

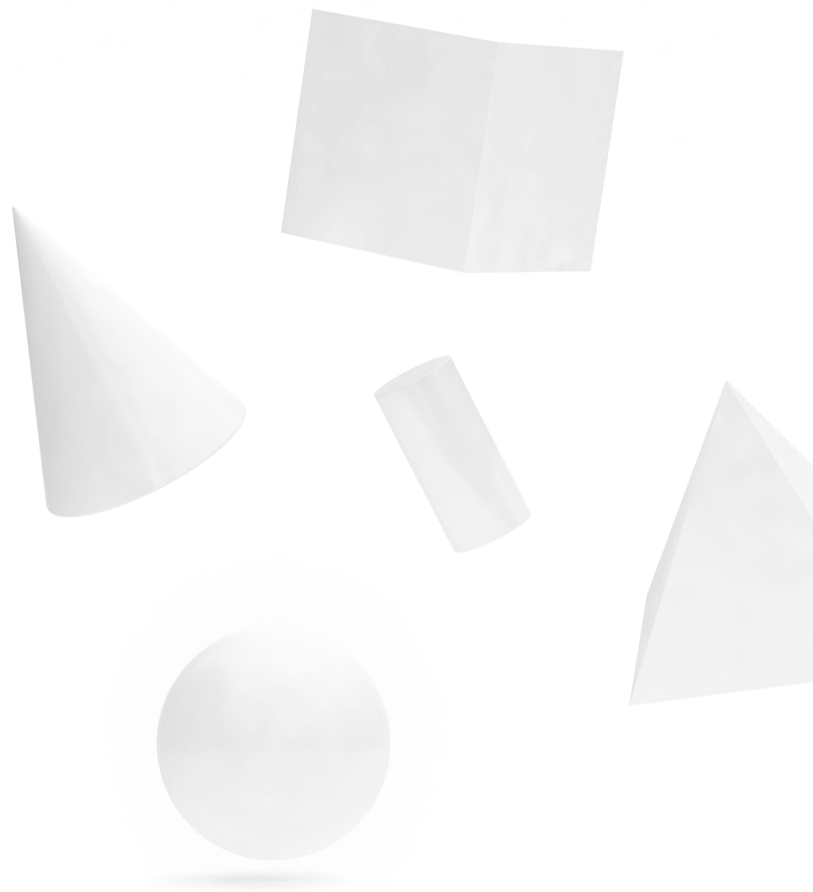


# **The Definitive Guide to Building a Content Machine Inside Your Business**



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Every company has to be a media company. Creative content is the way you build awareness, brand loyalty, and create authority in your market. It's not easy; lights, camera, writing scripts, actually getting in front of the camera and speaking or teaching, we get it.

That's why we wanted to break down the best possible way to create content for your business.

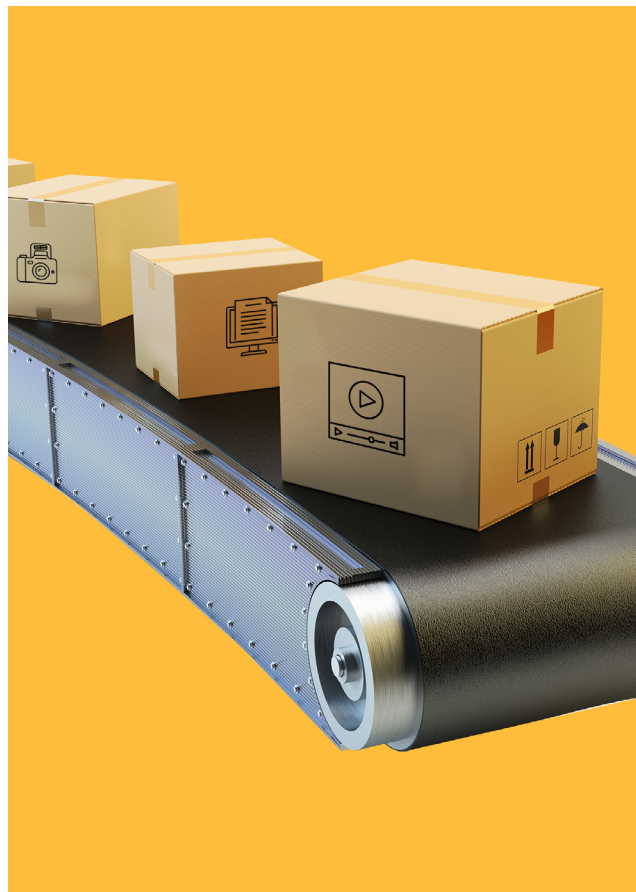
**It's easy.**

**It's adaptable.**

**It's repeatable.**

## Let's dig in!

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**You need to be making videos. Period.** YouTube is the second-largest search engine in the world and video traffic accounts for nearly **69% of all web traffic** in the entire world. People are watching more videos than ever. Just over **70% of customers** would rather learn about products and services via video than via other mediums.

What can we say? People love video and they are watching them mostly on their mobile devices and mostly on social media, which means they are also able to share them in just a click or two. In fact, **75% of all video plays are on mobile devices**, and of that 75%, **92% of the viewers will share** that video with someone else.

