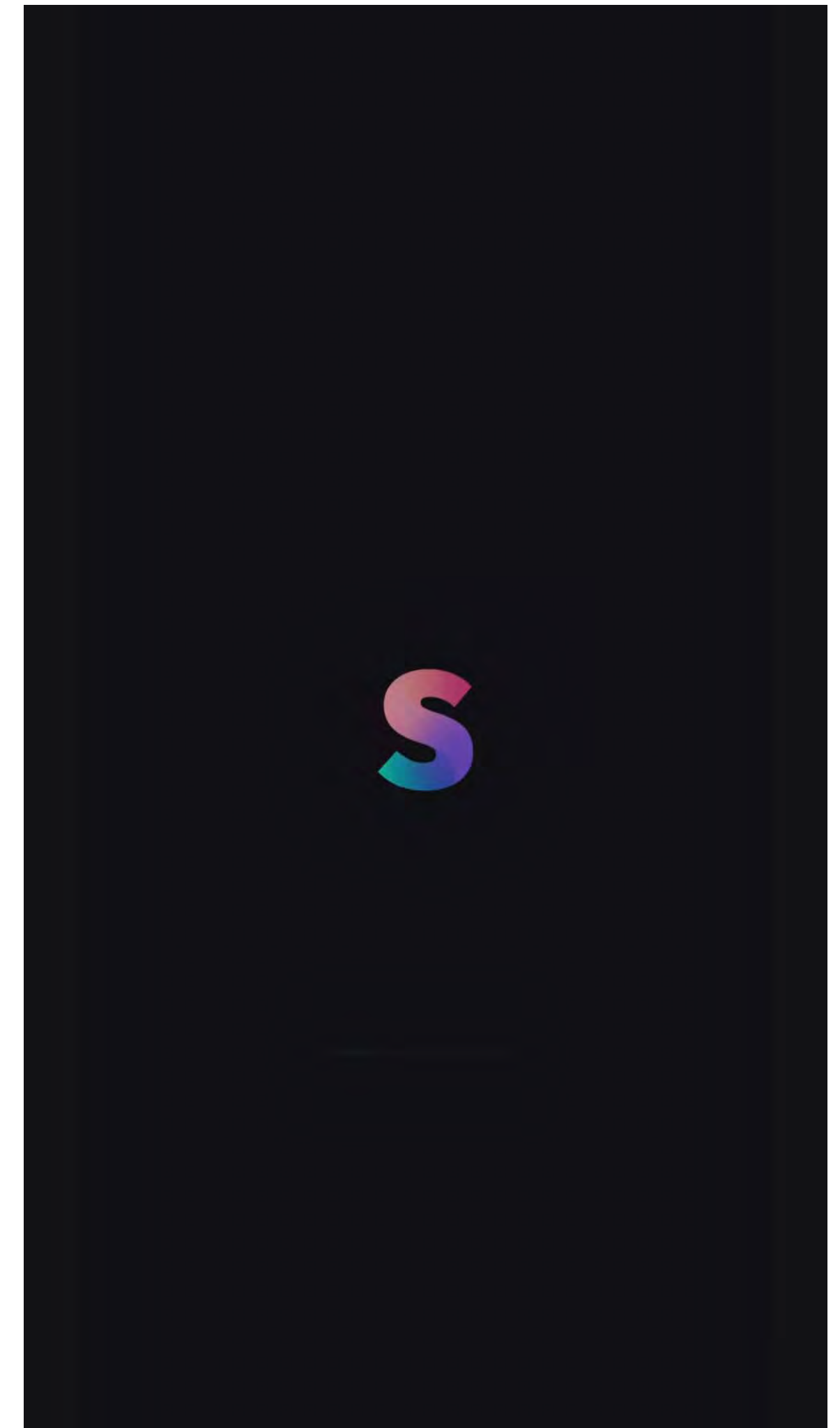
Connect Media does mobile editing on Splice Pros of

Using Splice

- Low cost
- Easy to use
- Large library of copyright free music

Cons of Using Splice

- Cannot upload fonts or brand colours



Editing Your Videos

Editing Transitions on Your Phone

Intermediate level edits on your phone can be easy!

