

MARKETING VIDEO

CREATING VIDEO

EQUIPMENT

THAT DRIVES LEADS

GUIDE

WRITTEN BY



Producing Online Video



On location in Kennett Square, PA filming the morning bird watchers for a promotional video on the campus of Kendall Crosslands Communities, a continuing care retirement community.

83% of marketers now say that video gives them a good ROI

<https://blog.hubspot.com/marketing/state-of-video-marketing-new-data>

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

<https://biteable.com/blog/tips/video-marketing-statistics/>

72% prefer video over text when learning about a product or service

<https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/>

Unless you've been living under a rock, it's hard not to notice how ubiquitous online video has become. The above statistics are only a handful of ever-increasing calls to put video marketing to work for your business.

Mingl Marketing has been using the power of online video for years now. In this guide, we'll show you the equipment that we recommend to get you started and to help you take advantage of the online video revolution that we're pretty sure is here to stay. Happy filming!

Traditional Video Equipment

Almost anything you want to do you can accomplish with the smart phone in your pocket, and we'll go over accessories for doing so later in this guide. However, we still recommend using equipment dedicated to creating video for most projects.



SONY

or



PANASONIC

or



CANON

?

Many of the gadgets and accessories listed in this guide are available from multiple brands and vendors. Most of the time, the brand and vendor don't make much of a difference, so feel free to choose which ever version of a product you're most comfortable with.

Comfort Media Group uses Panasonic and DJI gear, but a Sony or Nikon with a Zhiyun Crane will likely do just as well.

Cameras



MAIN
CAM

PANASONIC GH5



The film and broadcast quality from DSLR and, in this case, mirrorless cameras is hard to beat. We use Panasonic cameras because they're built with the videographer in mind and have features not found in all cameras like 4K, dual memory card slots, 60fps, etc. The Panasonic GH5 is our workhorse.

B-
CAM

PANASONIC GX85



Having a second camera is a must, especially if you plan on shooting interviews. If you have the budget for two top-of-the-line cameras, go for it! But, your b-camera doesn't necessarily need all the bells and whistles of your main. We find that the Panasonic GX85 makes a perfect compliment to the GH5.

WILD
CARD

GOPRO HERO7 BLACK



Action cameras may not be the best solution for everyday film production. but, these inexpensive, entry level cams are extremely versatile, portable and can go where other cameras can't. You can creative with where you mount them and also set them up for timelapse shots. We use GoPro, but also recomment the DJI Osmo Pocket

DRONE: DJI MAVIC2 PRO



Drone footage can add a next-level quality to your videos like nothing else. When it comes to consumer drones, DJI is pretty much the only brand name you need to know. There are more compact and fancier drones available, but the DJI Mavic 2 Pro features top quality video with a pretty portable form factor. It also has easily programmable ways to capture great looking video like hyperlapse, circle, and waypoint modes.

Microphones



In video production, there's one thing that's arguably more important than video quality itself - and that's audio quality. If you think about it, you can watch a movie or TV show that isn't quite up to snuff with current video resolutions. But, a movie or TV show with harsh, over-modulated sound can be unbearable. So, make sure to capture quality audio by using one or more of the following.

CAMERA MICROPHONE



SHURE LENSHOPPER VP83F

No matter what camera you're using, you shouldn't rely on its internal mic. Most are of poor quality and are prone to picking up camera noise. While many mics plug into the camera to record the audio, the Lenshopper has an internal micro SD card and can record independently of your camera. You can also attach this to the end of a boom pole for interviews.

GENERAL RECORDER



ZOOM H1N HANDY RECORDER

This inexpensive, entry-level audio recorder is incredibly handy. On board it has great stereo microphones and it also accepts 1/8" inputs from other external microphones (like lavalier mics, for example). Mount this on a camera or place it between two subjects in an interview. Be careful, this mic picks up EVERYTHING, even the whoosh of an air conditioner.

LAVALIER MICS



TASCAM DR-10L RECORDER

Lavalier, or lapel, microphones are a great way to capture your subject's dialogue without also capturing external noise. There are lots of different options, but we've found that the easiest and most convenient lav system is the Tascam DR-10L. It's smartly designed preventing accidental button presses or cord detachment while recording which is big peace of mind.

MIC STAND AND BOOM POLE

Getting the mic as close as possible to the subject is key to good audio and these are great ways to do it.



DON'T INHERIT THE WIND!

Audio recording devices can be extremely sensitive. Whenever you're doing a video shoot outdoors or in a room with forced air blowing, be sure to add a windscreens to your mics.





Proper lighting makes a huge difference and is too often overlooked. Not only is it a great way to give your image some pop, it's also one of those things separates the video amateurs from the pros. Fortunately, good lighting is relatively inexpensive these days and you have all sorts of convenient options.

BRIGHT



LUME CUBE

Lume Cubes are like the GoPro of lighting. They're compact, versatile and you can spend a small fortune on accessories for them. They're incredibly convenient on the go. For their size, they're incredibly bright and run at full strength for about 30 minutes or 2 hours at 50%.

BRIGHTER



NEEWER CN-126 LED VIDEO LIGHT

This inexpensive option may not have the bells and whistles of the Lume Cube, the light it puts out is definitely superior. It comes with two diffusion filters to help get the lighting just right and one thing it does that the Lume Cube doesn't is have removable batteries.

BRIGHTEST



SAVAGE LED STUDIO LIGHT KIT

While this set comes with a handy travel bag, they're definitely not as travel friendly as the first two options. But, if you plan on making a lot of videos and want a more permanent setup at your headquarters, studio lights are perfect and much more convenient in that sort of scenario.

NEEWER 5-IN-1 COLLAPSIBLE MULTI-DISC LIGHT REFLECTOR



This multipurpose 5-in-one reflector can be used in a lot of ways:

- Silver - for contrast and increase highlights
- Gold - to achieve warm glowing skin tones
- Black - to block out unwanted light
- White - to produce a neutral color temperature
- Translucent - for a softer look without shadow

Rigs & Pods



STATIONARY



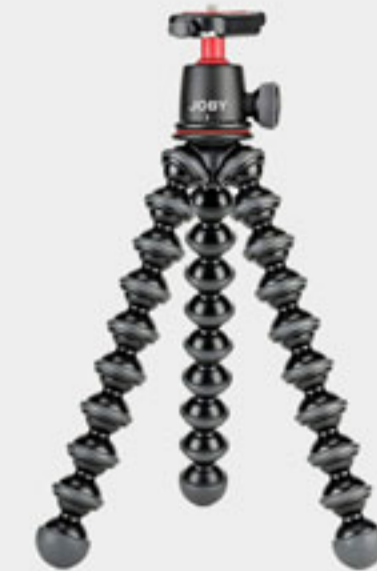
MAGNUS VT-4000

This is our main tripod. It's well designed, has a fluid head and all of the features we look for in a pod. It's perfect for in the studio or on the set.



MEFOTO ROADTRIP

Well built, light weight and can fold up really small. While it lacks a fluid head (can be added later) one of the legs can convert to a handy monopod.



JOBY GORILLAPOD

Just like the Gopro and Lume Cube, a Gorilla-pod is super-versatile to have around. You can even use it as a handheld tripod for filming yourself.

DJI RONIN S

Much like using a drone, using a gimbal can take your video production to a whole new level with effortlessly smooth footage. The Ronin S gives you freedom to move with stabilized shots no matter if you walk or run.



