



The Beginner's Guide To Vlogging

From Initial Idea To Publishing and
Distribution

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“People do not buy goods and services. They buy relations, stories and magic.” Seth Godin



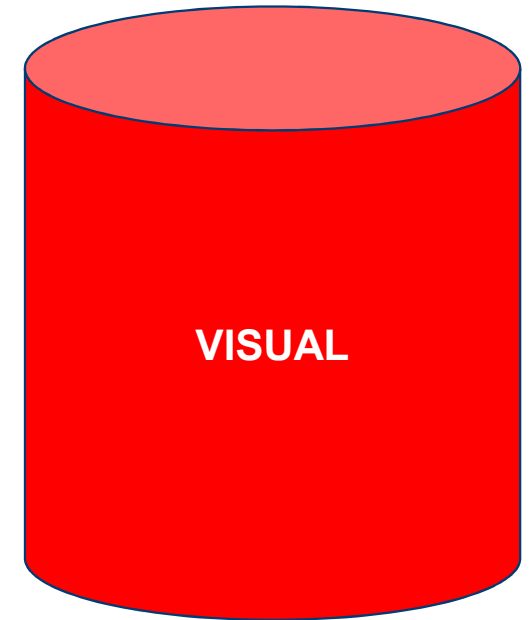
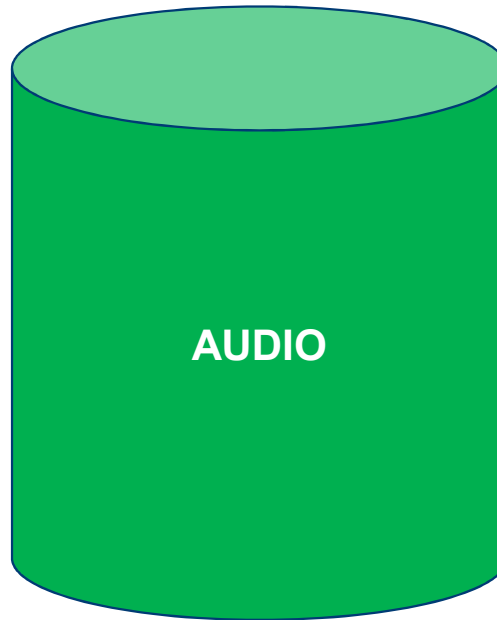


**Brand Storytelling is
all about adding value**



THE THREE PILLARS OF CONTENT

Everything comes back to this





What is your Vlog's Purpose?

The Theme/The Hook

The Problem You Are Solving

Are You Asking A Question or Providing an Answer?

Is There A Call To Action?

Who Is This For and Why Would They Find It Useful?



Why Vlogging?

Creating “Pillar Content”

Sharing Knowledge

Brand Awareness

You Control The Narrative

Building Trust

Video Content Gets Most Engagement

What is your Job?



ENTERTAIN



EDUCATE



INSPIRE



DIFFERENT KINDS OF VLOGS

DIARY FORM

BEHIND THE SCENES

“HOW TO” INSTRUCTIONAL GUIDES

INSPIRATIONAL/MOTIVATIONAL CONTENT

KNOWLEDGE BASE

DOCUMENT DON'T CREATE



Gary Vaynerchuk
CEO of Vayner Media

In very simple terms, “documenting” versus “creating” is what The Real World and the Kardashians is to Star Wars and Friends. And don’t get confused—just because you’re “documenting” doesn’t mean you’re not creating content. It’s just a version of creating that is predicated more on practicality instead of having to think of stories or fantasy —something that’s very hard for most people (including myself).

KING KONG

THE GARY VEE CONTENT MODEL

THE CONTENT PYRAMID

DOCUMENT PILLAR CONTENT

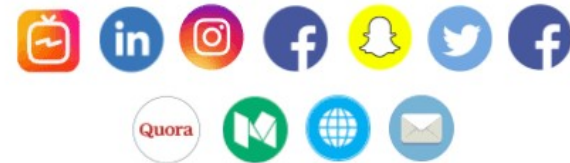
One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)

REPURPOSE INTO
MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

DISTRIBUTE
ACROSS
SOCIAL
MEDIA

Distribute all content on relevant social platforms



WHAT PLATFORMS ARE BEST TO VLOG?

1. YOU TUBE
2. FACEBOOK/FACEBOOK LIVE
3. INSTAGRAM AND INSTA LIVE (IGTV)
4. TWITCH IRL
5. FLICKR (90 SECS VIDEO)
6. DAILY MOTION (HIGH QUALITY)
7. VIMEO (MORE PRO)
8. D TUBE (BLOCKCHAIN)
9. PATREON
10. VIDDLER
11. VEOH-(VLOG SERIES)

TOP 10 TIPS FOR GETTING STARTED

1. FOLLOW YOUR PASSION
2. FOCUS ON A NICHE
3. CREATE FOR YOUR AUDIENCE
4. BE CONSISTENT
5. ADD THEMATIC CONTENT
6. ASK FOR FEEDBACK
7. STAY ON TREND
8. DON'T TRY TO GAME THE SYSTEM JUST FOCUS ON GREAT CONTENT
9. UPGRADE WHEN YOU CAN
10. TELL STORIES



TOP TIPS FOR BEING ON CAMERA

- **MAKE AN IMPACT IN THE FIRST 15 SECONDS**
- **BE YOURSELF DON'T COPY**
- **JUST CHAT BE FRIENDLY**
- **LOOK AT THE LENS NOT THE SCREEN!**

BUILDING AN AUDIENCE

- COMMENT ON OTHER VLOGS/BLOGS
- LEVERAGE SOCIAL MEDIA
- COLLABORATE ON YOUTUBE
- PATIENCE
- BUILD YOUR BRAND
- CUSTOMIZE YOUR YOUTUBE PROFILE
- ATTRACTIVE TITLES/THUMBNAILS
- ASK FOR FEEDBACK
- USE ALL PILLARS OF CONTENT
- YOUTUBE FAN FINDER
- CALL TO ACTION-LIKE/SUBSCRIBE,ETC.
- KEEP TESTING

SOME USEFUL STARTER KIT

- A LAVALIER LAPEL MIC FOR YOUR PHONE
- A PHONE STAND
- A LED RING LIGHT...
- HD 1080/4K CAMERA OVER £100
- AN ATTRACTIVE OR APPROPRIATE BACKDROP /LOGO
- USE A VIDEO EDITING APP LIKE “IN-SHOT” OR “CLIPS”

TOP 10 “FREE” PROGRAMS/APPS FOR VLOGGING

1. IN SHOT
2. CLIPS
3. I-MOVIE
4. ADOBE PREMIERE RUSH
5. VIDEOPAD
6. HIT FILM EXPRESS
7. BLENDER
8. OPENSHOT
9. DA VINCI RESOLVE
10. FILMORA



Q & A

Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to support both people planning on setting up their own business and existing companies within East Dunbartonshire
- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser