

30 June 2016

Score87.org

Video Marketing Workshop

UCF Building
Daytona State
Campus

Ken English – 386.341.0313 DaytonaBeachVideoMarketing.com

Essential tools

Digital Camera - moderate resolution (1920x1080)

Laptop and/or Desktop Computer

Best Available Internet Connection

Conversion Software: Animoto.com

Useful tools

Graphics Editor: YourZign.com

Screen Capture: Wisdom-Soft.com

Photo Editor: AVS4You.com - cropping

Photo Editor: Irfanview.com - changing resolution & brightness

Trends & Information: SocialMediaExaminer.com

How Many Megapixels do I need?

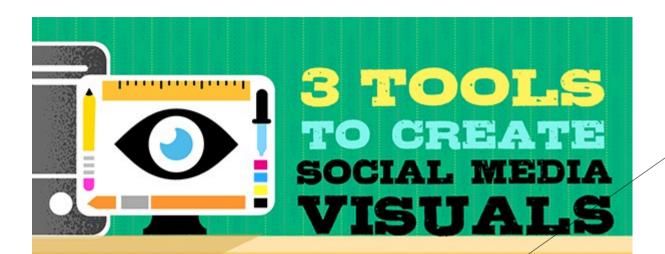
How many megapixels you need depends on the how you are going to use your images. Here are some common uses:

Viewing On	Megapixels Needed
Computer Monitor / Online	1-3 megapixels
6x4 prints	2 megapixels
10x8 inch prints	5 megapixels
14x11 inch prints or larger	7 megapixels

If you only enjoy your photos on your computer screen, or uploading to a photo website to share with friends, you really only need a 1 megapixel camera. That is because your computer monitor is usually about 1000x1000 pixels = 1 megapixel! I'd err on the safe side and use a 3 megapixel camera or higher to enable cropping though, as I discuss below.

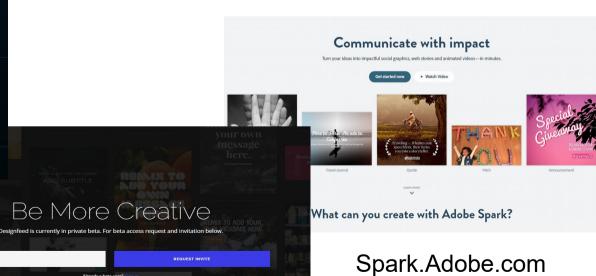
When you print your images, you will need more megapixels. If your megapixel count isn't enough for the size of image you print, your images won't look sharp.

Use the above table as a guide for the number of megapixels you need. Notice how I say "14x11 inch prints or larger" on the last line of the table. You only really **need** a 7 megapixel camera for any prints larger than 14x11. Even huge 30x40 posters. That's because we normally stand further away from larger prints, so we don't notice when they are less sharp!





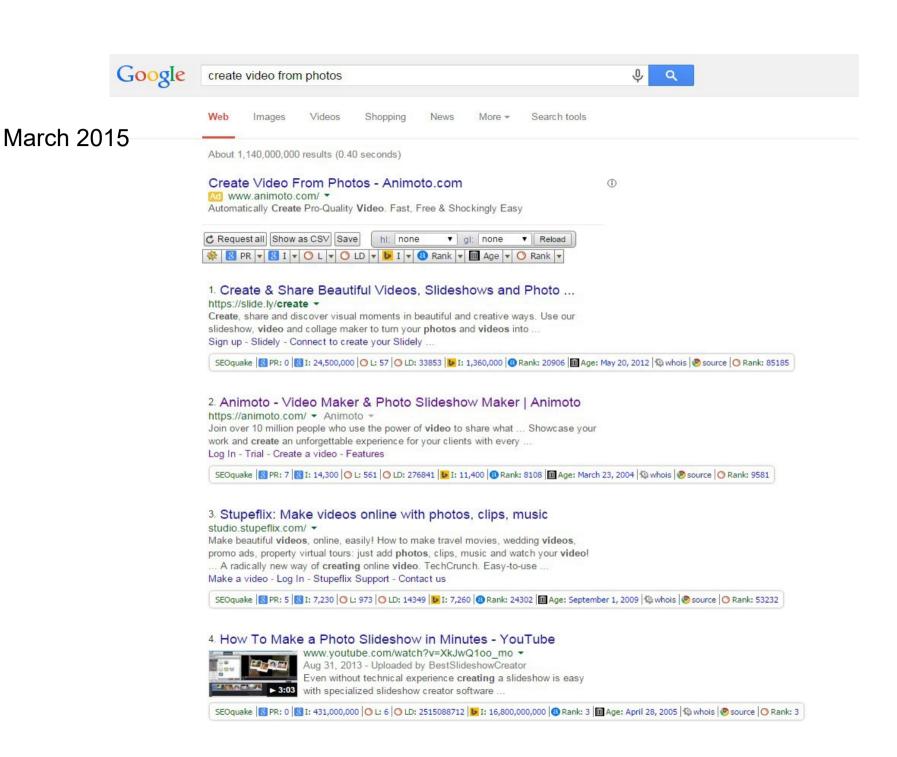
RelayThat.com



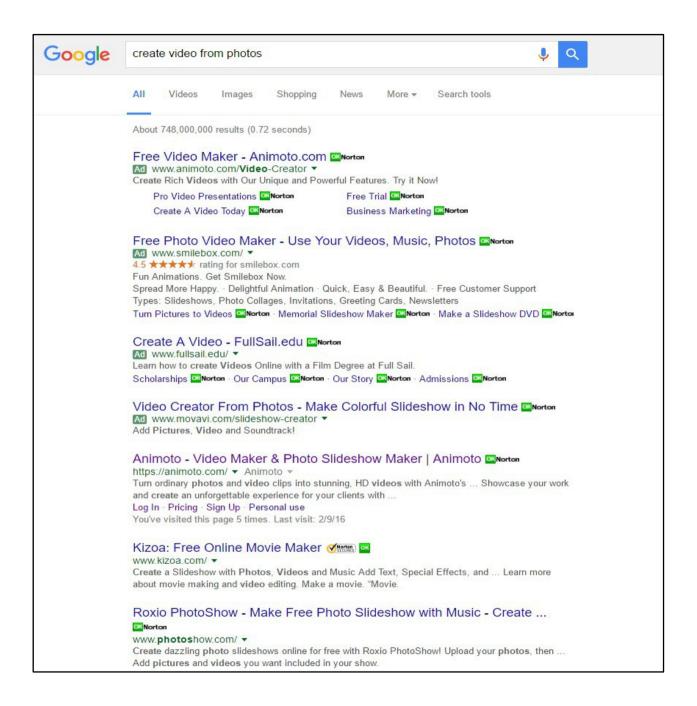
www.SocialMediaExaminer.com

DesignFeed.io

EMAIL ADDRESS



June 2016



News

March 2015

About 1,130 results (0.46 seconds)

Videos

Multi-Channel Marketing - turn.com

Images

Ad pages.turn.com/multichannel *

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Online Video Marketing - reelio.com

Ad www.reelio.com/start-now ▼

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Video Marketing Workshop - the DMA.org

thedma.org/Video-Marketing-Workshop ▼

DMA - Learn From Industry Experts. Interactive Instructor-Led Workshop
About DMA Education - Marketing Courses - Digital Marketing Course



SCORE87 Video Marketing Workshop from Ken English, the ...



www.youtube.com/watch?v=K5pTpNnWtlU
Feb 26, 2015 - Uploaded by Ken English
http://score87.org - I'm Ken English, the MediaMojoguy http://mediamojoguy.com. I'm pleased to be part ...

score87 video marketing workshop - YouTube

www.youtube.com/watch?v=9H-1zQzAX74 ▼

23 hours ago - You need Adobe Flash Player to watch this video. Download it from ... score87 video marketing workshop. Internet Video Marketing Services.

Score87 Video Marketing Workshop @ Daytona State ...



www.youtube.com/watch?v=xKAWebw0mSo Nov 13, 2014 - Uploaded by Ken English http://daytonabeachvideomarketing.com - This is a sample video produced for the SCORE87 Video Marketing ...

score87 Animoto Video Marketing (uploaded 25 March @ 9 ...



www.youtube.com/watch?v=a1werRCyFe0
15 hours ago - Uploaded by Internet Video Marketing Services http://score87.org - Video Marketing Workshop with Ken English, http://daytonabeachvideomarketing.com ...

Ads (i)

Search tools

YouTube Video Marketing

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Marketing Videos from\$499

projects.wooshii.com/ ▼ We are the #1 Video Marketplace. You Pick the Best Seller and Price!

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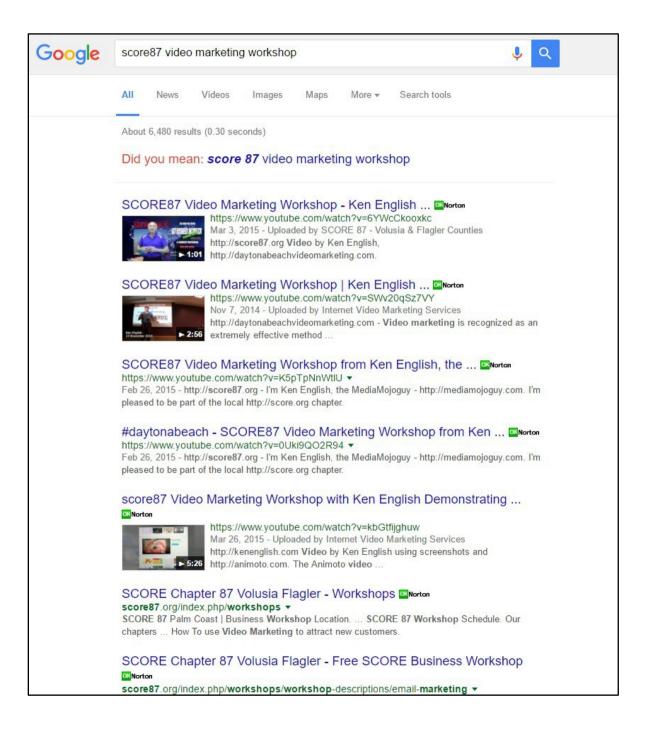
Want Video Marketing?