ON THE MOVE



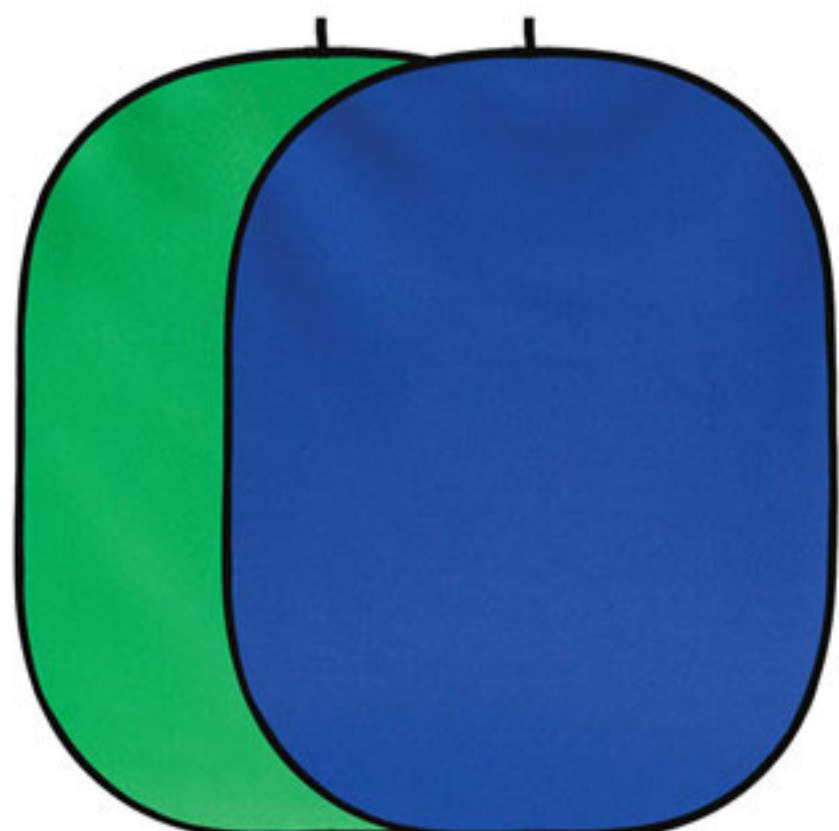
COWBOYSTUDIO SHOULDER RIG

It doesn't offer stabilization anywhere near that of a gimbal, but this shoulder rig is light, inexpensive, and handy to have when you need to be mobile on a shoot and would rather leave the tripod behind.

Other Accessories

GREEN SCREENS

PORTABLE GREEN SCREEN



A green screen lets you add whatever kind of background you want* for your subject and get really creative. If it's something you only plan on using sparingly, a portable green screen should do the trick. If you're looking for a larger or more permanent setup, set up a studio kit and a couple of other backdrop colors like black and white to choose from are a good idea.

GREEN SCREEN STUDIO KIT



*To take advantage of the green screen effect, you'll need a capable editing program like Final Cut Pro X, Adobe Premiere, etc.

PARROT TELEPROMPTER 2

Teleprompters aren't just for professional studios any more. With the Parrot Teleprompter 2 the phone in your pocket can be a teleprompter.

If you have a specific message to share in your video or you're just more comfortable speaking on camera with a script, this handy device is for you.

