

❖ The secret sauce to
❖ simple video marketing
+ for accountants

+



Hi! I'm Tyson Cobb.

- ➔ Founder – Practice + Pixels
- ➔ 14 years marketing + brand strategy
- ➔ 6 years marketing in Accounting industry
- ➔ Inbound Marketing Certified
- ➔ Content creator, Trainer + Speaker

We are Practice + Pixels.

We're a digital agency who creates new, original and unexpected digital experiences **for accountants**.

We do this through...



Brand strategy + design



Website design + development



Strategic digital marketing



Graphic design



Video production



What's on the menu?

- ➡ Best video formats for firms
- ➡ What you need to get started
- ➡ How to shoot, edit, and promote
- ➡ A simple video setup



6 out of 10 people

would rather watch online videos than television.

82% of all internet traffic

will be made up of online videos by 2022.

Viewers retain 95% of a message

when they watch it in a video, compared to 10% when reading
it in text.

How does video benefit the firm?

- ➔ Boosts your online presence and conversions
- ➔ Improved ROI
- ➔ Builds stronger relationships
- ➔ Brings a more “human” feeling to your digital marketing
- ➔ Enhances visibility as an expert, trusted advisor
- ➔ A great sales tool



It's obvious why video
should be a part of your
marketing strategy





Be valuable.

Be a valuable **source of massively useful information**, provided for free to your ideal audience.

Sell something, you create a client today. Help someone, you make a client for life.



Different types of videos for firms

- ➔ Video Blogs
- ➔ Testimonials + Case Studies
- ➔ Brand + Culture videos
- ➔ Webinars



A process to follow in your video creation



PLAN 

Where do you start?

01. Decide what type of videos you want to create
02. Create a schedule of topics to cover
03. Choose your talent
04. Write a script (only if you really want to)
05. Determine what you want your video to achieve for the firm
06. Practice (Practice Makes Perfect folks!)

PRODUCE



Lights. Camera. **Action!**

PRODUCE

Batch your videos

Make better use of your time by spending 1-2 hours shooting up to 5 videos at once.



PRODUCE

Choose the right **location**

- ➡ Lots of natural light
- ➡ Minimum 3 metres between subject and background
- ➡ Avoid a room with lots of echo
- ➡ Not too much background noise
- ➡ Add some nice props + greenery



PRODUCE

Bring wardrobe changes

When you batch your videos into one shoot, you want the perception that you did in fact shoot each video at different times.



PRODUCE

Present like a pro

- ➡ Look straight down the lens
- ➡ Don't rush it
- ➡ Use your hands (don't be a robot)
- ➡ Stand up
- ➡ Smile!



PRODUCE

Edit it all together

- ➡ Backing music track
- ➡ Subtitles
- ➡ Top and Tail



Software + Support Options

EDITING	ANIMATION/TITLES	SOUND
<ul style="list-style-type: none">• YouTube Editor• iMovie (MAC) or Movie Maker (PC)• Lightworks• Fiverr• Upwork• Premiere Pro (Next Level!)	<ul style="list-style-type: none">• Fiverr• Biteable• Upwork• Rev.com (subtitles)	<ul style="list-style-type: none">• Epidemic Sound• Envato Market• Pond5• Ben Sound• Premium Beat