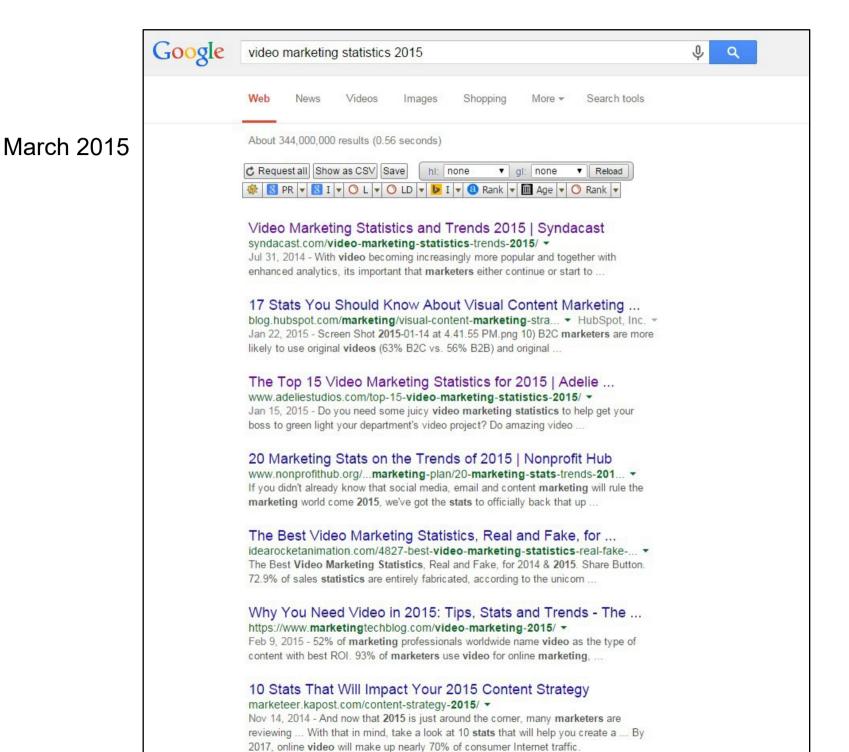
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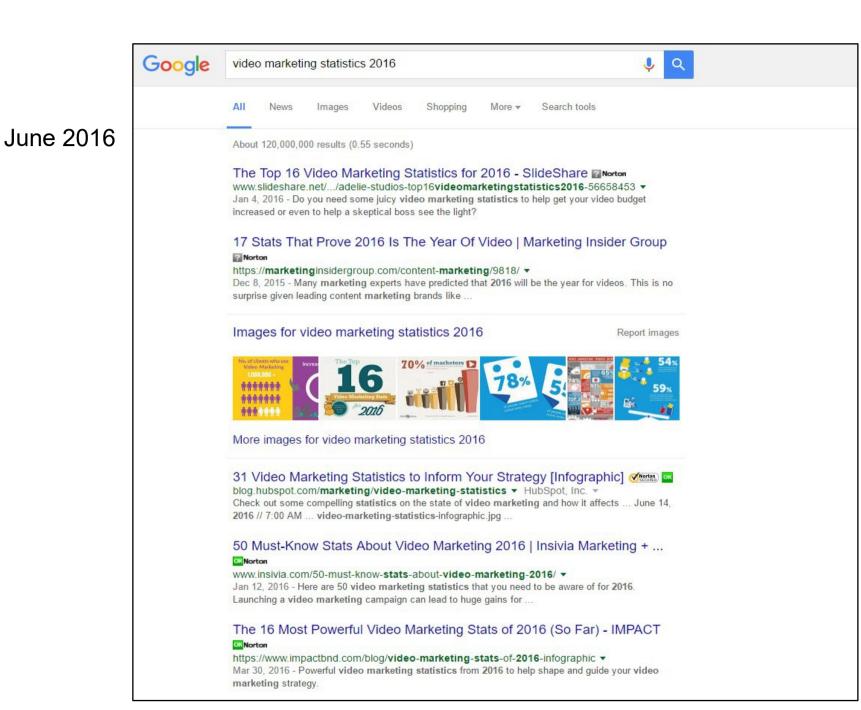
Video Marketing

www.blacktiedigital.com/ ▼
Get What Your Site Has Been Missing

June 2016







VIDEO MARKETING TRENDS 2015

"It is crucial for marketers to start creating and incorporating video as part of their content strategies."



OF ALL INTERNET
TRAFFIC IN 2017
WILL BE VIDEO

74%



B2B AND B2C MARKETERS WORLDWIDE NAME VIDEO AS A

TOP 3

MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTIC



OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH BEST ROL

52%

"Marketers can learn about views, how much content was viewed, in what order and geographical locations"





VIDEOS
APPEAR
TO BE MORE
PROMINENT AS
THEY CONTAIN
AN EYE-CATCHING THUMBNAIL IMAGE
ENCOURAGING
MORE CLICKS





"Video is the preferred communication style for customers. Start converting text-based information into video-based."



65%

OF VIDEO VIEWERS WATCH MORE THAN 3/4 OF A VIDEO



USE VIDEO FOR ONLINE MARKET-ING, SALES OR COMMUNICATION



"Video content can create an entirely new communication to reach new audiences faster." USING THE WORD
"VIDEO" IN EMAIL
SUBJECT LINES
BOOSTS OPEN RATES

19% ctr rates by 65% reduce unsubscribes 26%



V J33

OF TABLET OWNERS WATCH ONE HOUR OF VIDEO PER DAY ON THEIR DEVICE

Mobile video engagement is predicted as one of the top social video trends that will continute to grow in 2015."



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12/08/2014 @ 9:43AM | 17,358 views

5 Online Video Trends To Look For In 2015

+ Comment Now + Follow Comments



GUEST POST WRITTEN BY Erika Trautman CEO of Rapt Media

The online video industry moves quickly. As the year comes to an end, we're already contemplating what's in store for online video in 2015. For marketers and publishers alike, the new year creates a tremendous opportunity to shake off the shackles of everyday execution, start thinking big for 2015, and determine how to deliver a new level of sophistication, user engagement, and results.

From mobile video to marketing automation to digital-first programming, here's how we see today's emerging trends growing into marketing must-haves in 2015.

1. Mobile will matter more than ever

Today, over 20% of video views are happening on mobile devices, and that trend is growing quickly. According to a recent eMarketer study, more than 77% of all tablet users will watch video programming on their devices at least monthly, and that penetration rate will grow to 87% by 2018, totaling 149 million tablet video viewers. To put that into context, more than 70% of all digital video viewers will be watching on a tablet in 2018.



TRENDS IN THE MARKETING MIX

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SOCIAL MEDIA

Social marketing budgets will

double

over the next 5 years.

EVENTS

67% of B2B content marketers consider event marketing the most effective strategy.

EMAIL

Emails with social sharing buttons increase click through rates by

158%



CONTENT

Nearly 50% of companies have content marketing strategies.

SE₀

33% of traffic from Google's organic search results go to the 1st item listed.

PK 73% of reporters think press releases should contain images.

PPC
72% of PPC
marketers plan to increase
PPC budget in 2014.

WHAT TO CONSIDER

for your digital audience



52% of all marketers have found a customer via **Facebook** in 2013.



B2B companies that blog generate 67% more leads than those that don't.



43% of all marketers found a customer via **LinkedIn**.



In 2013, 55% of marketers worldwide increased digital marketing budgets.



Customer testimonials have the highest effectiveness rating for content marketing at **89**%.



Videos on landing pages increase conversions by **86%**.



65% of your audience are visual learners.



Inbound marketing delivers **54% more leads** than traditional outbound marketing.

60,000

Visual data is processed 60,000 times faster by the brain than text.

20 Captivating MARKETING STATISTICS

WHAT TO EXPECT

that will drive 2014



In 2014, marketing teams will spend \$135 billion dollars on new digital marketing collateral.



CMOs think **custom content** is the future of marketing.



Internet advertising will make up nearly 25% of the entire ad market by 2015.

66

Marketers will use dynamic content to deliver highly personalized experiences to the right audience at the right time.

Animoto multa di la constanta di la constanta



Make great videos. Easily.

Join over 10 million people who use the power of video to share what matters most.

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March 2015





How it works







CUSTOMIZE USING PHOTOS, VIDEOS, & TEXT







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Get the full power of Pro, with no credit card required.

(Videos created during trial will be watermarked.)

