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VIRTUAL
SHOOTS

GOING FROM A MARKETING
TOOL TO A MARKETING HACK

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INTRODUCTION

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One of the most exciting and convenient developmentsin the world of video right now is the emergence of Virtual Shoots. We know that as a marketer, or an internal comms expert, you might have heard of this form of video making—especially during the time of social distancing—but you may not know exactly how much value you could leverage out of it. And that is why we have put together this simple guide to help you understand it.

You may have already realised the importance of making videos for your organization. According to global statistics, 63% of businesses have started using video content marketing in the year 2020. With the ROI of online videos increasing, it's hardly surprising that 99% of the marketers who are currently using videos will continue to do so in the coming years.

With so much importance placed on videos, the pressure of leveraging one of the biggest mediums of communication by making more videos has always been tremendously high on marketeers around the world. But, how do you go about shooting one in a short span of time without having to cut corners on quality during the age of social distancing? Luckily, virtual shoots are more than up to the task.

Major improvements in software and technology have made creating videos a relatively easier task. Virtual Shoots have become a weapon of choice for organizations that thrive on video-creation, helping them grow, even during these unprecedented times. Throughout this guide you will find pro tips and instructions that you canuse during your virtual shoots and make amazing videos to delight your audience.

02

WHAT ARE
VIRTUAL SHOOTS?

Let's begin by talking about what makes virtual shoots different from the regular video shoot, how your brand or organization can use that to build better marketing campaigns, and what kinds of tools you need to get started.

To put it simply, a virtual shoot means exactly that - shooting or recording high quality videos virtually or remotely on your own without needing a camera crew on location (at least in most cases). You can say it is the video production industry's answer to the pandemic where working remotely became a norm. It is also useful in situations where one has budget constraints, time constraints or even travel constraints.

Virtual shoots can be done from anywhere. You can create any kind of videos on-demand. From recording a perfect live streaming video, to recording live events, interviews, interactions or demo videos, all you need is a simple self-recording device such as a camera and microphone and a bit of post production knowledge to bring the whole thing together.

WHY VIRTUAL
SHOOTS?

The main benefit of virtual shooting is the conservation of resources. You save your time, money and a whole lot of hassle and work required to shoot an actual video on location. These shoots can be done at very short notice from anywhere in the world, across geographies and time zones.

Since this doesn't need a lot of manpower to handle production, you can shoot from the comfort of your home or the convenience of your office. In the age of indefinite remote-work, embracing these video-related solutions is no longer a luxury but a necessity.

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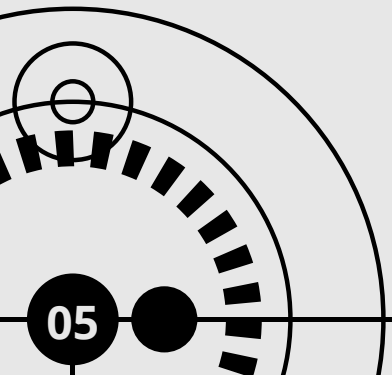
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TYPES OF
VIRTUAL SHOOTS?

There are no specifically defined types of virtual shoots, per se. As an experienced marketer, you can use your creativity to leverage it to suit your needs or your audience's.

But if we still were to make a list, you can opt for virtual shoots for the scenarios listed below:

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1 Virtual interviews/interactions with industry influencers

2 Online events

3 Demo videos

4 Live Q&A sessions (Example: Ask me anything)

**5** Product launches/feature announcements

6 News sharing

7 Videobites feeding into a larger video

At the end of the day, it really depends on what you want to record and for what purpose. The rules for a virtually-shot video remains the same as any other type of video: the content has to be engaging and informative, and the duration of the video has to be as crisp as possible. However, if you are recording an interview or an interaction, the duration of the video will not matter, as long as the content is tightened at the editing table.

TOOLS

So far we talked about the general value of making virtual videos - now let's dig deeper and talk about the specifics of setting up a virtual shoot, the platform, tools and the various do's and don'ts that will help you get to the brass tacks of the execution process.

