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.

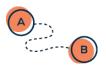
We do this through...



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











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.

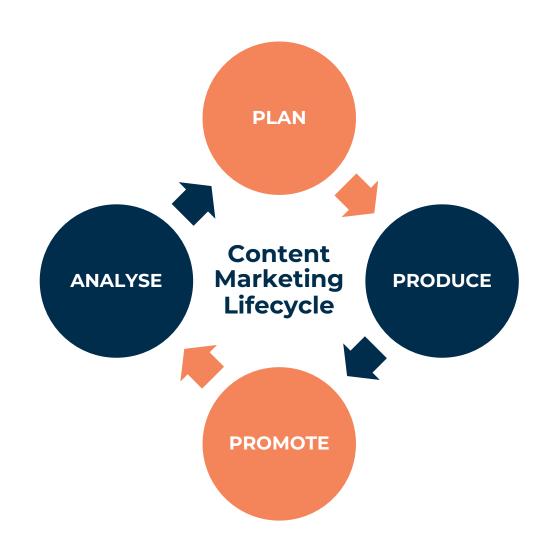


Different types of videos for firms

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



A process to follow in your video creation





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!

Batch your videos

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



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





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.



Present like a pro

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



Edit it all together

- Backing music track
- Subtitles
- Top and Tail







Software + Support Options

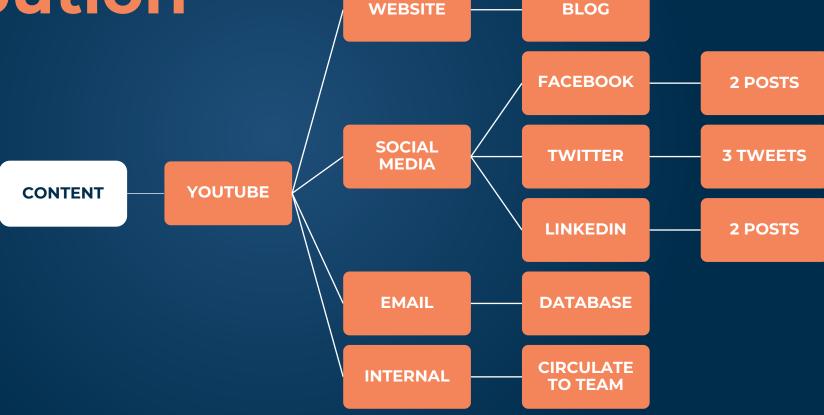
EDITING	ANIMATION/TITLES	SOUND
 YouTube Editor iMovie (MAC) or Movie Maker (PC) Lightworks Fiverr Upwork Premiere Pro (Next Level!) 	FiverrBiteableUpworkRev.com (subtitles)	 Epidemic Sound Envato Market Pond5 Ben Sound Premium Beat

PROMOTE -

Distribute + promote your videos



A simple distribution plan



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



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





VIDEO: JobKeeper 2.0
extension + rules explained

READ MORE

W e have known the JobKeeper payment would be extended for quite a while now, but further information regarding JobKeeper 2.0 and the key changes was only released by the ATO recently.

During this 'Calm Covid Convo' we discuss how you and your business can prepare for JobKeeper 2.0 by reminding everyone of the eligibility requirements to receive payments beyond 27 September 2020.

We also dive deep into:

- + what we know about the alternative test rules
- cash versus accrual considerations
- + important dates and deadlines, and
- anything else people wanted to know

There are still some questions left unanswered, but we did our best to dispel the myths and help you understand your entitlements to JobKeeper 2.0.

If you have any questions or need assistance with reviewing your JobKeeper 2.0 eligibility requirements, please drop us a line at oneplace@businessdepot.com.au or 1300BDEPOT and ask us about our business services.

If you missed it, would just like to re-watch a particular part or share with a colleague, you can access the video below as a handy little recap.





Email it to your database

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



October 2020 | View in browser

Practice makes perfect

View this email in your browse



PRACTICE MAKES PERFECT EP. 3

How to get a more consistent growth shape for your firm

Are you a Farmer, or are you a Hunter?

Many accounting firms are marketing like a "Hunter" when they should be marketing like a "Farmer". Firms who approach their marketing like a Far will see a more consistent growth shape long term.

A hunter would venture out into the wild, rifle in hand, ready to bring hom much-needed food for the family. Sometimes, the Hunter is successful in quest and is well fed, some days the Hunter will come home empty-hand and left starved for the next few days.

A Farmer, on the other hand, will plant the seeds and take the time to let grow over a longer period of time. In the meantlime, the Farmer will nutru crops, feeding them with water and treating them with care. He continues process over and over again to the point he is always harvesting and new hungsy.

Your firm should be more like a Farmer, Why? Find out on this episode of Practice Makes Perfect.

WATCH NOW



2020 Federal Budget Hot-Takes!

Last night, Team Illumin8 fired up Zoom, ordered themselves some take-out, grabbed a beverage (or two) and settled in to see what J-Fry had to say about the (delayed) budget.

Here are a few nuggets of info that we here found interesting from the night.





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



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



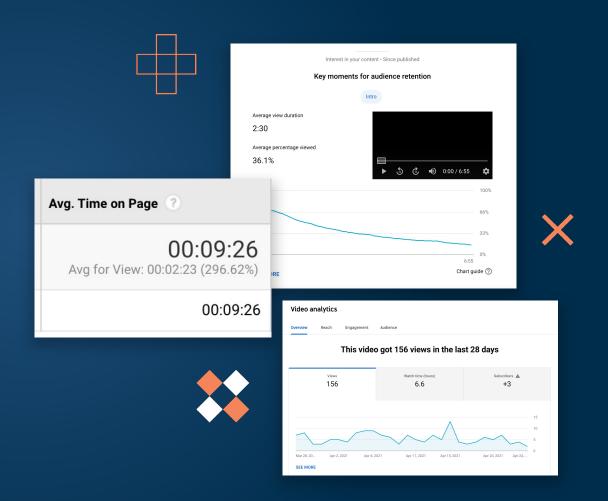
ANALYSE _____

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!





The camera



SMART PHONES



SLR CAMERAS





MACBOOK

The sound

SMART PHONES



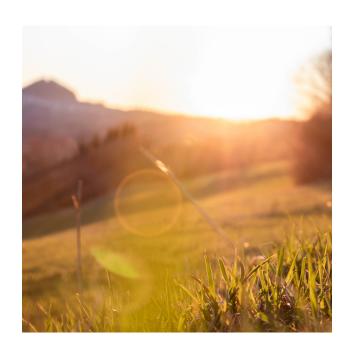


SLR CAMERAS



The lighting

NATURAL LIGHTING



NEEWER LED LIGHTS



The accessories

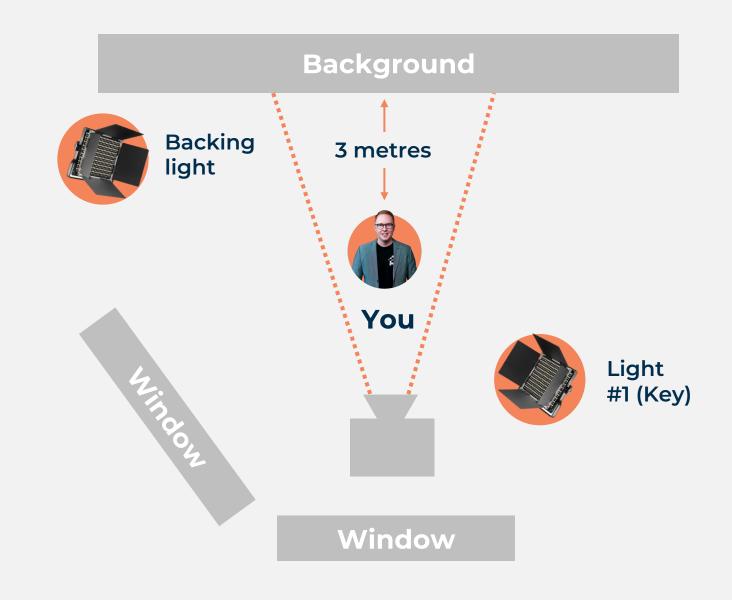




I've got the kit

Now what's the ideal setup?

The ideal setup

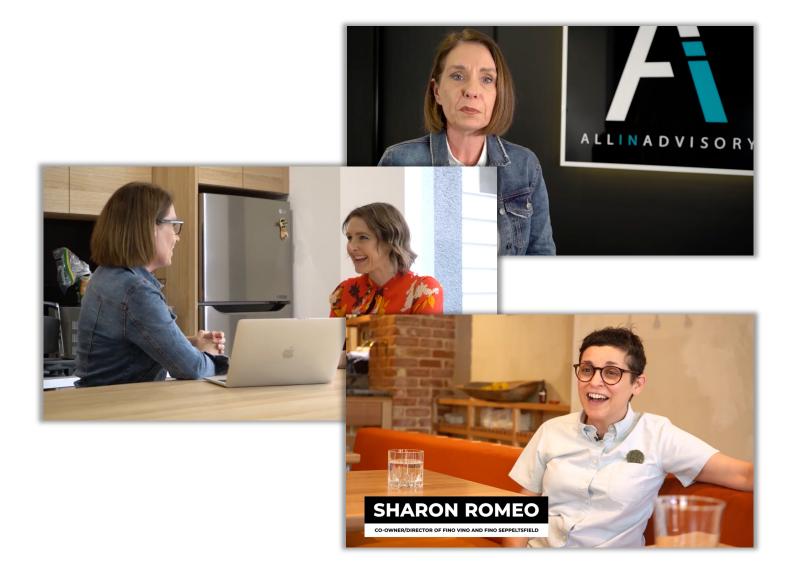


Look straight down the barrel **Allow room** for hand movements **)** 2:17 / 5:26

Who is doing it well?

Here are some great examples from other firms.









March/April Insights

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





February Insights

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





We are hiring

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





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

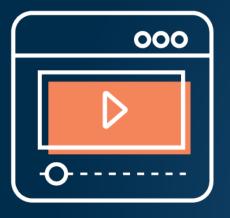


If they can do it, I'm pretty sure you can too!



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...

0402 574 286 tyson@practiceandpixels.com.au practiceandpixels.com.au



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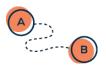
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Video production

Thanks for coming + along!

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