

TA Vendor Video Planning Guide



Dear Valued Vendor:

Telecom Association (“TA”) is happy to work with you to produce the different types of web video that our 3,200 members just can’t seem to get enough of. With just a little bit of preplanning, TA can help you produce video that will make your competitive advantages “jump off the page”.

Types of Video

Following are examples of the different types of video we can produce. To see examples go to www.TAvendor.com & click on the vendor video guide link.

1. Booth/Elevator Pitch

This video is exactly what it sounds like – it’s the answer to the question, “What do you do?” TA has been recording these for several years at vendor’s trade show booths. They last anywhere from 20 seconds to 10 minutes. The content of an elevator pitch is a general overview of the company and the competitive advantages. This video has a long “shelf life” can be used repeatedly on different web pages.

2. Event/Promo Support

This is a short-lived video that supports a short event or promotion. As the video is short lived and might only be viewed once or twice it’s best to make it “flashy” to stick out and draw attention – think “Memorial Day Car Sale” with the announcers in swim suits.

3. Competitive Advantage

This is an important video in that it highlights a unique competitive advantage and why an agent or customer would do business with you. You want to produce a separate short video (30-seconds to 3-minutes) to highlight each competitive advantage. The subject in the video should be a person who “delivers the pitch” very well – usually a sales person or product manager.

If you only do one sort of video you should do this sort. The video should start with a strong (borderline outrageous) “video headline” like “Our MPLS Network is the Lowest Priced – Guaranteed!” The video headline is followed by the introduction of the speaker, a restatement of the headline and then verbal support of the headline such as, “Hi, I’m John Doe, Senior Product Manager. The reason our MPLS network is the lowest price guaranteed is ...”

This video closes with a call to action like, “For a no-obligation demonstration of our service please contact your authorized agent or _____.”

4. Video Bio

Customers and prospects like to do business with people who seem honest, knowledgeable and approachable. A video bio is no more than your key customer facing people giving a 30-second introduction to themselves like, “Hi. I’m John Doe, Vice-president of Customer service. I’ve been with ABC Telecom for just 6-months but I’ve been in the industry for over 15 years. I specialize in solving customer problems and I look forward to personally helping you whenever you need help!”

5. Seminar

This is the second most important type of video to capture (after the competitive advantage type) because it captures your content experts giving their best presentations. To create this video TA simply puts a microphone on your best seminar presenters and videotapes them giving their Power Point presentations. If you spend big bucks flying your best people around to give presentations to small audiences, spend little bucks videotaping the same presentations for the biggest audiences – those qualified prospects that can't or won't sit for an in person presentation (or who want to be able to "see it again").

6. Screen Video

This video simply records the sound and video of a computer screen presentation of your software or web site. It's a high quality replication and you do not need to "pay per minute" to play the recording. (TA does not do this video when we come to your location. We must be in our office with you in your office.)

7. Executive Documentary

We do this sort of "PBS documentary" when we need to record people or executive who are very camera shy or are simply unable to memorize a script or pitch. With this video format the TA cameraperson literally interviews the subject who is looking "off-camera" while conversationally stating and then answering preprinted questions.

Planning Tips

It's better to be under planned than over planned as everything that must be organized to do a good video shoot can be quickly pulled together. That being said, the video shoot will go about five times faster if you consider and/or do the following.

1. List the specific videos you want

TA wants to capture as much video as you will allow but at the very least a booth pitch, multiple competitive advantage pitches & a video bio of every one who sits for any video. We put the videos on TA web pages in small a 1.6 inch x1.2 inch rectangle surrounded by text, pictures, hyperlinks and other videos. The video is not really a standalone piece itself but a piece of media that supports other content on the page. The video simply gets the web page viewer to stay on the page longer and absorb the content or click on a link.

When deciding what videos you want (above the one's TA wants) simply think about your existing or conceived web pages you want the videos on and what the video script would be to support the other content on that page. When deciding, also consider the fact that you can create videos that your agents can use on their marketing web pages.

2. Speak to the "end-user"

When considering or writing your video scripts, direct the language to the end-user of the service or benefit. If discussing your agent portal then certainly you'll want to "speak to the agent". When discussing a PRI or MPLS service though, speak to the business decision maker directly. When you do this the agent can then take the video and put it on their web site and/or email the video link of your "perfect end-user presentation" to the end-user.

3. Type out the scripts

Talking straight into a camera is quite different from talking on the phone. Few of even the best salespeople can “do their pitch” on camera in just a couple takes. Typing out the exact video script work for word cuts the time we’ll need for doing this by at least one third.

4. Practice the video script out loud (at least 10 times)

Looking into a camera lens makes the tongue very clumsy. The only cure for this is to practice the script aloud, at least 10 or more times. Doing it while looking into a mirror is even better yet. Practicing aloud will cut the time it takes to record these videos by another third.

5. Tape the script to the camera

That’s what most everyone does – and it works great.

6. Bright & Quiet

Unless you want the video shot “on location” (like in front of a busy call center, etc.), it’s best to select a place that’s semi-quiet and bright but without direct sunlight.

7. Ask for what you want

We know what TA wants – competitive advantage & bio videos – but be sure and ask for what you want if you have something in mind.

Questions?

Call me at 951-245-6877 or email Dan@TelecomAssociation.com.

Sincerely,



Dan Baldwin
Founder (and videographer)