Step 1

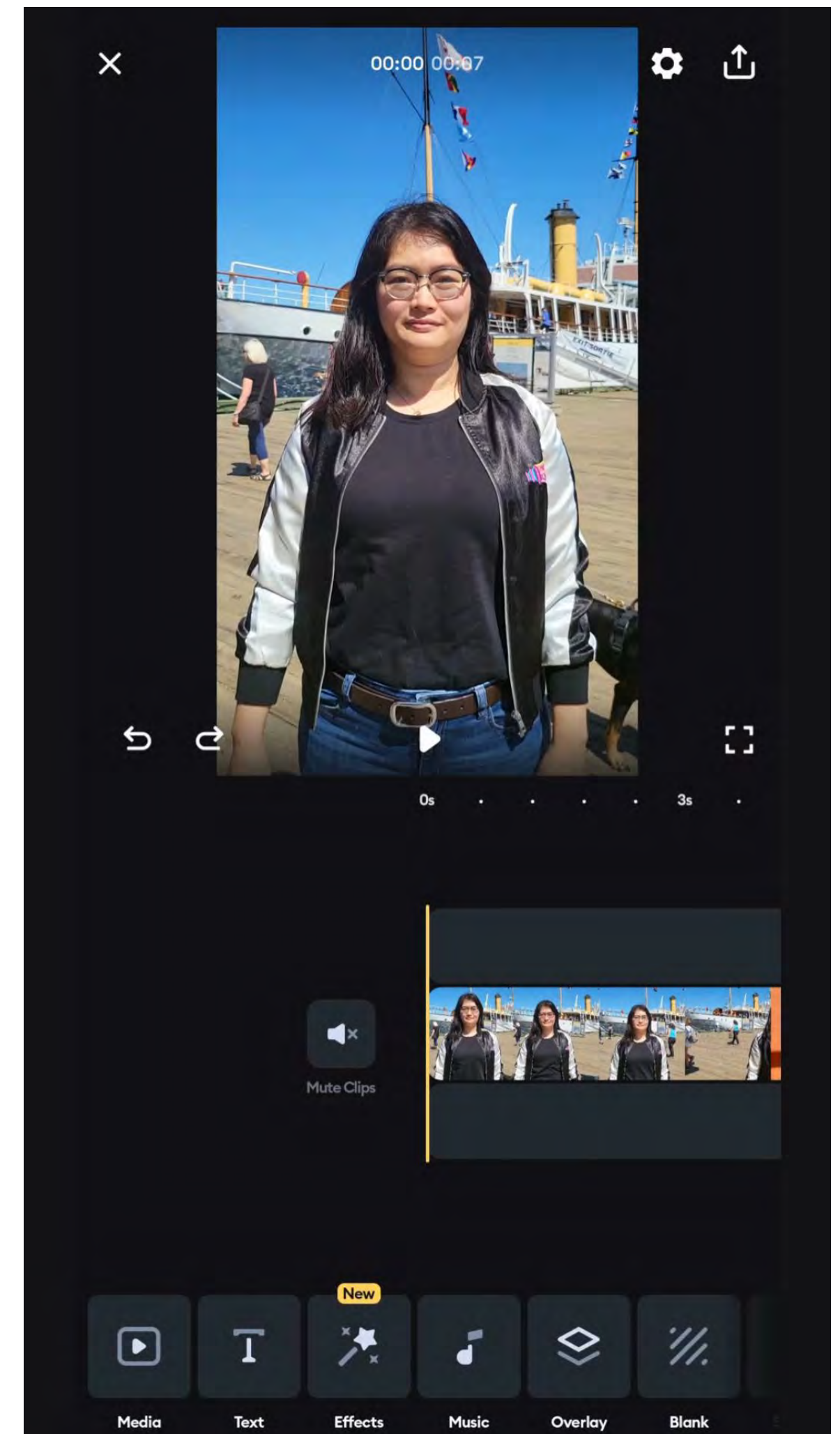
Import your clips to your editor

Step 2

Splice clips together at point of transition

Step 3

Review and adjust



Editing Your Videos

The Final Product

Our Objective:

Show you how cool transitions can look with little effort

Step 1: Film simple transitions

Step 2: Cut them down so they align

Step 3: Continue to edit your video



Editing Your Videos

Using Templates

Benefits of using templates

- Easy to use
- Gives structure to your content
- Can increase content credibility

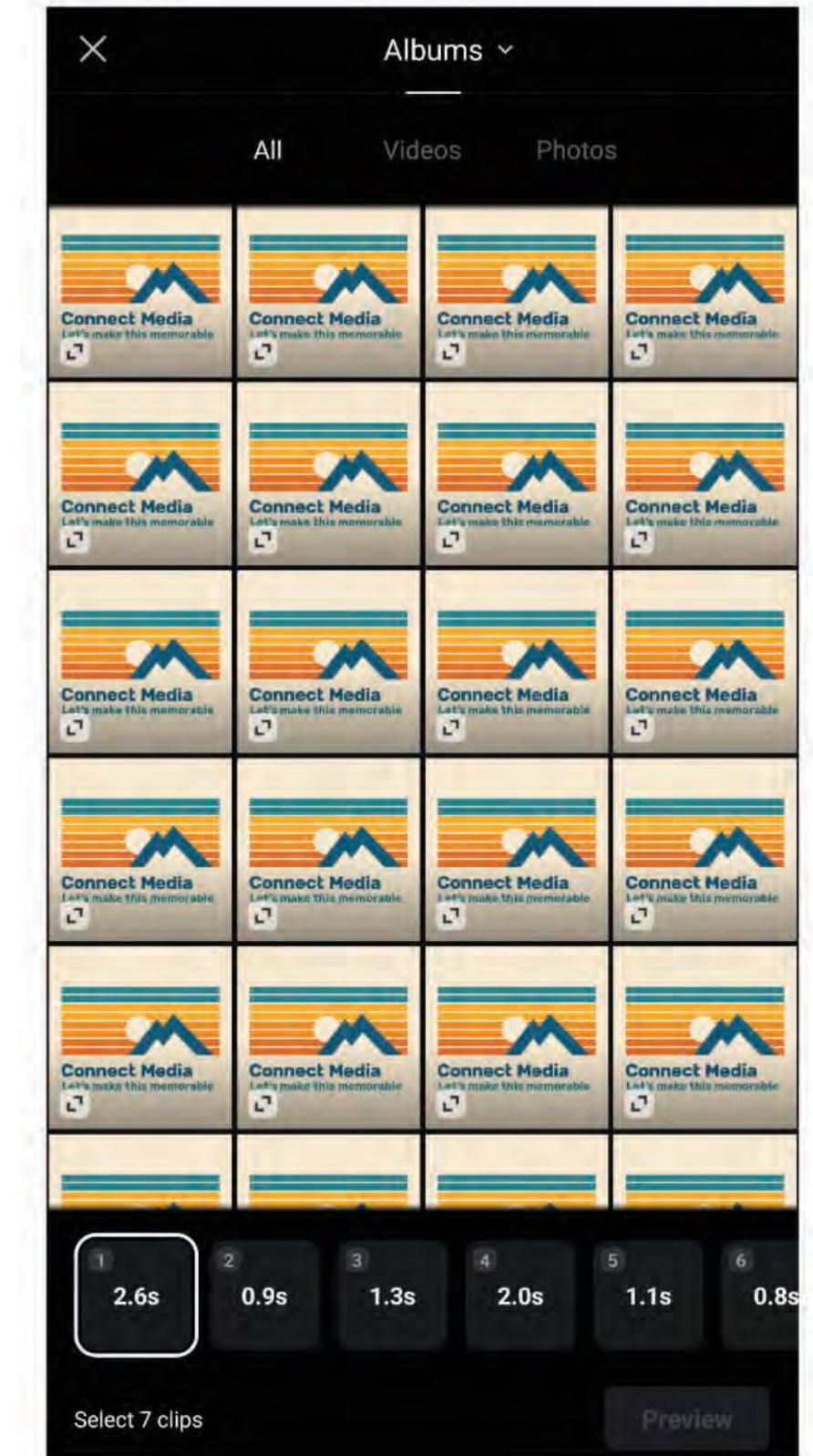
Where to find templates

- Instagram
- CapCut
- CapCut templates can also be found through trending TikTok content

CapCut



Instagram



Editing Your Videos

Audio Tips

Should Visuals Switch On or Off Beat?

Option 1 - On beat switches

Pros: Gives your video a distinct rhythm
Gives impression of higher production value

Cons: Switches need to be very precise for flow

Option 2 - Off beat switches

Pros: Easier to edit your videos

Cons: Impression of production value can be lower

Other Audio Tips

- Templates make on beat visual switches easy How
- to make on beat switches manually
 - Mark beat switches on your video editor's timeline as you play the audio
 - Line up video to marks
 - Double and triple check that audio lines up perfectly
- Don't let your added sound overpower important audio