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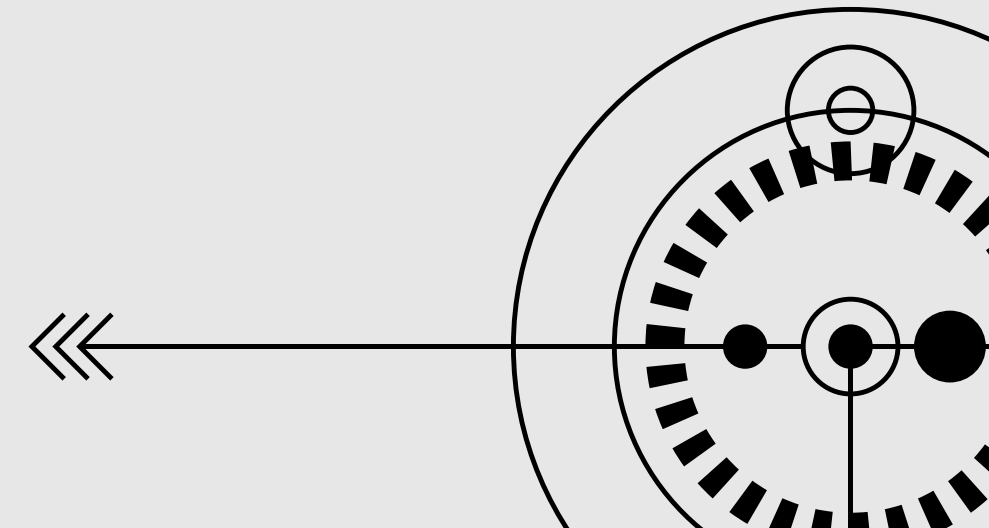
A. THE ONLINE
PLATFORM

Most of the virtual shoots, especially interviews, interactions, live events or demo videos are recorded over a video conferencing platform such as StreamYard, Zoom, Restream, Streamlabs or Vimeo Livestream.

The features on these platforms include layouts like picture-in-picture view, grid view, full screen view, screen sharing, etc. that have to be selected prior to recording for minimum glitches.

POINT TO REMEMBER

the audio-visual quality of the output will depend on the in-built camera of your computer or laptop, the microphone you use, and the internet connectivity. Therefore, ensure all participants are using high-quality cameras and microphones, and the wifi bandwidth is strong.

Once you log in to the broadcast studio, ensure you select the highest camera resolution in the settings. A 'Full High Definition 1080p' is highly recommended.

B. AUDIO-
VISUAL OUTPUT

VIDEO

As in-built webcams on your laptop do not always offer the best quality recordings, we recommend using a external webcam like this Logitech C920 1080p camera. This can be easily mounted on your laptop and used in place of your in-built cam. You can plug it in using the USB cable it comes with. If an external webcam is not available, we recommend you ensure that your laptop camera has a resolution of at least 1280 x 720 (standard HD).

AUDIO

It's a good idea to record on earphones/earpods with in-built mouthpiece for a clearer and noise free sound. We also recommend recording back up audio on your phone simultaneously by keeping it on the side of the laptop during the session.
Alternatively, for a more professional audio recording you can use an external microphone such as:

a) a clip-on lapel mic or lavalier microphones

b) a Rode Shotgun Mic

(this can be clipped on to your laptop or the set up beside it as per your convenience)
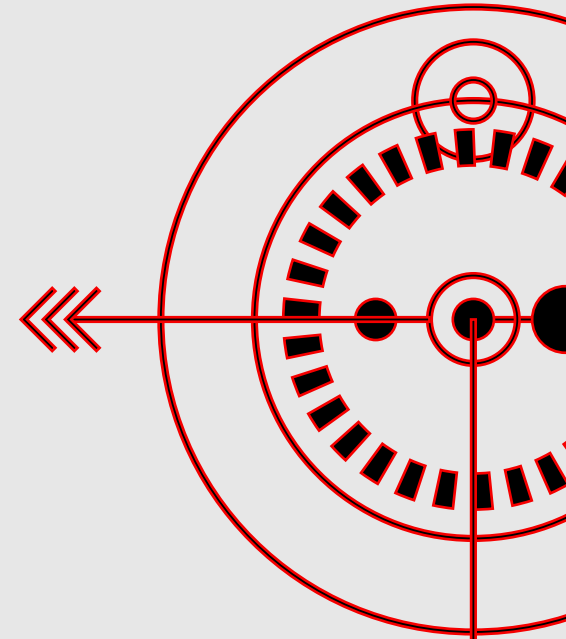
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Do's and Don'ts

A. HOW TO LOOK & SOUND
PROFESSIONAL

01

Adjust your framing. Position yourself at the centre of the frame and about an arm's length away from the screen. Make sure you leave a bit of space between the top of your hair and the top of the frame

02

Position your web camera at eye level. The best way to do this is with a tripod. However, at practically zero-investment, you can place anything that'll elevate your recording device, make some adjustments, and you should be good to go!