If for some reason you are still doubting the power of video, let's discuss two more absolutely critical statistics. Adding a video to your landing page can **boost your conversion rate by 80%** or more. That boost is probably due to the fact that **viewers retain 85% more of your message** when they view it via video than when they read

it via text. That's right if you deliver your message in a video and your audience watches that video they retain **95% of it**, compared to only 10% of it when read.

Now that we've convinced you to root for team video, let's break down how to make videos that work for you and lead to more than just views.

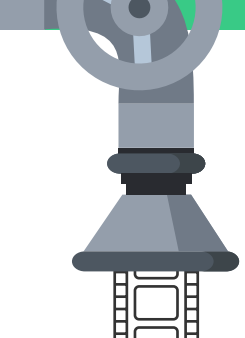
# Building a Video Machine

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**You spend an hour recording one video. Now what?**

Well you need to get that video edited first, assuming you're not a one-take wonder, you'll want to trim out the bloopers (maybe even save them for comedic use later or another video) and then once you have your video trimmed it's time to put that video into your new content machine.



**First**, send that video to rev.com and get a transcript and caption file. We love rev.com and have used them for a lot of content inside Design Pickle. They're fast and accurate.

You'll want a transcript *and* a caption file, **85% of Facebook videos are watched without sound**, if your audience can't see the sounds, you'll lose them.

Next, you'll want to take the transcript and turn it into a blog post. Usually not a ton of copywriting is needed here, just clean it up and fix some of the spoken grammar.

From that blog post you'll want to highlight your favorite quotes. Then send that highlighted document to your Design Pickle designer, and get some quote cards made!

While you're in there you'll also want to make sure you write up a quick summary (pull your favorite bullet points from the transcript) and then save that for when you publish the video.

Now you'll want to edit out some social clips, think of these like video quote cards. The highlights of your video, short and easily digestible. The best social clips will make someone want to watch the full video but still provide value on their own.

Have you ever wanted to have your own podcast? Well congratulations, now you do! Render out just the audio and add some musical bumpers (maybe one of those bloopers or social clip sound bites) to the beginning and now you have a podcast too!

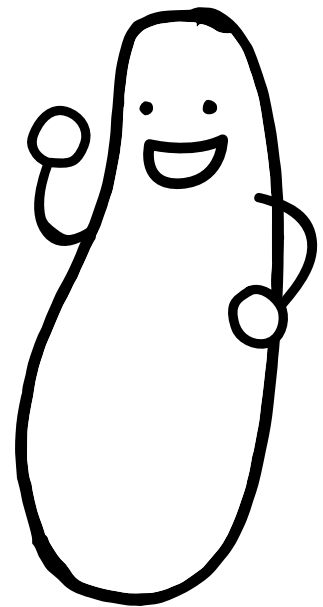
## Ready to publish?

Let's recap. From one, single video, you now have:

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- ▶ A full video
- ▶ Multiple social clips
- ▶ A podcast
- ▶ A blog post
- ▶ Quote cards for social media

Oh, and you still have the summary and you may even want to do a newsletter version of the transcript. See what we mean? **Nearly endless amounts of content can be created from one video.**



# What if I don't know what to make a video about?

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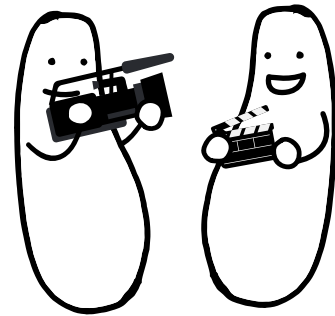
There are a lot of different styles and formats of videos you can create. Ask yourself what your audience will want to know about your business, your niche, or the problem you solve and outline your answer in a video script.



## Some types of videos to consider for your business include:

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- ▶ Explainers
- ▶ Presentations
- ▶ Vlogs
- ▶ Tutorials
- ▶ Webinars
- ▶ Ads
- ▶ Customer Testimonials
- ▶ Interviews
- ▶ Live Stream Shows
- ▶ Product Videos
- ▶ Live videos
- ▶ BTS videos



## Don't do it **alone!**

Even though this is simple, it is still time-consuming, if you're busy running your business then you may consider hiring someone to be your videographer and editor. Look into local community colleges, arts schools, state universities, or other facilities that have film, media, or marketing programs and see if you can hire someone. Even if it's just 1-2 days a week they will be able to help you get this machine built and rolling.

# Make a list and check it twice

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You can easily make a process sheet for each video you create. For example, break it down by the content stream.





If you made this checklist in Asana or another project management app then your editor or videographer would just move down the list and push out all of the assets for you. You could do the same for publication, like this:

Summary → Facebook → YouTube → Instagram

Podcast → iTunes → Spotify

Blog Post → Your Website → Medium

Social Clips → Facebook → Instagram → Twitter

Quote Cards → Instagram → Facebook → Twitter → Blog Post Graphics

One video is a proverbial army of content waiting to be unleashed. So what're you waiting for? Take a day, plan out some videos, film them, get them in the hands of someone filmicly creative and start your content machine! And for every video thumbnail, Instagram quote card, blog post image, and podcast cover **Design Pickle** has your back.

You have the system. You have the tools. Now you just have to create.