Editing Your Videos

Working with Overlays

Tools for Overlays

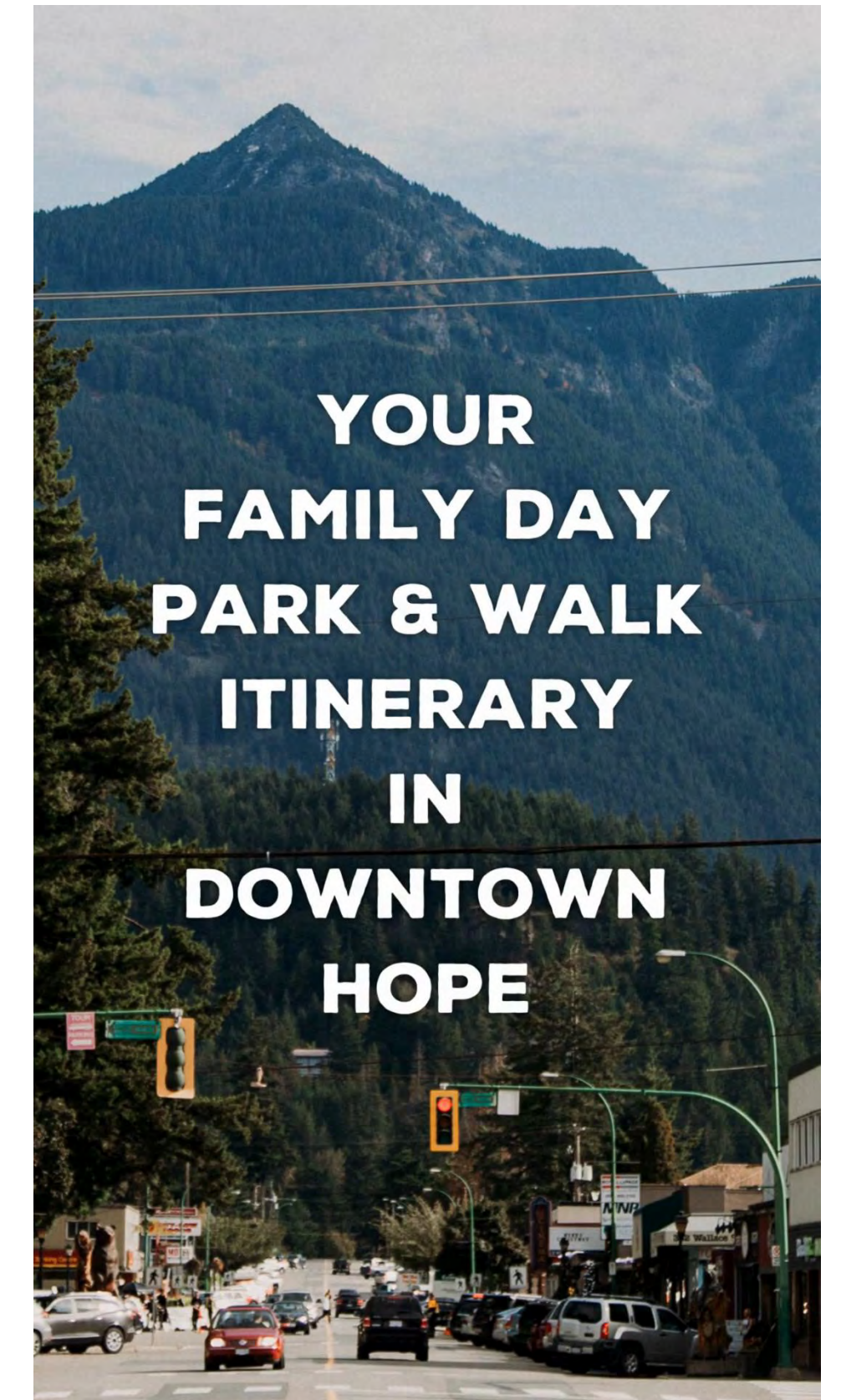
- Canva
- CapCut

Text Overlays

- Follow wording best practices
- Align properly
- Be careful of borders