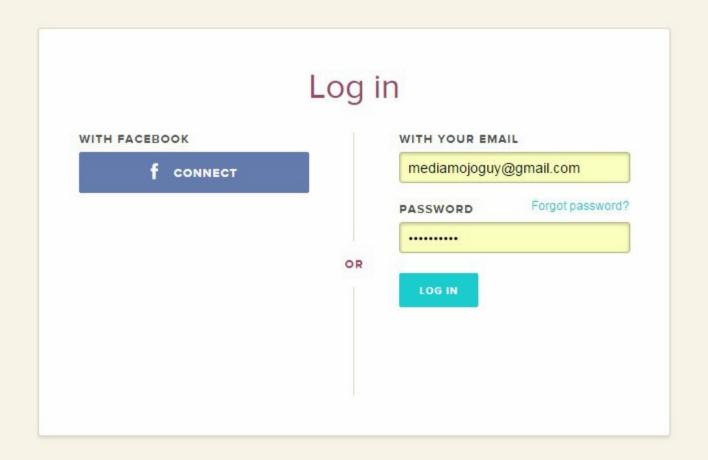
WITH FACEBOOK



Register quickly and easily with your Facebook account. Don't worry, we will never spam your friends or post to your wall without your permission.

e.g. me@domain.com	
FULL NAME	
First Last	
PASSWORD	
CONFIRM PASSWORD	
WHAT CAN WE HELP YOU MAKE VII	DEOS FOR?
WHAT CAN WE HELP TOO MAKE VII	







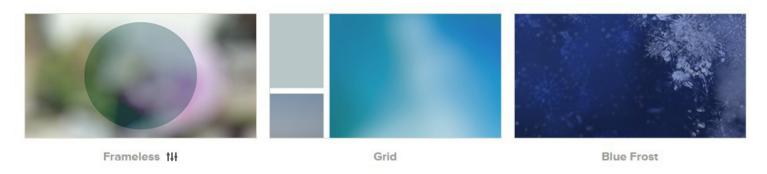




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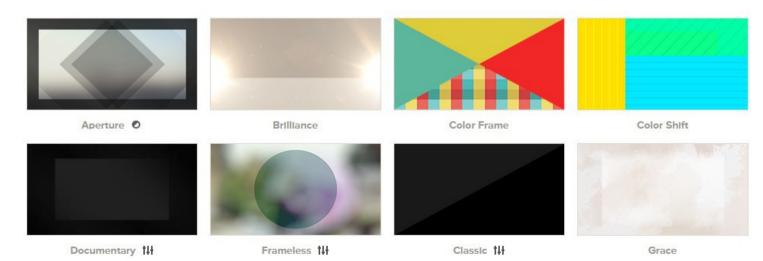
Recommended for Business v

Featured



Browse by category

POPULAR CUSTOMIZABLE EVENTS REAL ESTATE SEASONAL ALL

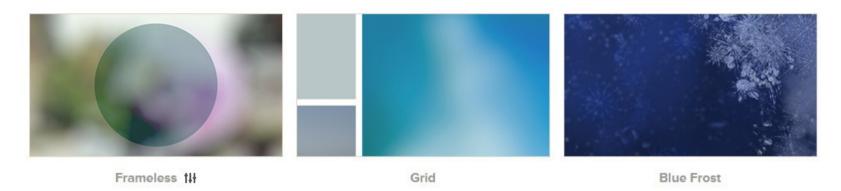




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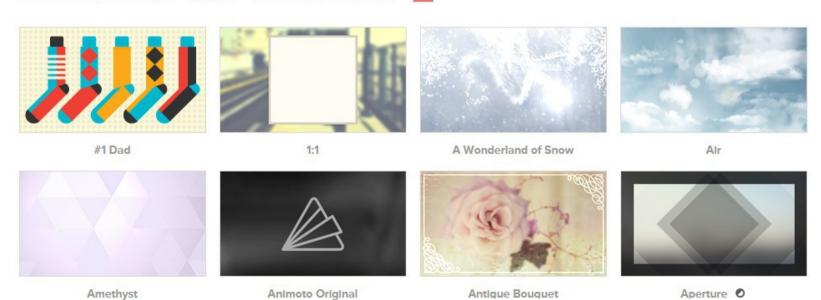
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Featured



Browse by category

POPULAR CUSTOMIZABLE EVENTS REAL ESTATE SEASONAL ALL











Amethyst Animoto Original Antique Bouquet Aperture



Animoto Original

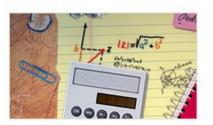
Our original style, this classic is time-tested and user-approved for all occasions.

CREATE VIDEO









Autumn Away We Go

Baby Bellissimo

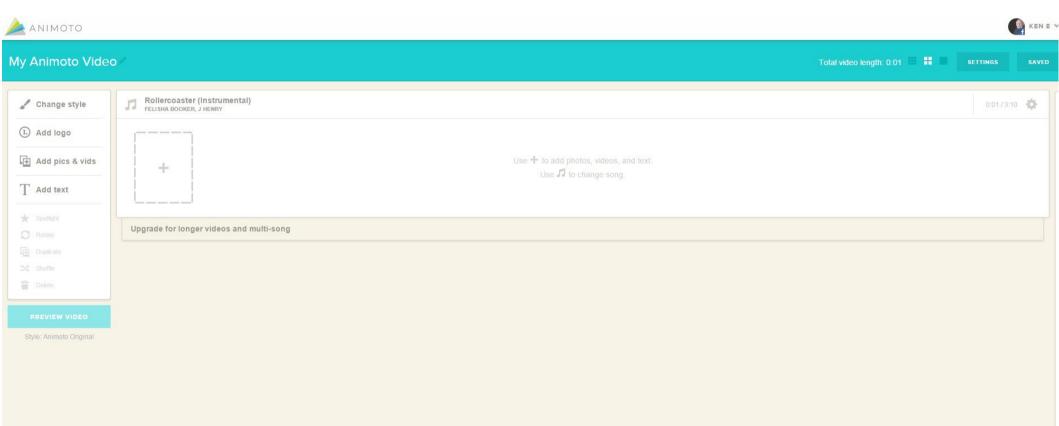
Back to School

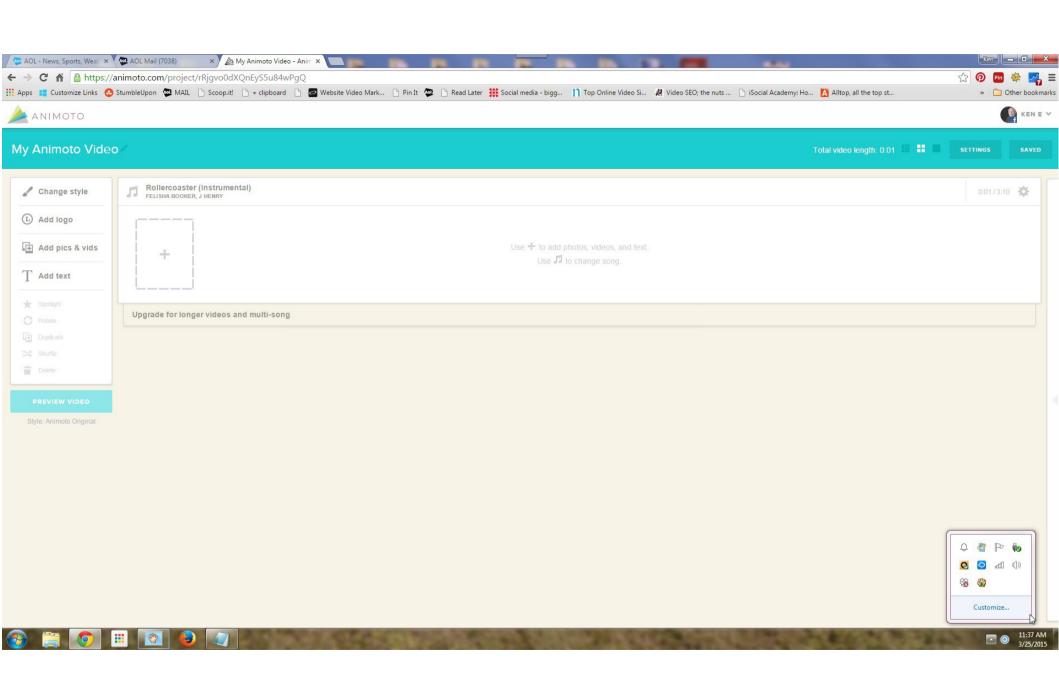


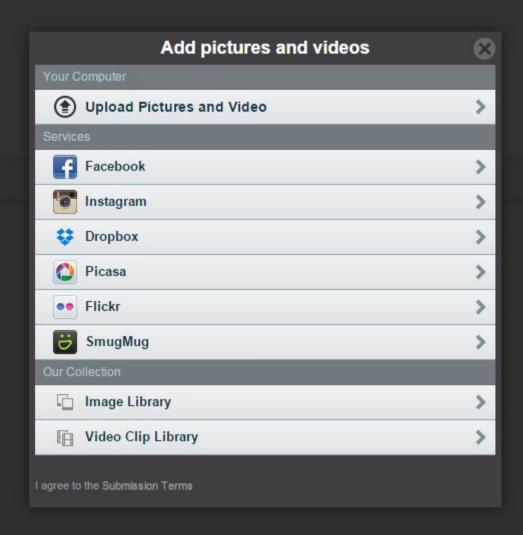








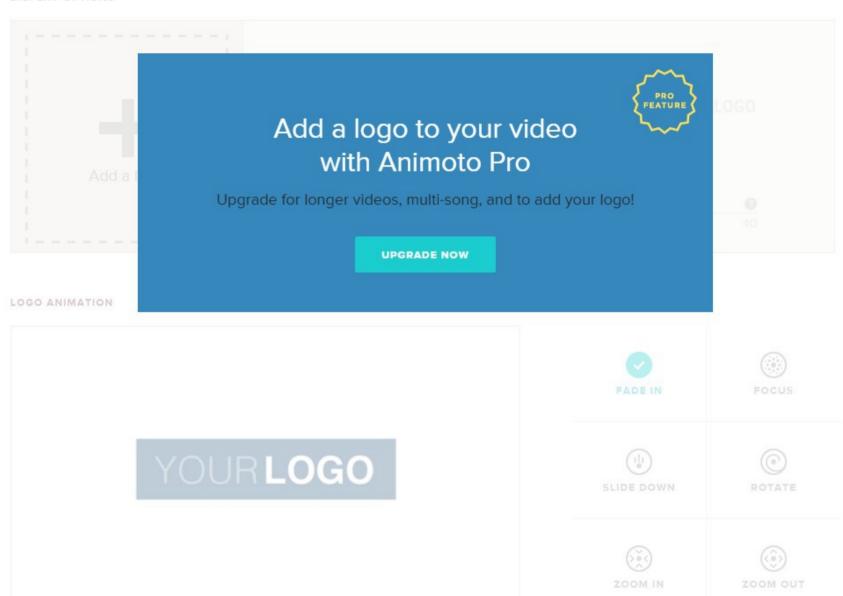


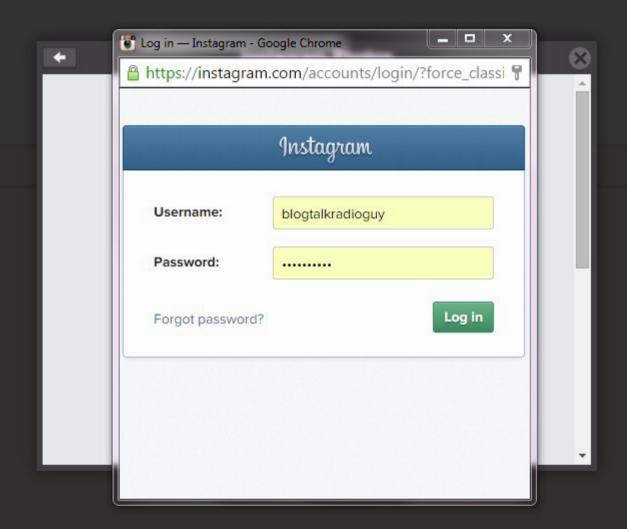


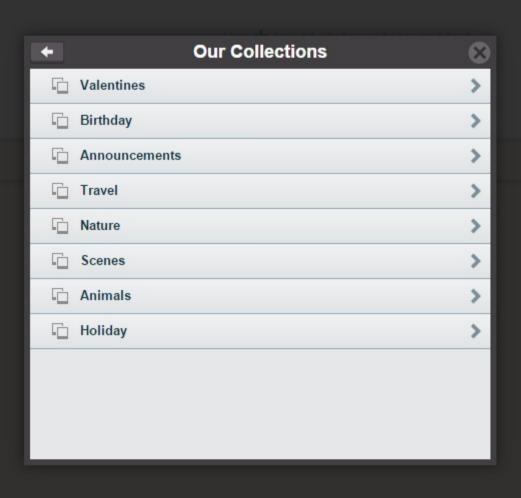
Logo Settings

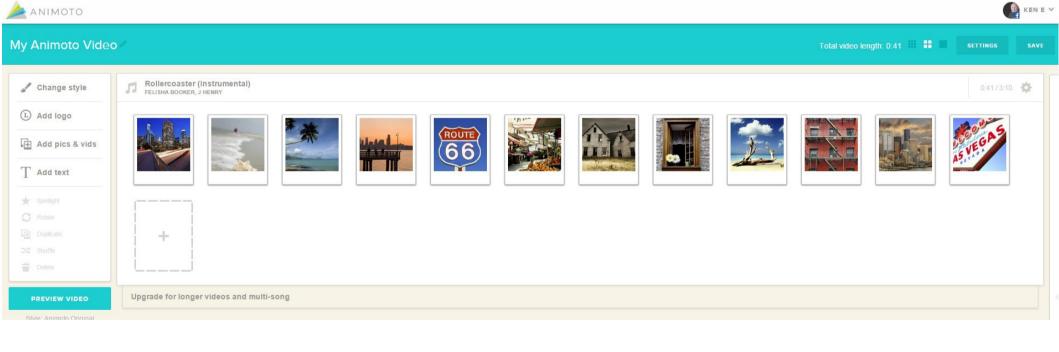


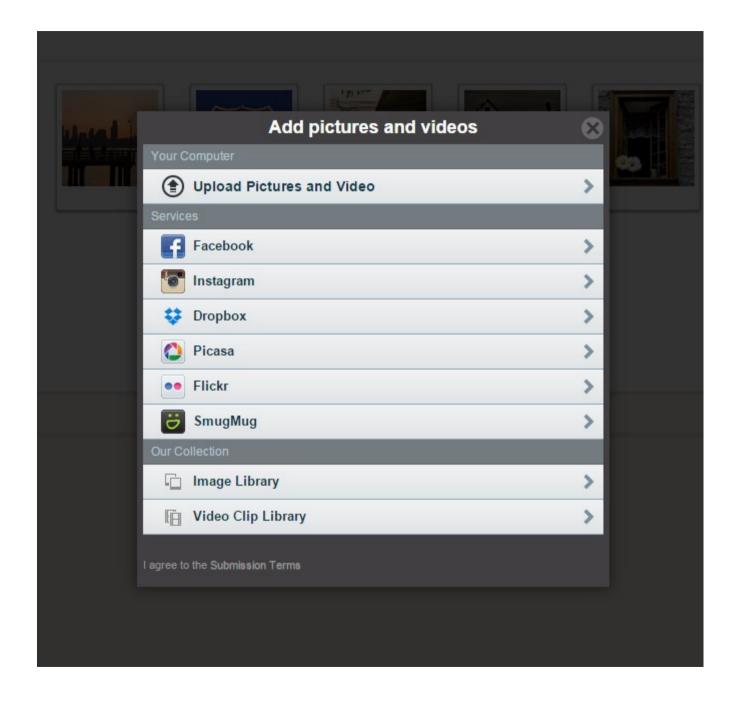
DISPLAY OPTIONS

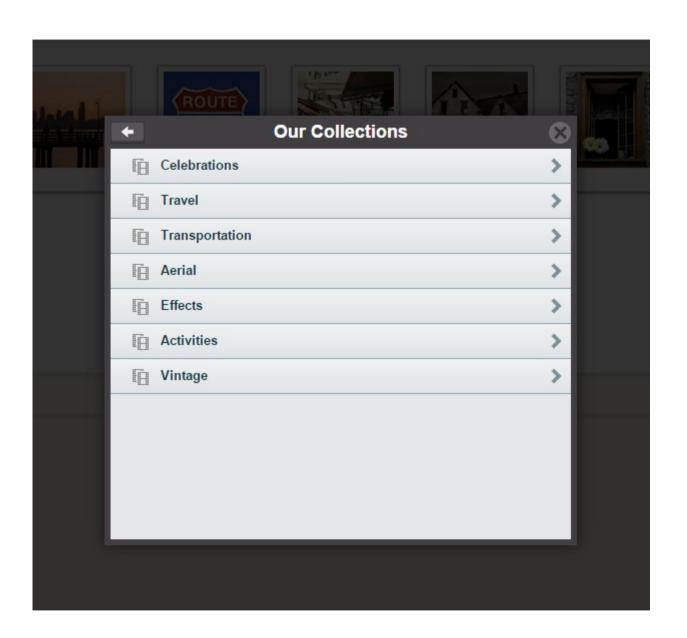


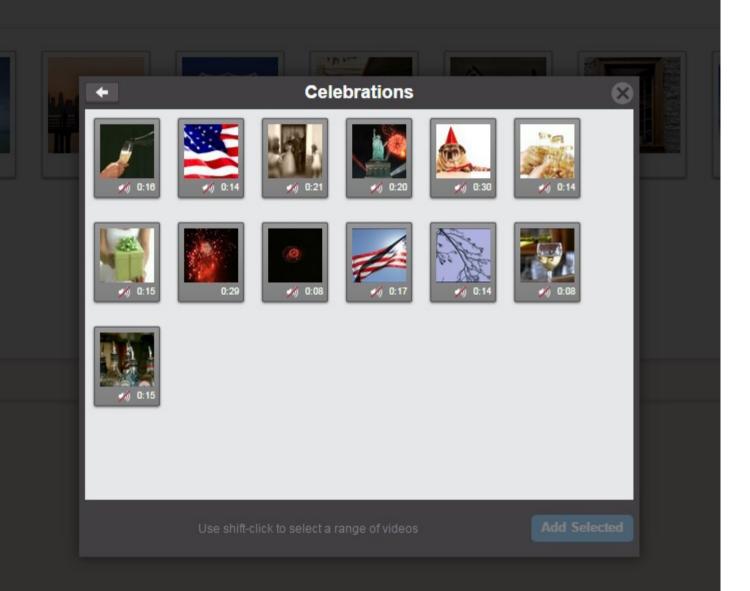


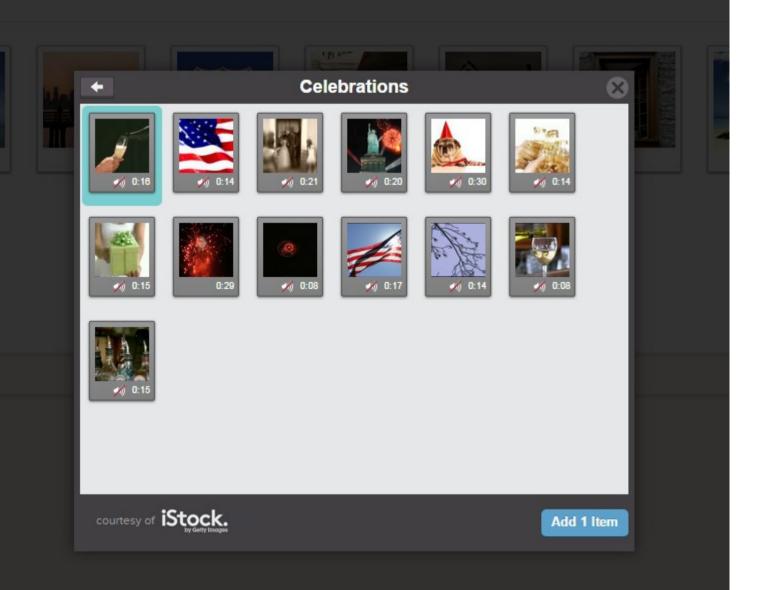


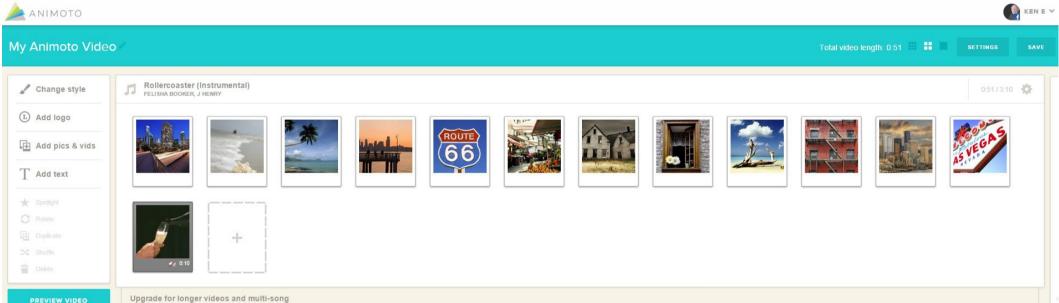






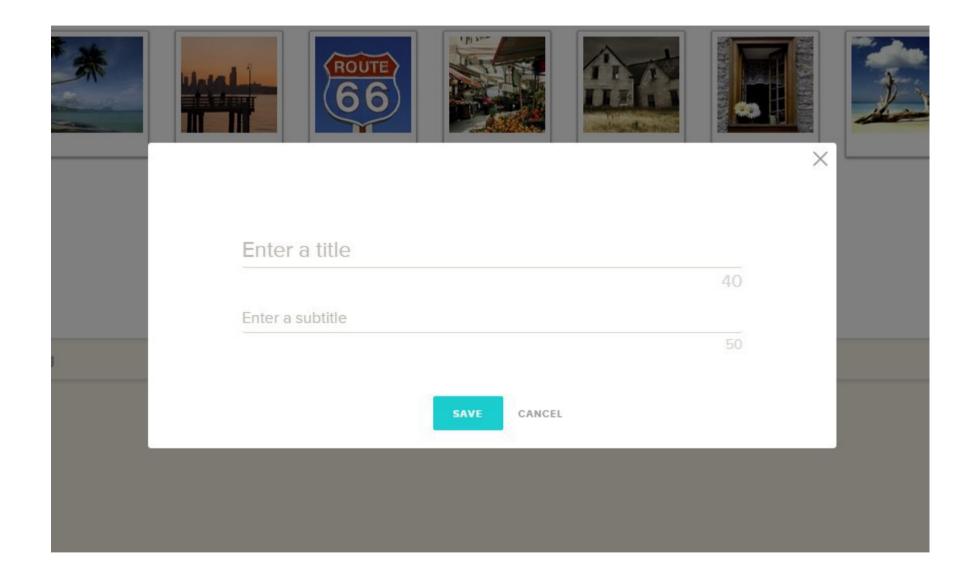


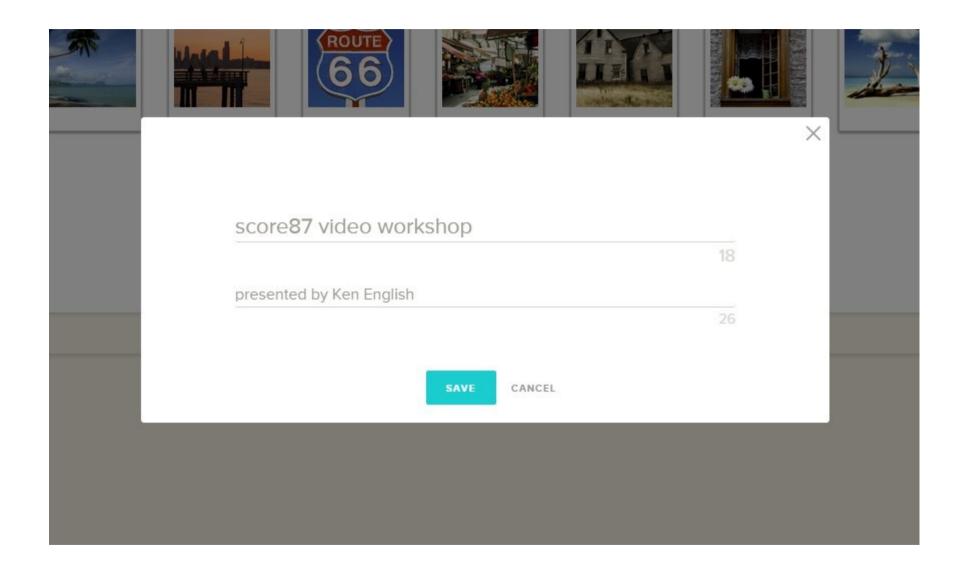




PREVIEW VIDEO

Style: Animoto Original









L Add logo

Add pics & vids

T Add text

Sootligh

C; Rotate

Duplicate

M. Shuffle

Delet

J

Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY











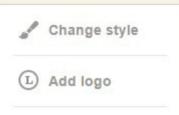




PREVIEW VIDEO

Upgrade for longer videos and multi-song















Shuffle





Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY









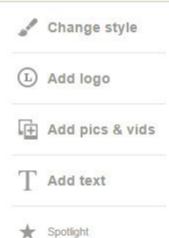




PREVIEW VIDEO