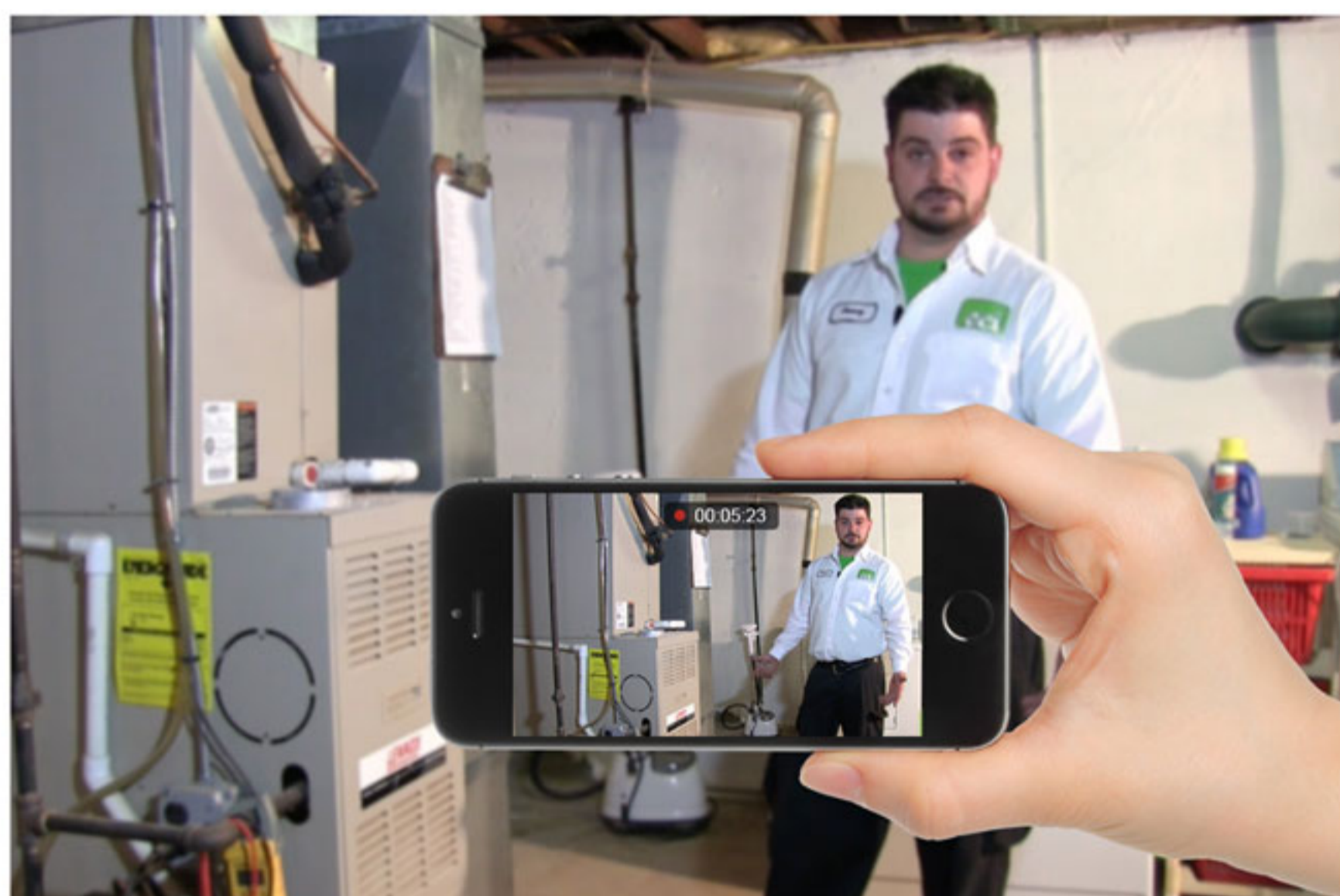


EXTRA BATTERIES & MEMORY CARDS



We find that having enough battery power and memory card space for about three hours of shooting is more than enough for most video projects

Smart Phone Video Equipment



In this crazy future we live in, everybody walks around with a video camera in their pocket. We think that's fine to use in a pinch or for certain kinds of videos like livestreams, for example.

Using a couple accessories listed below, you can take your cell phone video from a shaky, noisy mess to something that looks and sounds more professional.

Remember, good lighting and quality audio is still, perhaps more, important in this case.

iOgrapher Setup

The iOgrapher Filmmaking Case is a smart phone (or iPad) filmmaking case that allows you to mount your phone and other equipment for shooting video.

This is a relatively inexpensive setup that works on a tripod or can be gripped by both sides for run-and-gun shooting.

Add an LED and a microphone (listed on previous pages) and you're, almost, all set.

IOGRAPHER FILMMAKING CASE



ONE MORE THING...



Unless you buy a microphone or recorder specifically designed to work for cell phones (like the Shure MVL, mentioned previously), you're likely going to need an adapter. Typical audio equipment uses the TRS standard, but cell phones require a TTRS connection.

TRS TO TTRS ADAPTER

Thanks for Downloading Our Guide

More importantly, good job in recognizing the increasingly important role that video plays in your overall digital marketing strategy.

We've been producing marketing video for our clients for years and have seen first-hand how it can help drive quality leads for your business. Feel free to contact us with any questions you might have about producing video for your company at 888-519-1950 or visit us on the web:

www.minglmarketing.com