- Consider font sizes (consistency is key)

Branding

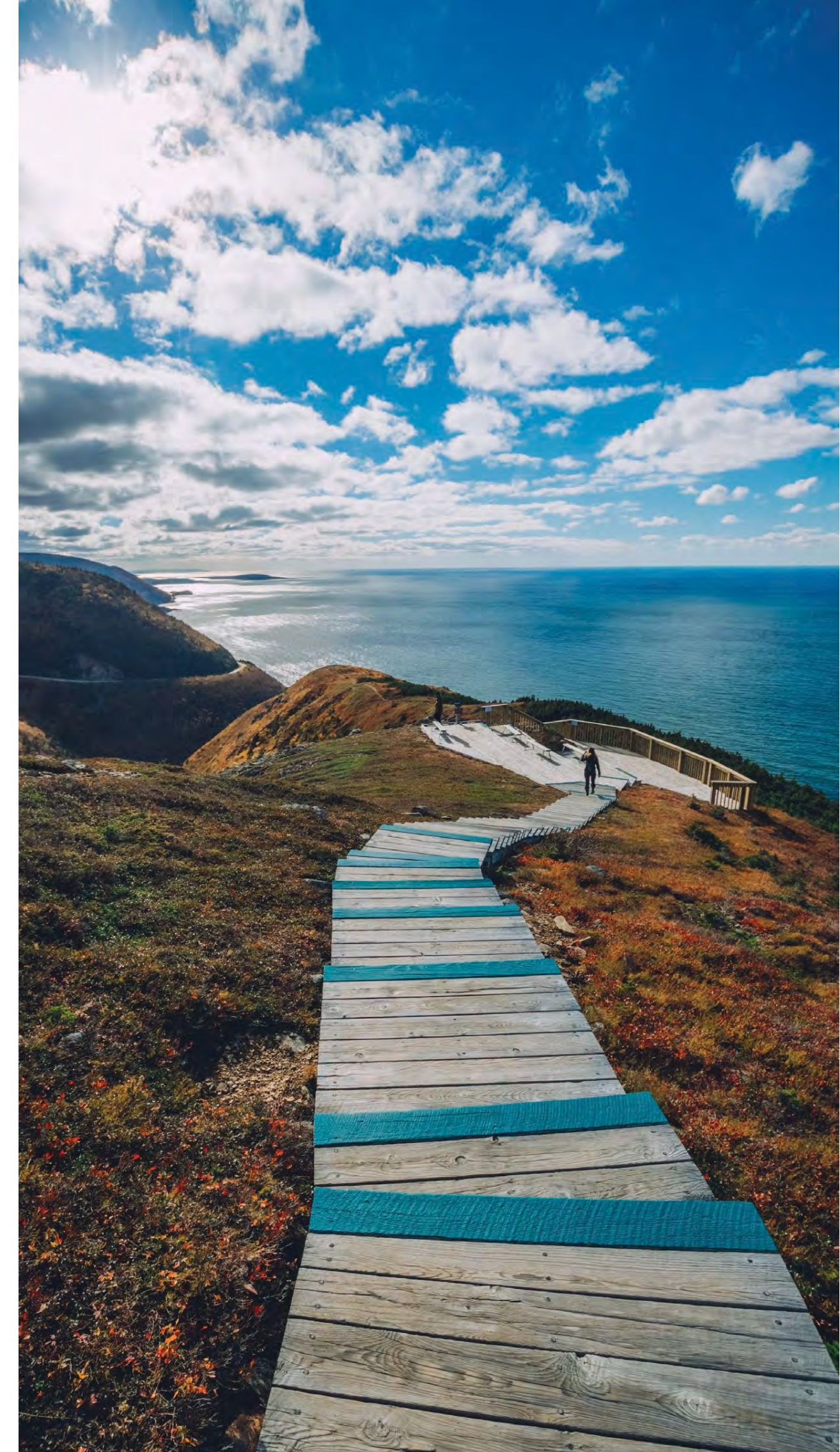
- Canva allows the use of your brand colours, font, logos, and graphics
- Follow best practices