Upgrade for longer videos and multi-song





Rotate

Delete

Duplicate





Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY



+





Style: Animoto Original

Upgrade for longer videos and multi-song





- L Add logo
- Add pics & vids
- T Add text
- ★ Spotlight
- C Rotate
- Duplicate
- Shuffle
- Delete

F

Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY















PREVIEW VIDEO

Upgrade for longer videos and multi-song





- (L) Add logo
- Add pics & vids
- T Add text
- ★ Spotlight
- C Rotate
- Duplicate
- Shuffle
- Delete

J

Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY



















PREVIEW VIDEO

Upgrade for longer videos and multi-song





- (L) Add logo
- Add pics & vids
- T Add text
- * Spotligh
- C. Rotate
- Duplicate
- Shuffle
- Delete

J

Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY















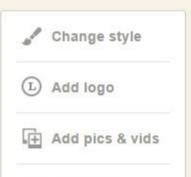




PREVIEW VIDEO

Upgrade for longer videos and multi-song









C Rotate

Duplic ate

Shuffle

Delete



Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY







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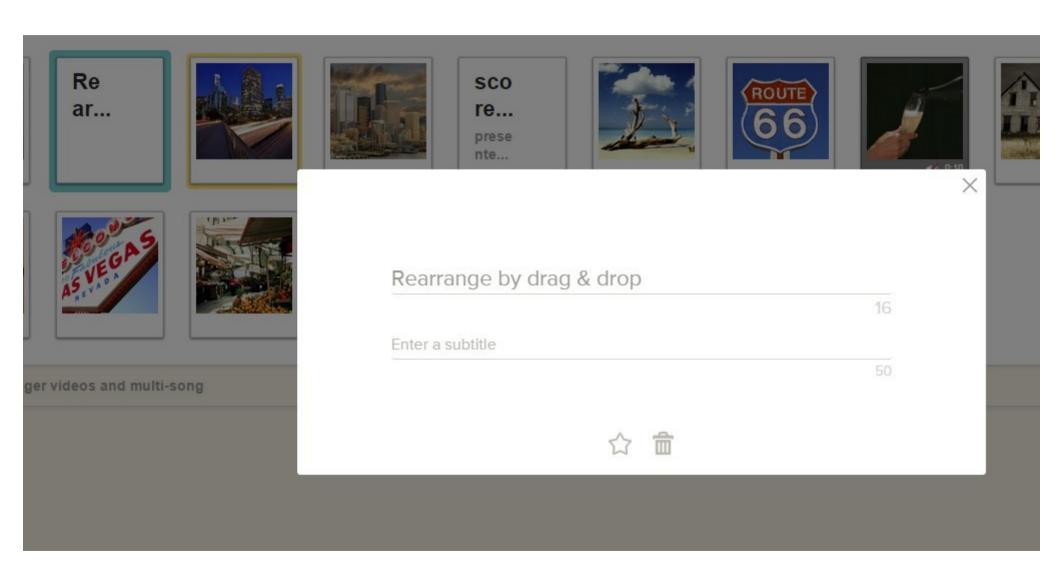