PROMOTE

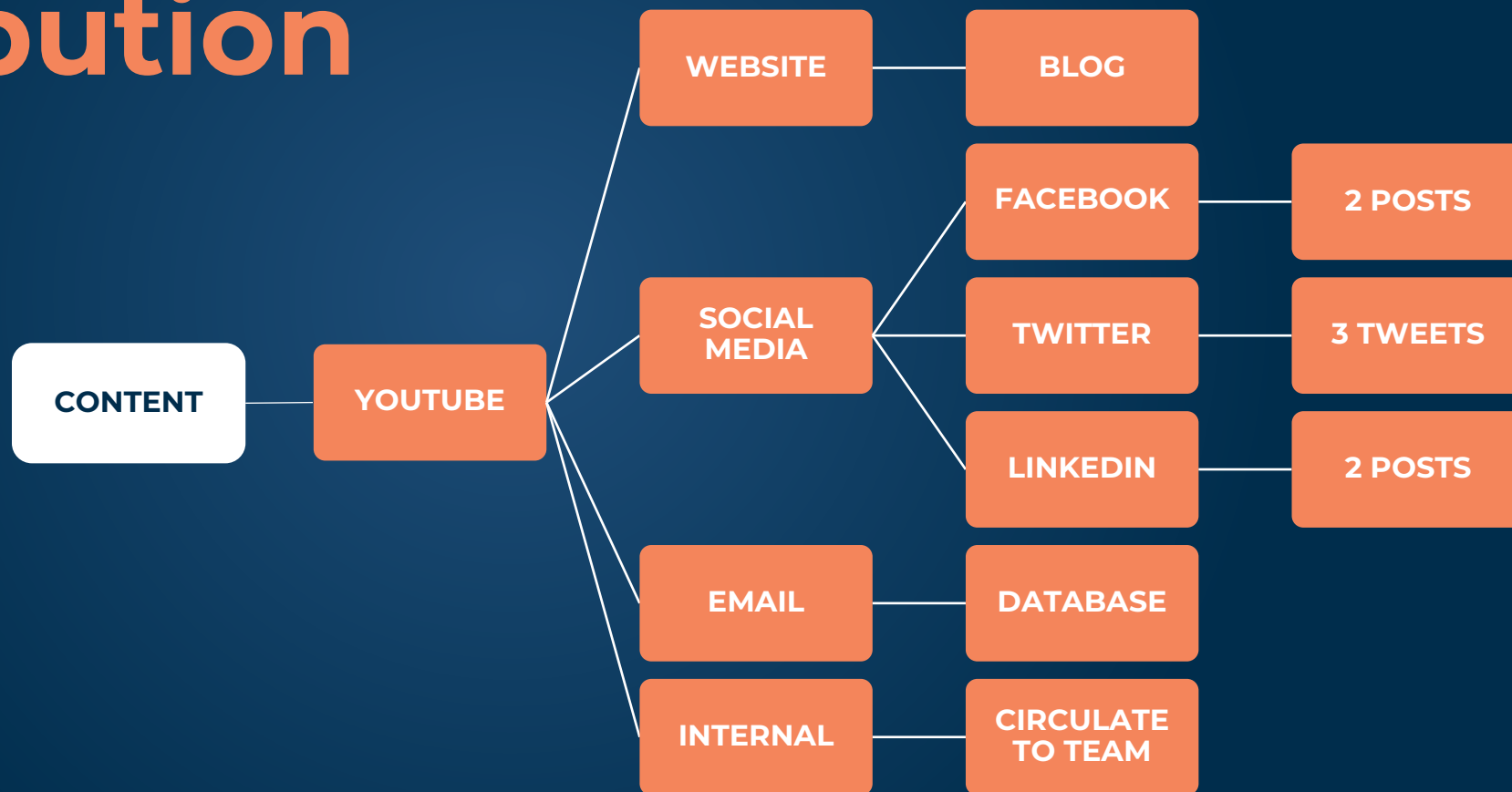


Distribute + promote
your videos



PROMOTE

A simple distribution plan



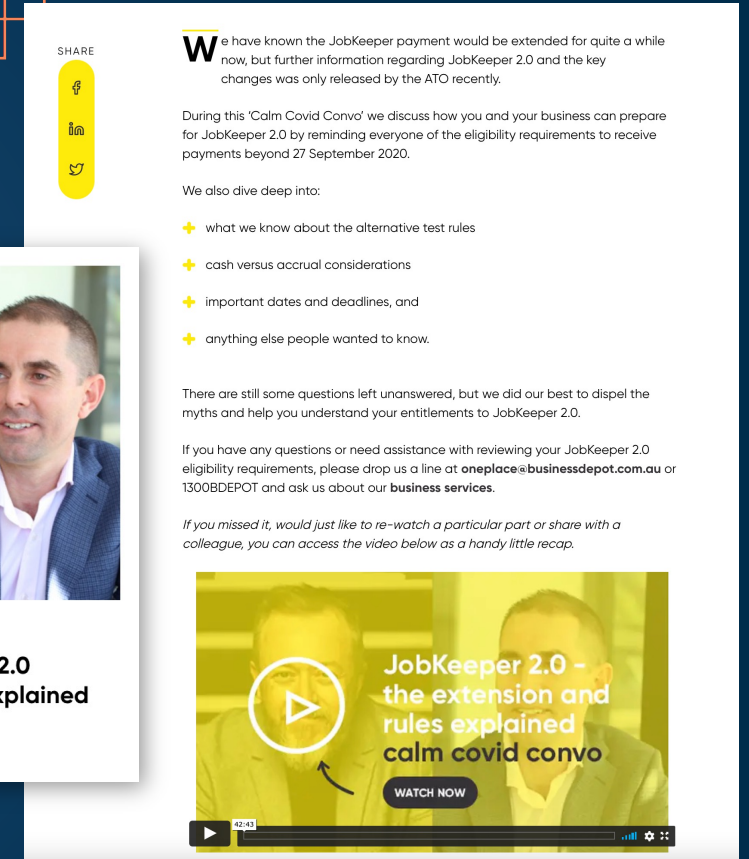
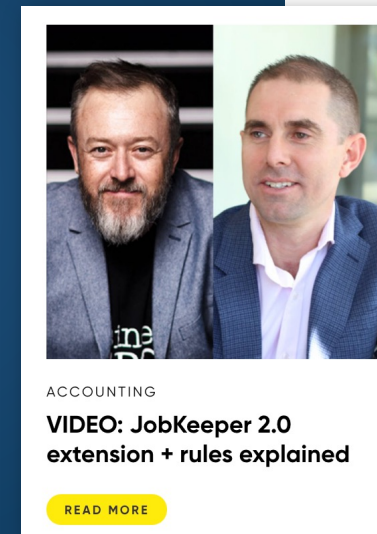
**Your website is the
centre of all of your
digital marketing
activity**