Editing Your Videos

Other Considerations

- Timing, pace & tempo
- Editing movements
- Let the video lead your eyes naturally through each clip
- Engage the eyes and the mind





Audience attentions spans are shorter than ever.

Choosing Music

Harnessing the Power of Music

Option 1 - Trending music/audio

Pros: Favoured by the algorithm
Familiar with your audience

Cons: Video content should match the trend
Limiting for ads

Option 2 - Copyright free music

Pros: Massive variety of options
Can match your video content best
Good for ads

Cons: No algorithmic boost Unfamiliar
with your audience

Useful Resources

Trending audio suggestions on socials

- Check out audio suggestions when creating Search
- “trending audio” in app

Follow accounts like

- Orgs that match your content strategy Influencers
- that match your content strategy Competitors
- Partners
-

Video Content Distribution



Tips for Building Audience Engagement

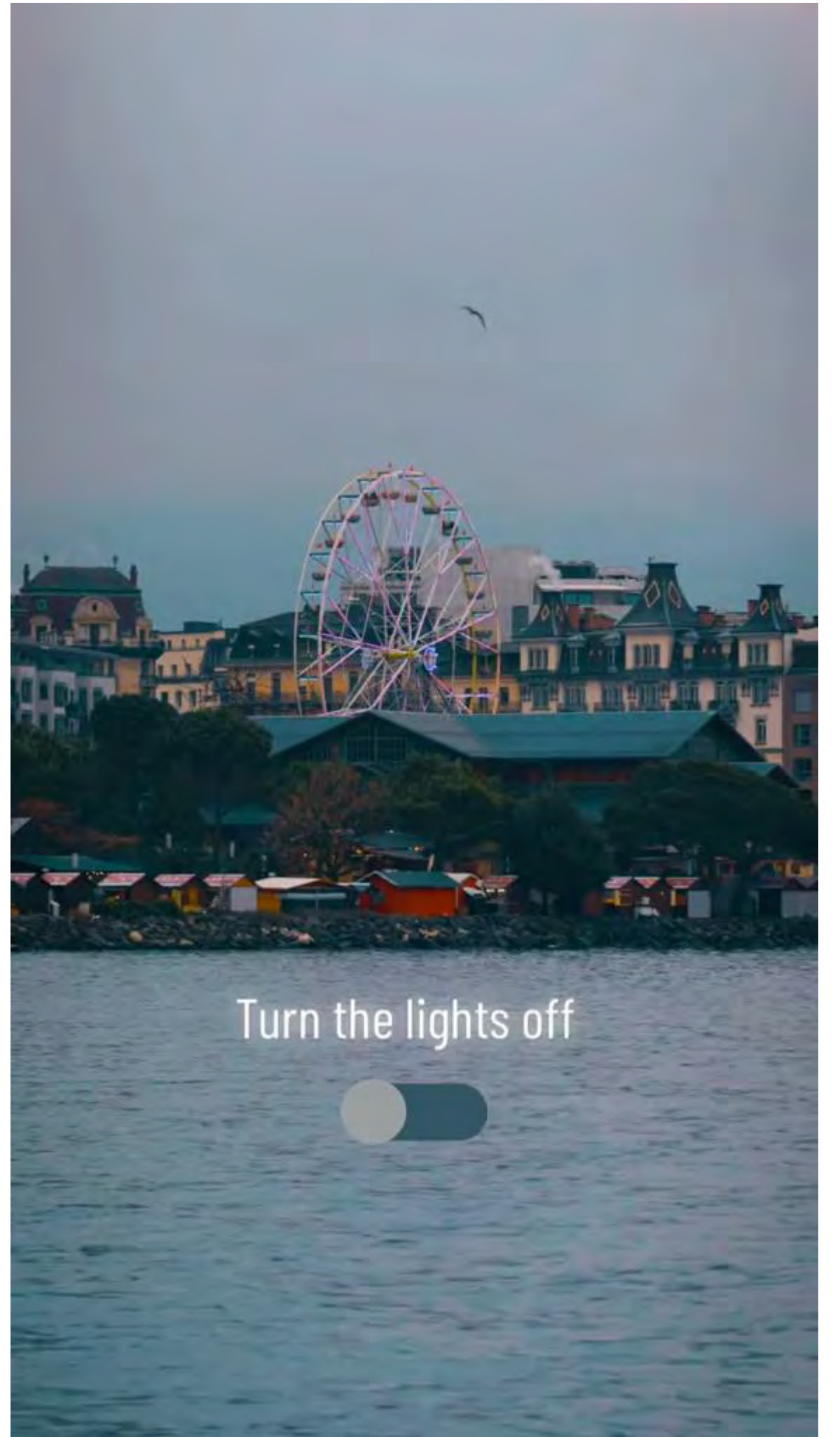
Other Considerations

- Engaging with every comment
- Encouraging people to engage with you on your videos
- Engage with others in the tourism industry, media, community
- Make videos that spike curiosity
- Get people talking, ask questions like "Pepsi Vs Coke?"
- Be playfully controversial
- Orchestrate a rivalry (sign wars)





**Pause to
Choose
Your
Valentine's
Date
Activity**



Turn the lights off



Thank you!

Q&A...

teamc.media @teamcmedia



**Let's make
this memorable.**



UPCOMING WEBINARS

- **Thursday, October 5 at 10:00 am** – *Better Marketing Content with Audience Research*. Presented by Alison Knott (Allison K Consulting).
- **Thursday, October 12 at 10:00 am** – *Digital Marketing Tree (Workshop 1)*. Presented by Liam Tayler (SME Solutions).
- **Thursday, October 19 at 10:00 am** – *Digital Marketing Tree (Workshop 2)*. Presented by Liam Tayler (SME Solutions).
- **Thursday, October 26 at 10:00 am** – *Digital Marketing Tree (Workshop 3)*. Presented by Liam Tayler (SME Solutions).



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

TDAP - Communities

- Work with a qualified digital expert to help communities bridge the digital gap and improve their online marketing and services to attract visitors and encourage spending.
- Municipalities, regional marketing organizations and community tourism organizations may be eligible for up to **\$15,000** in services.

Apply today! Application deadline is September 14 at 4:00 pm.

<https://tourismns.ca/tourism-digital-assistance-program-communities>

EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>