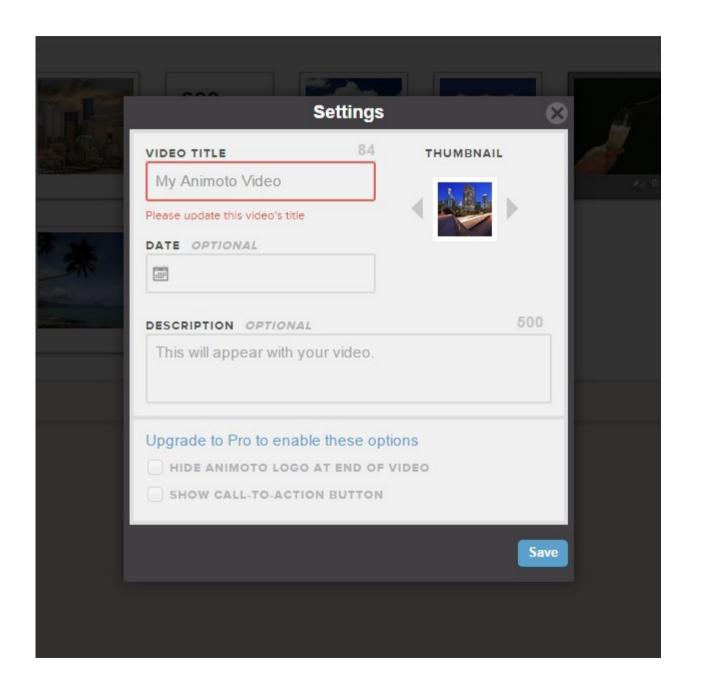


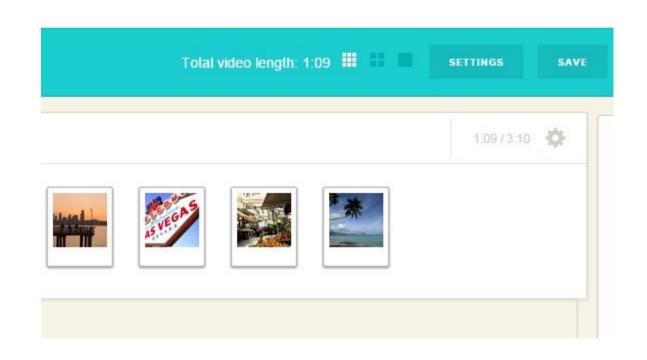
PREVIEW VIDEO

Upgrade for longer videos and multi-song



Total video length: 1:09 ## ## SETTINGS SAVE





















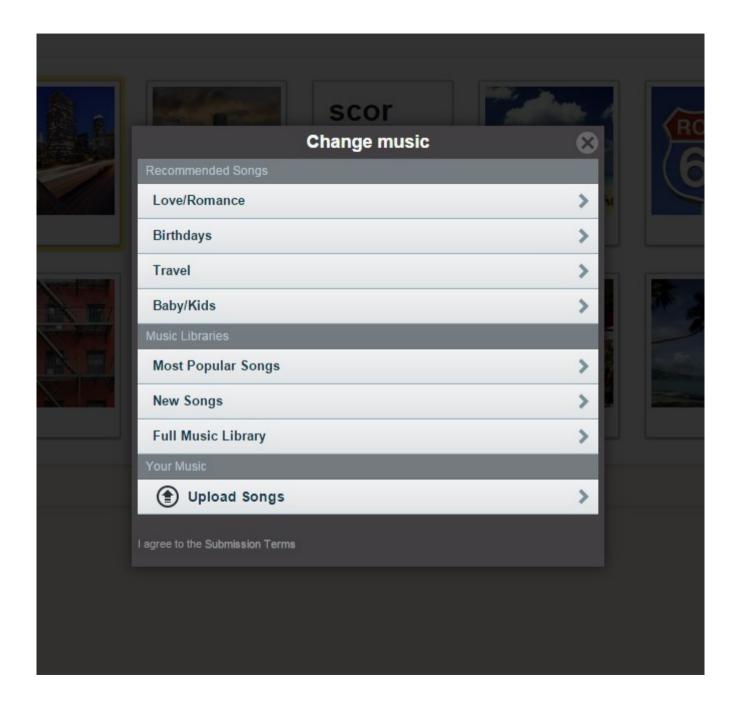




Rollercoaster (Instrumental) FELISHA BOOKER, J HENRY



Re-a rra...



+		Full Music Library	Search		Q &
So	ng Title	Artist	Genre 🔺	Length	Favorite
F	uzz	Benji Jumping	Children's	4:20	0
С	Coquetry	McKenzie Stubbert	Classical	4:39	0
	symphony No. 5 - Allegro Con	Beethoven	Classical	7:20	\circ
T O	he Marriage Of Figaro - overture	Mozart	Classical	4:17	\bigcirc
С	Canon	Dax Johnson	Classical	4:57	\bigcirc
F	or Rain	Dax Johnson	Classical	4:13	\bigcirc
	Midsummer Night's Dream - Wedding March	Philharmonia_Cassovia	Classical	5:02	\circ
	carmen Suite No. 1 - March Of he Toreadors	Bizet	Classical	2:20	\bigcirc
	tigoletto Rigoletto, Act III: La onna e mobile	Verdi	Classical	2:15	\bigcirc
_	erenade No. 13 A Little lightmusic - Rondo Allegro	Mozart	Classical	3:03	\bigcirc
F	our Seasons Spring - Allegro	Vivaldi	Classical	3:28	\circ
M	onata For Piano No. 14 Ioonlight Sonata - Adagio ostenuto	Beethoven	Classical	4:58	\bigcirc
N	locturne No. 2 In E Flat Major	Chopin	Classical	3:50	\bigcirc
11	Want You	John Garrison	Classical	2:55	\bigcirc
А	Mother's Love	Jonathan Elias, Sarah Trevino	Classical	2:02	\bigcirc
M	Nother's Day Waltz	David Hoffner	Classical	2:15	\bigcirc
В	letter Off In Nashville	Angela Easterling	Country	3:47	\circ
If	You Love Me	The Vince Johnson Band	Country	4:05	\bigcirc
V	Vhat's A Man Got To Do	The Vince Johnson Band	Country	4:35	\bigcirc
В	ack to Back	Whitey Morgan And The 78s	Country	3:31	\bigcirc
					~~

+		Full Music Library	Search		۵ 🛞
	Song Title	Artist	Genre Ler	gth	Favorite
	Catch Me Jumpin	The Dimes	Singer/Songwriter	3:06	\circ
	Stanhope	Scott McLeod	Singer/Songwriter	4:01	0
	The Word	Whiskey Priest	Singer/Songwriter	2:57	\bigcirc
	Afoot	Seahorse	Singer/Songwriter	2:25	\circ
	All Around The World	Beverly Staunton	Singer/Songwriter	2:47	\bigcirc
	Worth Waiting For	Beverly Valera	Singer/Songwriter	3:14	\circ
	Almost Lost You There	Chad Gendason	Singer/Songwriter	3:24	\bigcirc
	Thinking About You	Curtis Skelton	Singer/Songwriter	3:42	\bigcirc
	I'm A Better Man	David Isaacs	Singer/Songwriter	3:16	\bigcirc
	Walk On	Johanna Boberg	Singer/Songwriter	3:41	\bigcirc
	Day By Day	Liza Oliver	Singer/Songwriter	3:05	\bigcirc
	Нарру	Secrets In Stereo	Singer/Songwriter	4:02	\bigcirc
	Everyday is a Weekend	Diana Lee	Singer/Songwriter	3:14	\bigcirc
	Dream the Dream	Darden Smith	Singer/Songwriter	2:57	\bigcirc
	Gimme Gimme	Jennifer Paige	Singer/Songwriter	2:56	\bigcirc
	The Other Half	Rob Daiker	Singer/Songwriter	3:42	\Diamond
	Your Loving Arms	Steve Morgan	Singer/Songwriter	3:42	\circ
	She Said	The Ranchhands	Singer/Songwriter	3:21	\bigcirc
	Sunshine In My Mind	Laura Ault	Singer/Songwriter	3:07	\bigcirc
	World Is Turning	Kelly Pettit	Singer/Songwriter	3:59	\bigcirc
	Beautiful Child	Larry John McNally	Singer/Songwriter	3:21	\circ

No song loaded



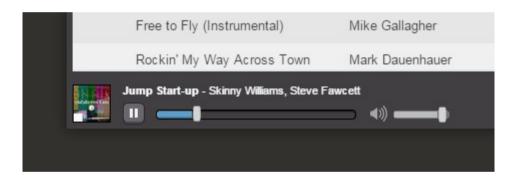


+		Full Music Library	Search		۵ 😸
	Song Title	Artist	Genre Le	ength 🔺	Favorite
	The Nutracker Suite - Russian Dance	Philharmonia Cassovia	Holiday	1:12	0
	America The Beautiful	Wayne Smith	Holiday	1:27	\circ
	Star Spangled Banner 1	Udi Harpaz	Holiday	1:29	\bigcirc
	DTD	Flytrap	Pop	1:34	\bigcirc
	Happy Pop Family	Fabrice Aristaghes, Jean-Jacques Fauthoux	Pop	1:34	\circ
	Someday You'll Fall In Love (Instrumental)	Jamie Dunlap, Marc Ferrari, Scott Nickoley, Stephen Lang	Oldies	1:34	\bigcirc
	Big Flag Waver	John Hunter Jr, Jonathan Slott	Holiday	1:42	\bigcirc
	Hey Santa Claus (I Wanna Go Rocking With You)	Ron Rogers	Holiday	1:43	\bigcirc
	Jump Start-up	Skinny Williams, Steve Fawcett	New Age	1:46	\bigcirc
	My Country	Udi Harpaz	Holiday	1:47	\bigcirc
	Sixteen Girls	Mark Dauenhauer	Oldies	1:50	\bigcirc
	Our Father	Chris Elliott	Singer/Songwrite	er 1:51	\bigcirc
	Sixteen Girls (Instrumental)	Mark Dauenhauer	Oldies	1:51	\bigcirc
	Elves Toy Workshop	Steve Fawcett	Holiday	1:52	\bigcirc
	Nutcracker: Dance Of The Sugar Plum Fairy	Philharmonia Cassovia	Holiday	1:56	\bigcirc
	Apple Jump Jive	John Andersson, Klas Wahl, Ton	Holiday	1:56	\bigcirc
	Peter Peter Pumkin Eater	Earthlings Electric Washboard Ban	d Halloween	1:56	\bigcirc
	Love Breeze	Fabrice Aristaghes, Jean-Jacques Fauthoux	Singer/Songwrite	er 1:57	\bigcirc
	Shopping In The Snow	Steve Fawcett	Holiday	1:57	\bigcirc
	Free to Fly (Instrumental)	Mike Gallagher	Indie Rock	2:00	\bigcirc
	Rockin' My Way Across Town	Mark Dauenhauer	Oldies	2:01	\circ











Jump Start-up SKINNY WILLIAMS, STEVE FAWCETT



Re-a rra...