PROMOTE

Embed on your blog

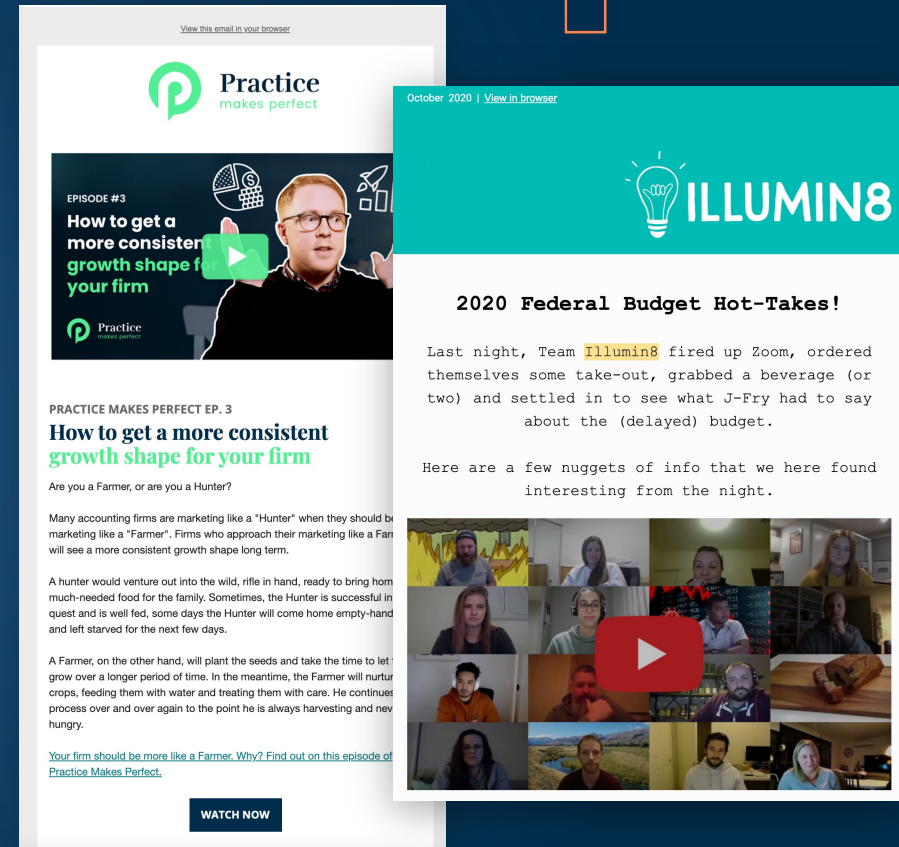
- ➔ Add the video as a blog post
- ➔ Create short text intro to entice people to watch
- ➔ Give people the option to share the post
- ➔ Use relevant keywords in your title and text



PROMOTE

Email it to your database

- ➔ Include some intro text
- ➔ Use a thumbnail
- ➔ A strong call to action to watch the full video



