



# HOW TO: CREATE VIDEO CONTENT

Start every video with a landscape long shot of your business from the outside or an interesting space within the business. This can be an image if video footage isn't viable.

Send across your business logo to be added to the title sequence.



## Option 1: Informative Videos

In a well lit spot, set the frame for your video. Stand to the left hand side of the shot, leaving space on the right for an informative slide about your business, created by us based on what you say.

Look directly into the camera and deliver your speech clearly. Remember to smile - genuine and personable is key!

## Option 2: Storytelling Videos

Plan a sequence of shots that tells a story unique to your business, showcasing your brand personality, product and experience.

Inspire viewers to want to find out more, both digitally and in person when it's "business as usual".





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## Option 3: Behind the Scenes Videos

People buy from people so give your team a shout out for all the work they're doing.

Are they helping people in the community? Are they going above and beyond? Or are you planning on doing something a bit different to keep morale up?



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Your video should be no more than five minutes long, starting with an introduction of yourself and your business.

We will edit all videos inhouse so they don't have to be perfect. You can make one video or all three, or just send in photos.

The end frame will include website, contact and social media information for your business.

For further help and advice contact [hello@visitlincoln.com](mailto:hello@visitlincoln.com)