**Coventry Early Years**

**Presenting Virtually – Marketing in a Digital World**


# **Presenting Virtually - Marketing in a Digital World**

Instead of calling it social distancing - let’s call it virtual connecting!

**Why are we considering virtual content to use to promote our settings and businesses?**

Well, changing times, the impact of a pandemic and concerns from parents and staff about how things might be done more safely to protect everyone has pushed many businesses to think about how they use digital media in new ways to run their business. In Early Years, as in any other sector your brand needs to stand out in a rapidly shifting world where companies are vying for attention.

Using digital marketing as part of your overall marketing strategy means that you will have greater reach and higher engagement with the demographic profile of your nursery, pre-school, school or childminding business. Giving parents and potential new customers as much access to a wide variety of media that shows the full range of service that you offer, alongside giving a feel for the ethos and culture can give you that edge over your competitors. It is also a good way of demonstrating that you are using digital media to inform, update, promote and give parents access to activities in a way that keeps them, their children and your staff safe.

A good marketing strategy will comprise a range of different media to promote to and engage with your target audience. What digital content might you consider if you haven’t already? The following points will give you an overview of the things that you need to consider in producing your own video content.

Variety really is the key here and, increasingly video content allows higher levels of engagement with your customers and potential customers. Using just copy and static photos on (for example) your Facebook page will not get you the reach it may have done previously. This overview is focussing on using equipment that you already have i.e. your mobile phone (and possibly a mic)

**Start with a plan**

* Decide what your priority is for your first video – is it to get more customers, reassure existing customers, for information, activities and updates etc
* This will determine – content, style, what you say and how you say it
* Length of video – usually no longer than 2-5 minutes for a show round and updates 45 seconds to 1 minute
* Activities and story time can be serialised to keep people engaged and interested
* It's a story so have an introduction, middle, an end and call to action (contact details)

**Be well prepared**

* Decide on the rooms/activities you are going to show (not forgetting about outdoor area and equipment, security, staff etc) – produce a shot list
* Draft a script for each area you are going to film – nothing too much just bullet points of the key things you need to mention in each room/area
* Prepare the rooms and the staff/children for the filming – let them know what you are doing and why
* Time of day and lighting – best use interior lighting and close any blinds
* Try not to use overhead light – try out different angles using side and softer lighting
* Minimise background noise and other distractions
* Equipment – iPhone, iPad, Android
* Don't film empty rooms – this doesn't give a real feel for your setting
* What impression would someone get if they came into your setting – good, not so good, indifferent? See it through their eyes – but be honest

**Practical things to remember before you start**

* Make sure you have enough storage on your phone by saving files to the cloud and deleting unnecessary files/apps
* Use landscape not portrait
* Clean lens!
* Use ‘Do not disturb’ setting or use Airplane mode
* Exposure and brightness - take off auto
* Don't use the zoom function

**Tips for recording video**

* Don't walk and film. Stop and scan room - slowly
* Focus on those areas you want people to see
* Look at the camera (not screen or notes) in any shots to camera
* What would you want to see if it were you as a potential customer?
* Create short videos for each area/room so that you can review and redo each one if necessary. These can them be edited into your final video
* Do a test 15 /20 second recording and that it works as you want. Play it back

**Voice or voiceover**

* Speak as you film OR
* Add the voice over later (preferred option as you can control this much better)
* Adding music or titles using (InShot app)
* Invest in a microphone to minimise any background noise (distracting) – that plugs into phone jack if you are going to walk and talk at same time. Or for anyone who is speaking to camera

**Note:** if you are not too confident you might want to ask someone else to help with the voice over (this is where script notes come in really useful). Keep voice slow calm and clear. Try not to rush – we all speed up when we are nervous. You can keep trying until you get it right

**Using InShot to upload and edit**

There are hundreds of editing apps out there but this one has been highly recommended by videographers as a really easy to use app for amateurs, that has multiple functions on the free app but a host of additional functions on the paid for version

* Use free version
* Or paid for at £11.99 for a year (no adverts)
* You an upload, edit, trim, cut or add text
* Save in correct format (the app will prompt you)
* Able to upload YouTube or Vimeo

**Your video platform**

* YouTube – you will need a Google account and then sign up to YouTube – [video tutorial](https://www.youtube.com/watch?v=7hjJGSu7Nb8&ab_channel=JoeBurnich)
* Vimeo – free account (with limit on uploads) but good to start and try it out – [how to join Vimeo](https://vimeo.com/create)

Take a look at two examples of virtual ‘show-rounds’. Review them and decide what you like about them and what you don't like so much**.**

<https://nurseryrhymesleicester.co.uk/nursery-rhymes-video/>

<https://www.youtube.com/watch?v=sD0huuxyDgQ&ab_channel=BMVideomedia>