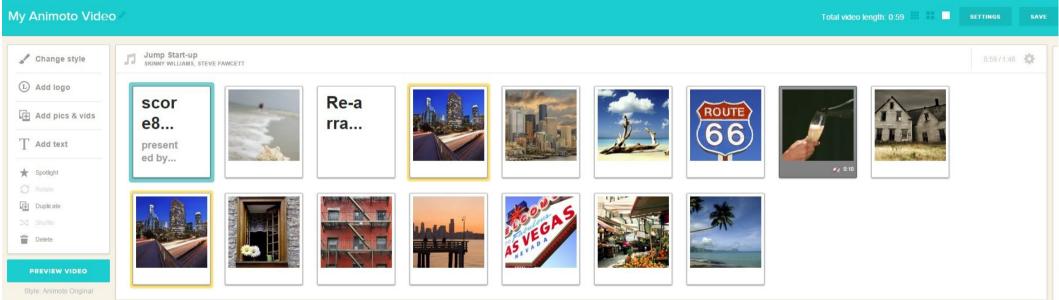


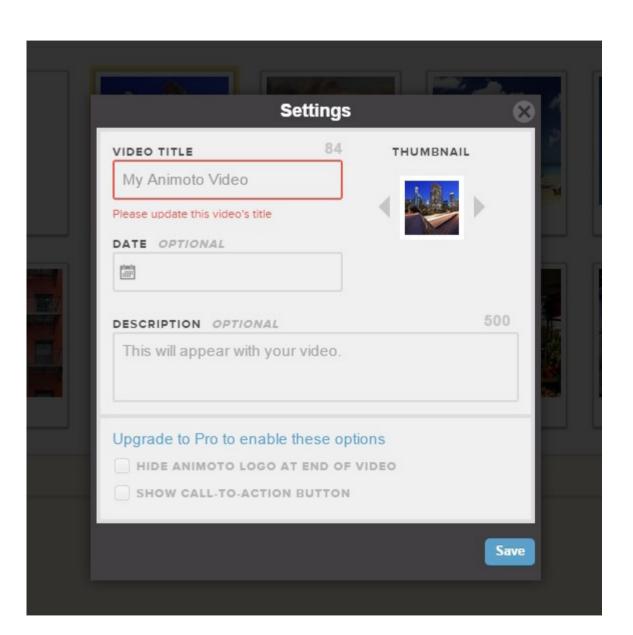


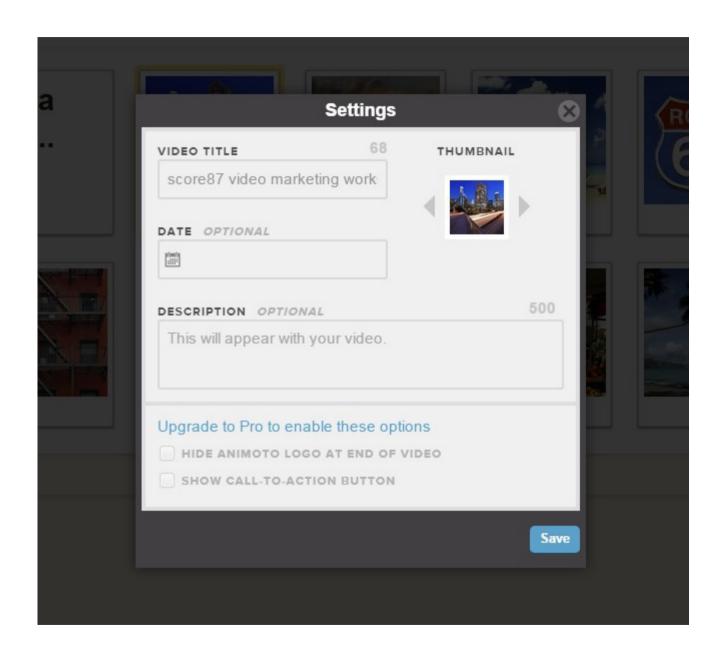


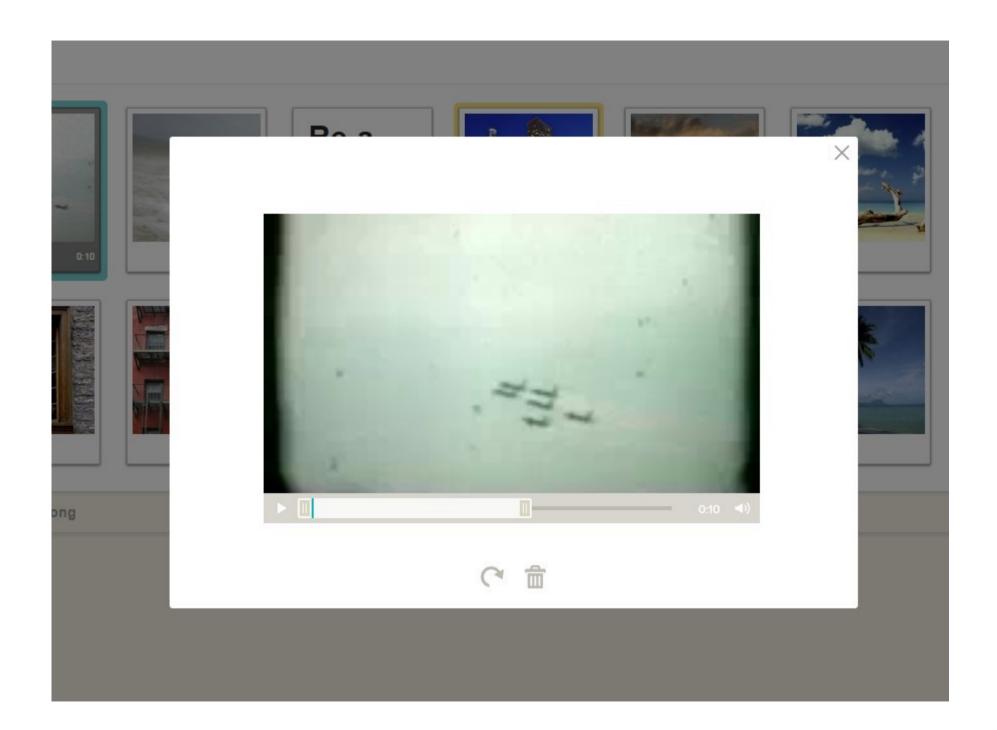
Upgrade for longer videos and multi-song

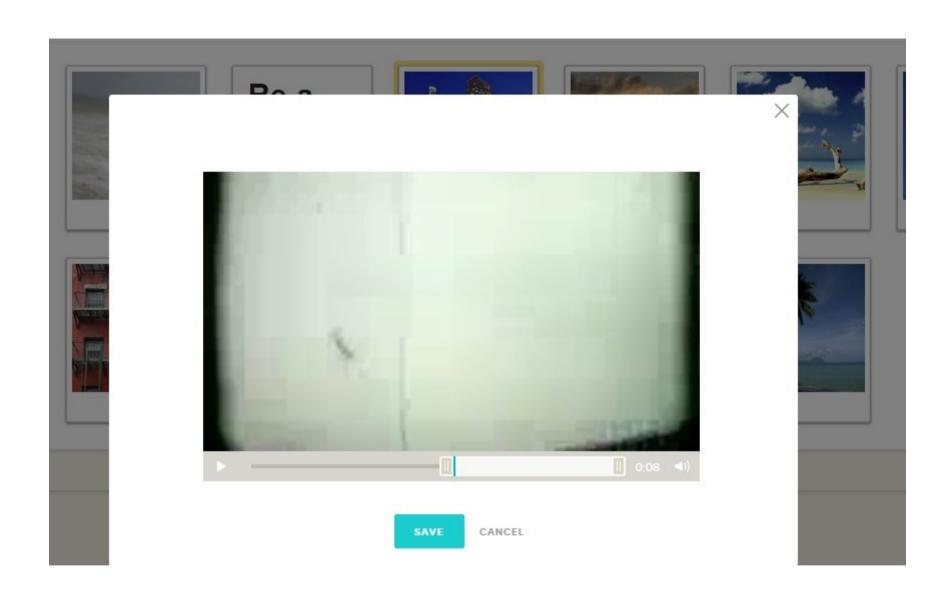










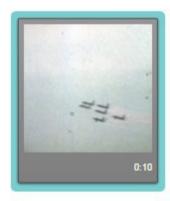




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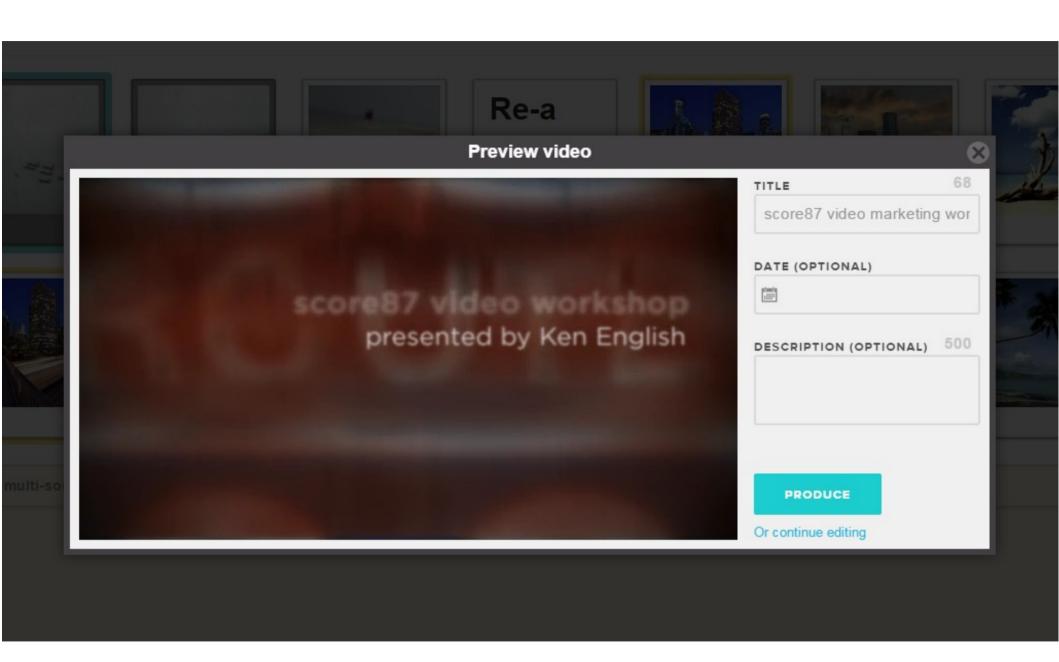








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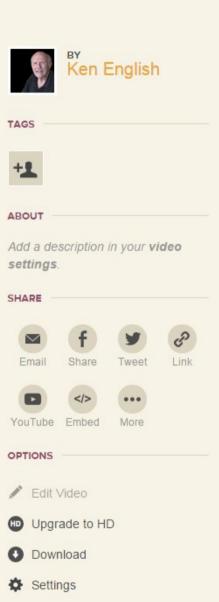