03

Keep things steady. There is nothing worse than a wobbly footage. Rest your recording device on something steady. For example: put your recording device on a stable table and you are good to go.

04

Good, clear audio is really important. Film in a quiet place that doesn't produce deep echoes. Film in a studio if possible, or any large room with woodwork is preferred as compared to a smaller, closed room. Watch this quick tutorial to get your audio right.

05

Choose a comfortable chair. If you are not at ease for the entire duration of the recording, the discomfort will show on your face or you are going to be shifting around.

06

Control your lighting. Spend a couple minutes watching this short tutorial about lighting while filming yourself.

07

Do a dry run. Get enough practice or give plenty of time for practice to people who are going to appear in front of the camera. This will help them ease and look natural in the video. It is also a good idea to check the dry run later for connectivity issues, lighting issues, and to ensure everyone looks good.

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B. CLOTHING

01

Wear appropriate clothing

02

Wear a colour that compliments your skin tone

03

Solid colours work best on camera

04

Have a second set of clothes handy if possible

05

Wear clothes that are pressed

06

If you plan to wear makeup, keep it subtle.

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C. WHAT TO AVOID

01
Colours that are the same as the background

02
White shirts may cause exposure issues on camera. Please avoid these unless paired with a darker coat/jacket

03
Avoid fine clothing patterns such as thin stripes, checks, dots and other tiny design forms on the tie, shirt, etc.

04
Avoid any clutter in the background

05
Avoid sitting with a light source behind you or right above your head - as this will make you appear dark or bring in shadows on your face

Video Editing

For post-production, you need to familiarize yourself with your editing software. There are free video editors that come with the most basic yet necessary features. Even the editing tools that come with your regular laptop can have powerful features that will help you create picture-perfect clips. You can test the following software packages below. Each of them will help you perform important post-production tasks like trimming clips, applying green screen filters, and adjusting the playback speed.

07

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1 **DaVinci Resolve**
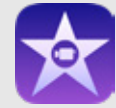
2 **iMovie**

3 **Lightworks**

4 **Hitfilm Expres**

5 **Shotcut**

You can watch this tutorial: Video Editing for Beginners to get some great pointers on how to go about it like a pro. It probably goes without saying that while free editing tools are great, even the best among them will not match the premium editing tools. If you are after best results, follow our pro tip below.
We recommend using Adobe Premiere Pro, which has been a popular go-to editing package for almost a decade. Apart from being a comprehensive professional editing suite,

Adobe Premiere Pro is also user-friendly.
It allows you to seamlessly move between Premiere Pro and other Adobe programs such as After Effects and Photoshop. If you're working on a Mac, you could try Apple's Final Cut Pro. And then there is Splice by GoPro. Splice is a great easy mobile editing program. Alternatively, you can do your own research and find a good software that could work for you.
The key points we think are critical to consider while editing are:

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08

FINAL THOUGHTS
AND TAKEAWAYS

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One of the great things about virtual shoots is that it allows you to stay consistently in touch with your audience. The time taken to make videos is cut short and therefore your audience can expect videos from you on a regular basis. What's more, you can meet the needs of your target audience without breaking the bank. But you should be forewarned that the definition of visual shoot seems far easier than the actual reality... particularly if you're a complete novice at producing videos.

The senior leaders or members of the C-suite in your organization will expect to see a high-quality video.

They trust you to not make them look silly or embarrass them. So make sure you set expectations right: virtual videos made on webcams will never look as good as what a film camera or even a mid-range DSLR would achieve with a cinematographer behind it. If you still don't feel confident about starting a virtual shoot after reading this guide, give us a shout. Because once you upload a video content, it's accessible, theoretically, forever on the internet. Therefore, you want to make sure the video reflects well on your brand and the people that appear in it. At Red Bangle, we offer virtual shoots as a standalone product.

We will not only run the virtual shoot but but also manage the pre and post production for you. And just in case the video content you want to shoot requires a camera crew, we are happy to provide that too. We were one of the few studios that put together a strict COVID-safe video production protocol document early into the pandemic. Read this to understand how taking thorough care is a non negotiable part of our working policy. Click the button below to speak to a member of our team and we will share some advice and tips to help you 'get' what you want with the power of virtually shot video!

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