



5 EASY WAYS TO LAND MORE VIDEO PRODUCTION CLIENTS

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BEFORE YOU DIVE IN

On the internet today, getting information is likened to drinking from a fire hose—there is so much available that it's impossible to consume it all. When you do online research related to a popular topic such as marketing, you'll likely feel overwhelmed by the diversity and volume of conflicting information available. For example, some marketing experts are strong proponents of SEO, others are completely sold on the power of Facebook and Facebook ads, yet others believe Youtube is the #1 platform for organic marketing; and still others believe the best marketing tool has been and still is email.

So what should you do? Well, the purpose of this guide is to help you develop focus as you cut through the chaos and establish your own marketing fundamentals upon which you can build. This is not a strategy guide, as strategies change, but fundamentals do not change. Understand you'll have to make a choice. Your choice will be based on your goals, preferences, and resources. If you have a team of marketers available to you, then possibly you can have the best of all worlds. If not, you'll have to prioritize.

1

UPDATE YOUR WEBSITE

Make it simple, lightweight, beautiful, user friendly, mobile friendly, keep your information updated, and make sure you monitor it regularly so if it breaks you can have it fixed promptly. Make sure your demo-reel is accessible via your website, as well as clips from a catalogue of projects you've worked on in the past. Why the emphasis on your website? Often, [websites are the first stop for people looking to hire production talent](#). Additionally, it's the only piece of online real estate you really own and can control. All the content you upload on social media platforms really helps to build up those platforms. As we know, social media platforms can come and go, or a change in policy can severely impact the effectiveness your reach or engagement. Don't ignore social media—it's a great avenue to maximize your personal or business brand exposure, create connections, and grow a following; but always think long-term, and think 'what-if'.

2

LEVERAGE SOCIAL MEDIA TRAFFIC

As you build out your social media presence, leverage it to drive traffic back to your website. Don't use social media in isolation from the rest of your online identity. Remember, the goal is to grow the popularity and reach of your brand by creating and nurturing connections on social media, but to really help your followers get to know more about you, send them back to your website where they can see more of your work, understand your style, and learn about the kind of projects you enjoy working on. So for example, instead of uploading an entire short-form video, or an extended demo on your social media account, upload a shortened teaser and link back to the full version on your website. Obviously this will not work for everyone, but those who are most intrigued by your work will take the time to learn more about you, and this of course includes persons who are looking to make a potential hire. Sending more traffic to your website also helps it rise in importance in the eyes of Google, improving its overall performance in the search results.

3

POST ON YOUTUBE

If you have a demo-reel on Vimeo—great, but Youtube is important too. In fact I would argue that having your demo-reel on Youtube is even more important. Why? Because a search optimized video on youtube is visible not only on Youtube itself, but also in Google's organic search results. This means that by uploading and optimizing your video for search, you can also leverage it to send traffic back to your website. Considering that currently it's easier to rank quickly on Youtube—unlike Google, and high ranking videos on Youtube are given prime placement in Google's organic search results, this is brilliant way to improve your site's visibility by driving more targeted traffic it, [as video drives a 157% increase in organic traffic from Search Engine Results Pages](#). So, the lesson here, put your demo-reel on Vimeo, put it on your website, and put it on Youtube.

4

BE PERSONAL WITH
YOUR AUDIENCE

Your demo-reel is great, but humans crave personal engagement. What does this mean? People want to know who is behind the camera. Now, I know you may be thinking “I’m not comfortable in front of the camera”; probably it’s not your forte, or you simply dislike it—that’s fine. It’s actually far simpler to pull off than you may think. Consider having a friend shadow you while you work on a set, or as you get on with your normal life on a typical day, or even go somewhere interesting for the first time and just enjoy the moments as you take it all in. You’ll only need to make eye contact with the camera for a few seconds—and you won’t need to say anything. Apart from those few seconds, as far as you’re concerned, the camera isn’t even there. Now you can edit all this footage into something you like—the only catch is, for authenticity, you’ll need to narrate the whole thing. A personal video like this should be around [2 minutes or less](#) (no hard and fast rules). Put it on your website and on Youtube. Now you’ve differentiated yourself from most other video producers and DP’s.

5

UTILIZE THE POWER OF PRESS RELEASES

One of the least used, yet very powerful resources to get your brand out into the wild and directly in front of your target market, is using press releases. This may sound strange, and that's why it's so overlooked; yet those who know how, use it effectively to their advantage. While perhaps this is the least sexy of all tips in this guide, it's actually the most powerful. You only need to be creative when identifying newsworthy information you can use to create a press release that will help to place your brand in the spotlight. For example, if there have been interesting developments within your business such as landing a major project, working on a project with a controversial theme, revamping your services, or even a website redesign to showcase your portfolio in a more elaborate way—these are all items that could make newsworthy press releases. Remember the website? Well, while not a necessity, it's best if you have a website should you choose to employ this strategy, as typically people who read about you and want to learn more will head over—you guessed it, to your website.



BONUS

Over the next few days, I'll be sharing additional information with you about:

- Exploiting your Youtube rankings to grab targeted views for an unfair advantage of attracting clients.
- Using press releases to position your brand in front of, and attract the exact clientele you want.

as well as tips for offline activities you can do locally to market your brand and win more business.

Stay pumped!

Kim-Dave