PROMOTE

Promoting on social media

- ➔ Upload the video directly to social media
- ➔ Tag relevant people in your social media posts
- ➔ Use appropriate hashtags
- ➔ Add the website link to the full post in the comments
- ➔ Ask your team to share it!
- ➔ Pay to promote to new audiences



PROMOTE

Leverage your micro-content

- ➔ Chop the video up into small bite-sized pieces
- ➔ Share across your social media channels
- ➔ Link back to the main video



ANALYSE

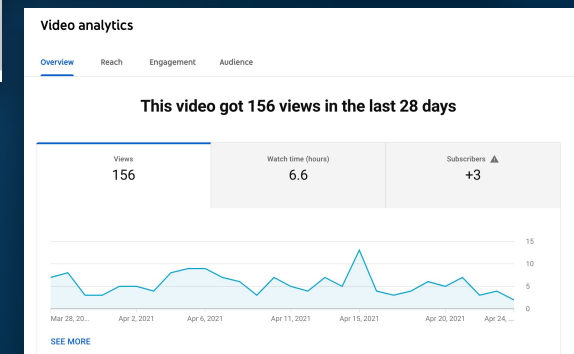
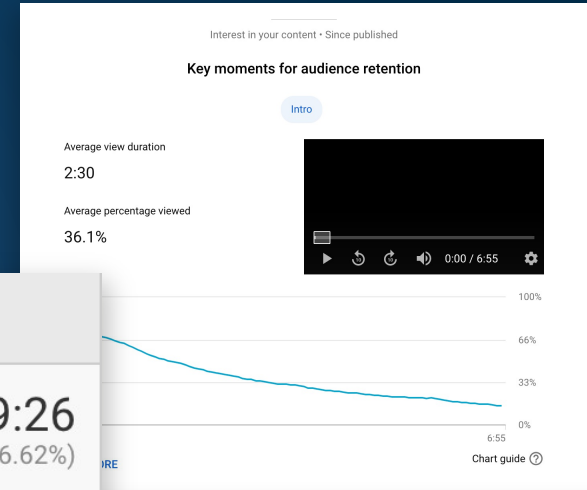
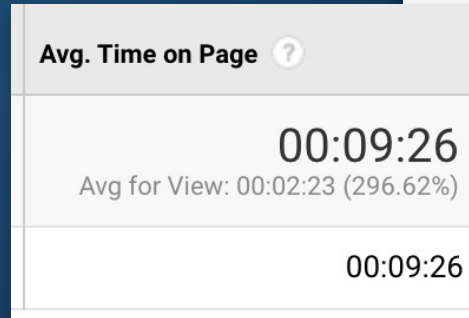


Is this thing **working?**

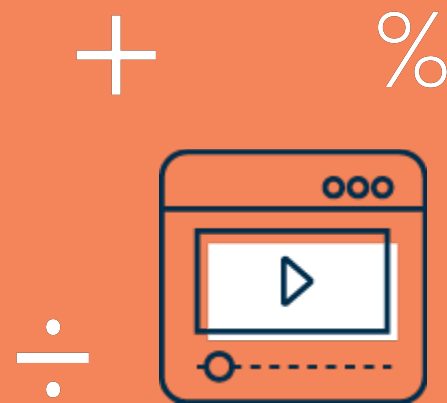
ANALYSE

Measuring performance

- ➡ View count
- ➡ Play rate
- ➡ Average watch time
- ➡ Time on page
- ➡ Social media comments + shares



Re-share successful videos!



A professional studio lighting setup. The ceiling is equipped with a complex rig of lights, including a large central softbox and several smaller ones. The walls are white, and the floor is covered with a white cloth. Two large black softboxes on stands are positioned in the foreground. The overall scene is dimly lit, with the primary light source being the overhead rig.

What **equipment** do we need?

The camera



SMART PHONES



SLR CAMERAS



MACBOOK

The sound

SMART PHONES



SLR CAMERAS



The lighting

NATURAL LIGHTING



NEEWER LED LIGHTS



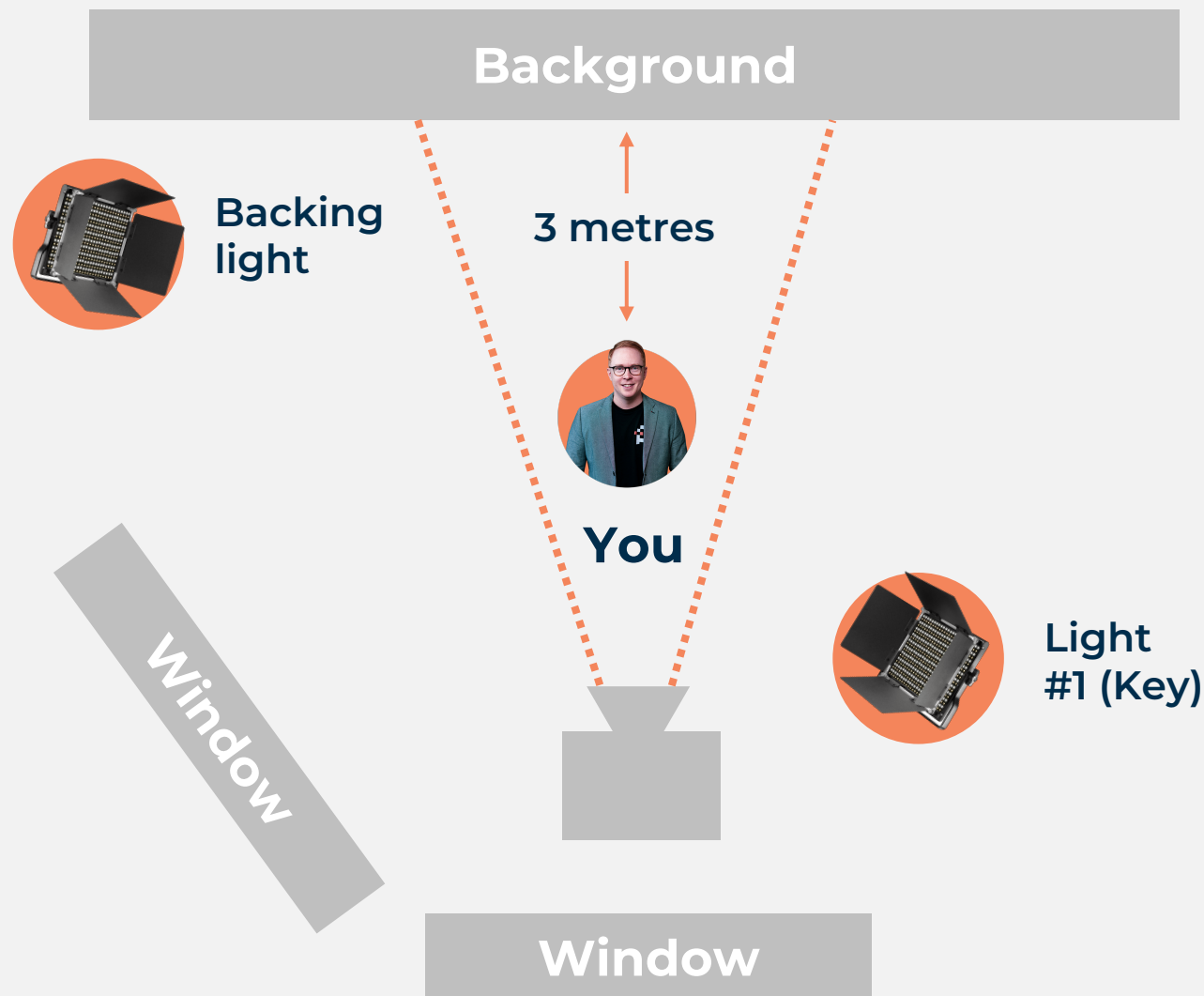
The accessories



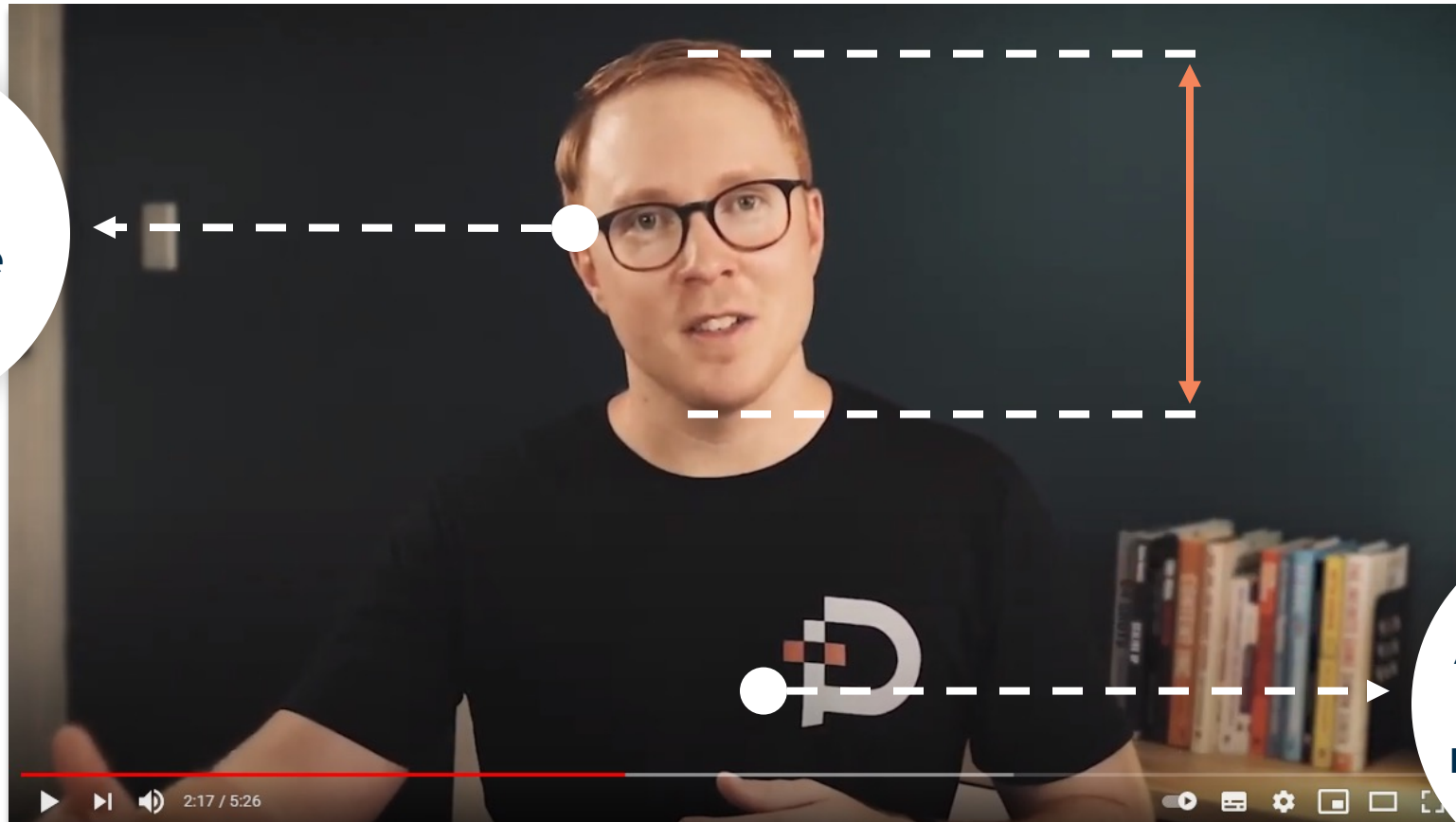
I've got the kit

Now what's the ideal setup?

The ideal setup



**Look
straight
down the
barrel**



**Allow room
for hand
movements**

Who is doing it well?

Here are some great examples from other firms.





Kelly Chard
7 days ago

March/April Insights

1. General Practice - turn up the dial on finance pre-EOFY 2. New clinics - get your accountant engaged is ke...



Kelly Chard
Mar 3

February Insights

Are you a health care practice owner Chances are the Australian Taxation Office's just-released draft PCG...



Kelly Chard
Jan 30

We are hiring

GrowthMD is searching for our next senior accountant. Be mentored to become a true accounting expert i...



Kelly Chard
Jan 27

January Insights

Five topics on the radar of medical practices in January 2021



January Insights

Five topics on the radar of medical practices in January 2021.



March/April Insights

Insights and observations from GrowthMD for March and April.

1. General Practice - time to turn up the dial on finance pre-EOFY
2. New clinics - getting your accountant engaged is key
3. Compliance - FBT and Employee V Contractor risk is top of mind



If they can do it,
**I'm pretty sure
you can too!**



Let's wrap it up

01. Decide if video is right for you – Don't half commit!
02. Get the right setup + equipment
03. Don't do video for the sake of it
04. Just start.



Connect with your online audiences through compelling videos

Create professional video content with an
experienced video team.

practiceandpixels.com.au

✦ Ask me
✦ something...

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✦ Thanks for
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