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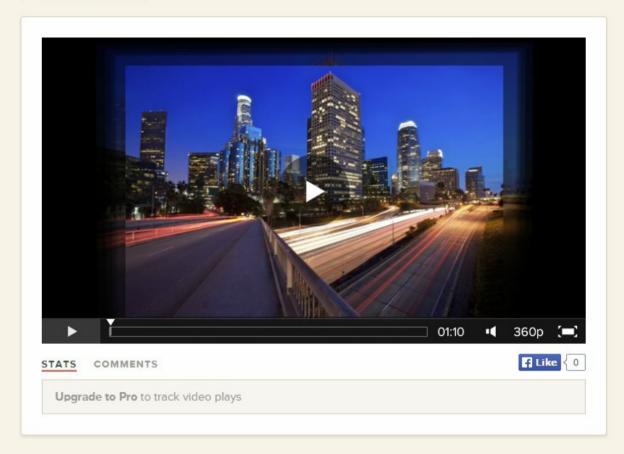


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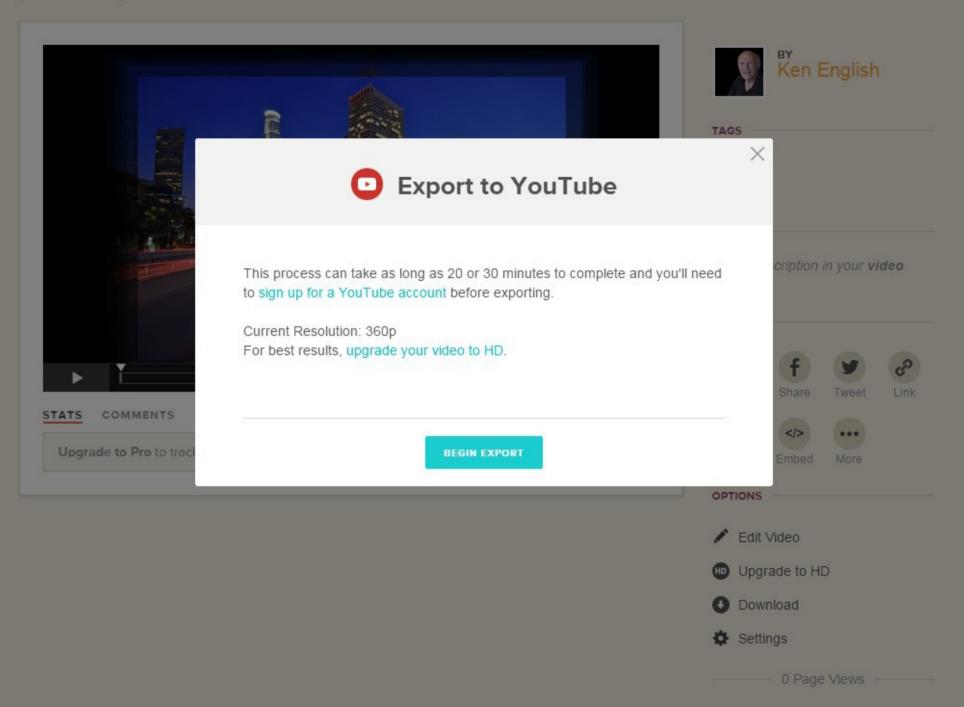
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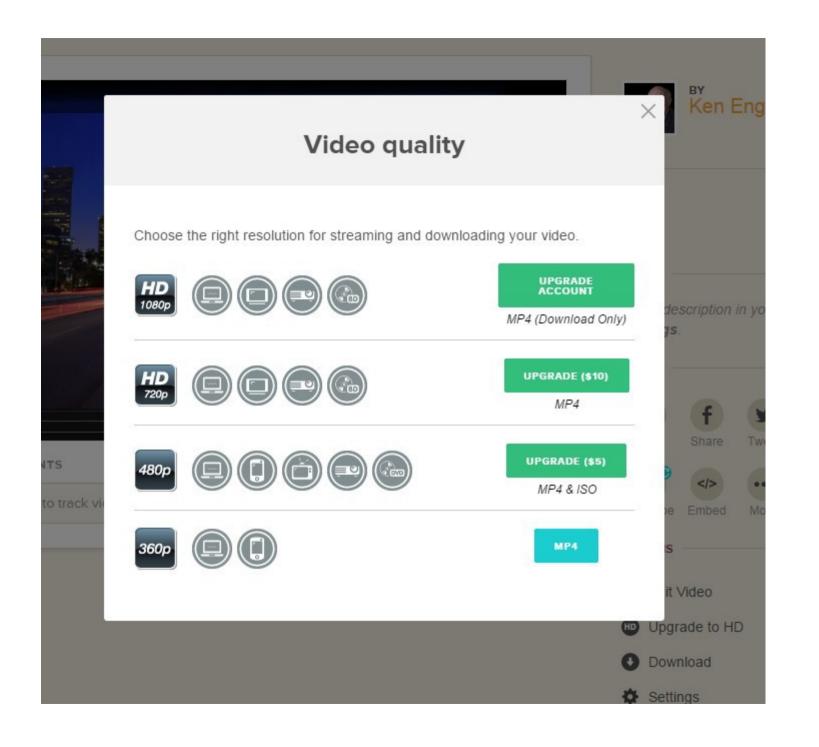
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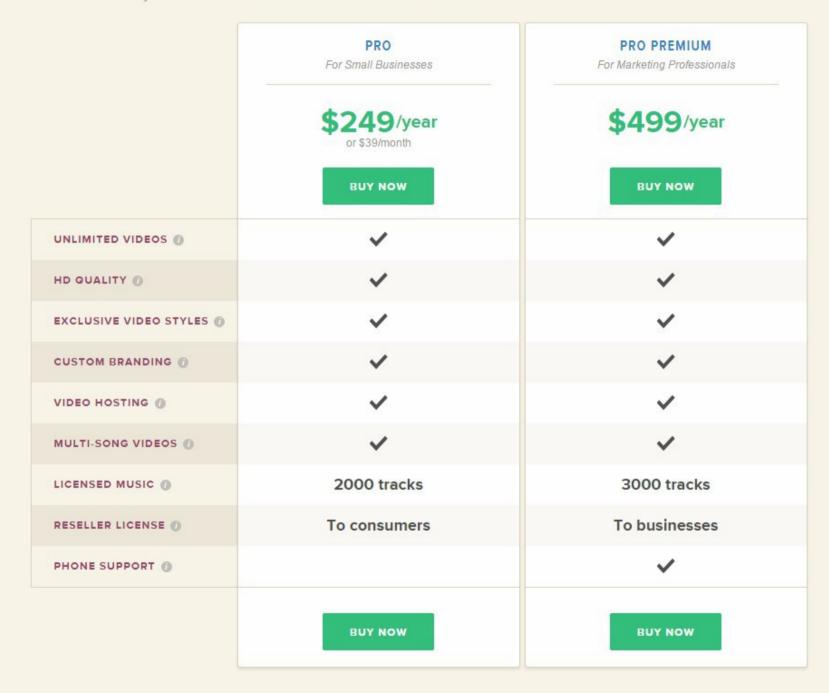
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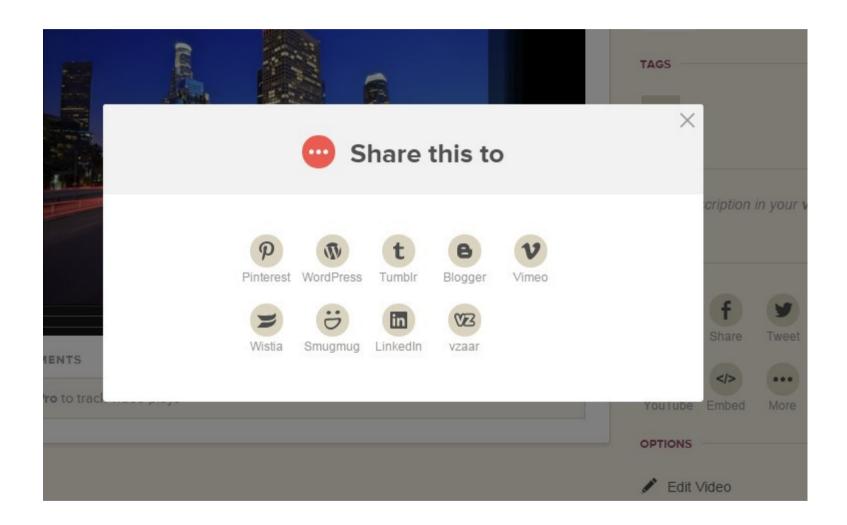


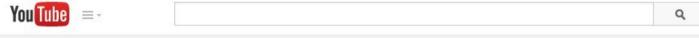
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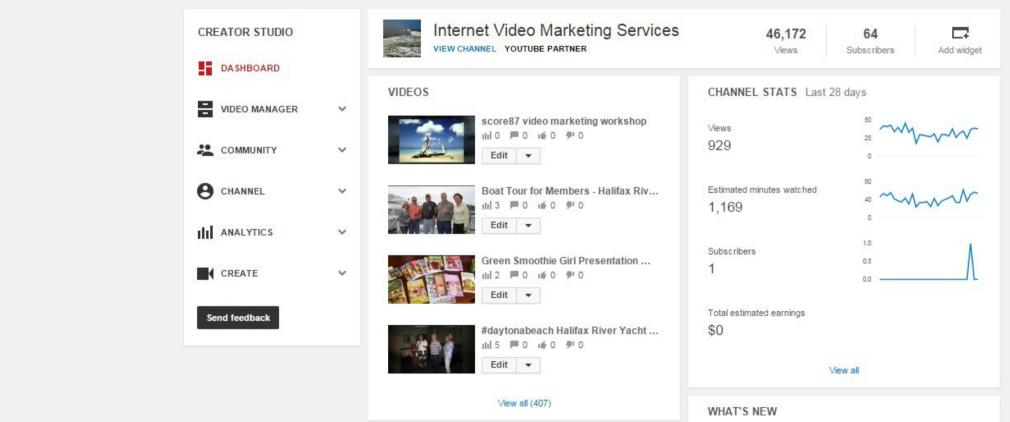
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