

# Top Tips for Video Content that Engages and Sells



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## Introduction

Videos are fun to watch and easy to consume for viewers. They keep people on your website for longer and can greatly increase organic traffic. Video can also have a big impact on the purchase-decision process due to the persuasive, experiential nature of audiovisual storytelling.

This document outlines top tips, both technical and creative, on how to make emotionally-evocative videos that will lead to bookings and it will give you some ideas for types of videos you can use to promote your business. There will also be plenty of tips along the way about scripting, shooting and editing to ensure your videos are engaging.



## Why use video?

New Fáilte Ireland research shows that people who are planning a getaway want to relax, unwind, escape from it all and have fun. Many are also seeking great food and drink experiences. It's important to know this because people book for emotional reasons i.e. how you make them feel. And storytelling is the most powerful way to emotionally engage potential customers. So, in order to move people to that booking stage on the path to purchase, you need to tell them stories that evoke emotions.

# Planning your video

## Identify the emotional needs of your ideal customer

Emotional needs reflect how a guest wants to feel when they stay in your hotel, visit your attraction or experience your activity. Some people are seeking calmness to escape from the worry caused by the pandemic, others want the fulfilment of learning about history, and there are also plenty of people who want to let off steam through a high-energy activity.

**Top Tip: One emotional need that is common to all of us in the COVID-19 era is the need to feel connected to loved ones. Above all, people need to feel reassured that safety protocols are being adhered to by tourism providers, which will allow them to enjoy a safe getaway.**

This is a great video from the [Galway Bay Hotel](#), which expresses lots of emotions that people are feeling at the moment: the desire to break free, let go, and escape but also the reassurance that people need to feel safe, while on a staycation.

### Key to successful marketing

1. Write a profile of your ideal customer
2. Identify their emotional needs
3. Create content which tells them that you will meet their emotional needs

# Style of video

## Types of video to promote your business

There are many ways to promote your business through video:

1. A **promotional video** to introduce people to your brand.
2. A video to **showcase your products and services**. Consumers love to know who's behind a brand, so feature your staff in your videos.
3. A **video showing the safety protocols** you have in place to reassure customers in the COVID-19 era.
4. A **video blog** – also called a vlog – this is like a video diary.
5. An **action video** that conveys the excitement, energy and fun of your activity.
6. **Customer testimonials** build your credibility and establish trust between you and potential customers.
7. You could do **interviews** with people in your region about what's new and exciting or with local experts as part of a destination storytelling video.
8. **Vox pops**: popular opinion as represented by informal comments from members of the public, especially when broadcast or published.
9. If you're holding an **event or festival**, make sure someone is filming it or you could livestream it.

10. **'How To' videos** and videos giving 'Top Tips' are extremely popular, so they are trends worth tapping into.
11. A **destination storytelling video** to showcase the uniqueness of your region.
12. A **cultural reference video**, highlighting an element of the culture, language, cuisine, social habits, music or creative and artistic activity of the people there.
13. And – trust me – when you're shooting, you'll have lots of outtakes, which are usually very funny, so edit them together – it will show off your sense of humour and **outtakes videos** often get more views and shares than videos with slick shooting and editing.

## Scripting your video

### Where to start?

Start at the end: the message (tagline). Devise this first, before writing your script. Then develop a story which builds up to that message at the end. Here's a [video from Hello Fresh](#) that's brilliantly scripted with a great tagline: 'Dinner is Solved'.

[This video from holland.com](#) is another brilliantly scripted video: it creates curiosity at the start that keeps the viewer hooked in order to discover what's really cool about Holland. The story leads directly to the tagline: "Holland, The Original Cool".

So, once you have your tagline, develop it into a compelling script.



© holland.com

## Top Tips on Video Scripting

1. Hook the audience: grab their attention by making it clear to them how they will benefit by watching the video.
2. Then tell the story that will lead you to your tagline. This can be done chronologically (beginning, middle, end) or through 3–5 key points you want to make.
3. Towards the end of the video, sum up the value to the viewer and finish with a call to action. What do you want people to do: subscribe to your YouTube channel / download a recipe / make a booking online?
4. Then finally, put your message or tagline onscreen at the end of the video so that viewers will remember it.

## Filming your video

### Types of Shot

Framing is only one element of shot composition. Distance from subject and camera movement are also factors.

Type of Shot	Framing, Distance and Camera Movement
EWS (Extreme Wide Shot)	Often used as an establishing shot, the EWS establishes the story world. In this shot, the subject is not as important as their surroundings.
WS (Wide Shot)	The subject takes up the full frame from just above the top of their head to just below their feet.
MS (Mid Shot)	Framed from the subject's waist to just above their head.
MCU (Medium Close-Up)	Framed from the breastbone to just above their head.
CU (Close-Up)	In this shot, a part of the subject fills the whole frame, often their face.
ECU (Extreme Close-Up)	The ECU is a very tight shot that shows granular detail of one element of the shot, which could be a ring on someone's finger or the petals on a flower.
Two-Shot	A shot of two people, framed in a similar way to a mid-shot.
Over-the-Shoulder Shot	Looking at the subject over the shoulder of someone else (usually an interviewer).
Noddy	This is specific to interviews and shows the interviewer listening and reacting to the subject.
Tilt	A tilt is a vertical camera movement in which the camera points up or down from a stationary tripod. The head of the tripod facilitates the vertical camera movement.
Pan	A pan is a horizontal camera movement in which the camera moves left and right from a stationary tripod. The head of the tripod facilitates the horizontal camera movement.
Tracking Shot	A tracking shot is a shot in which the camera is mounted on a dolly (a small cart), which travels along tracks.
Cutaway	A shot of something other than the subject.
POV (Point of View)	Shows a view from the subject's perspective.

## Filming interviews

When shooting interviews, position the subject on one side of the frame (on the left in this example), leaving what's known as 'looking room' on the other side of the frame (the right) i.e. leaving space on the side of the frame that the subject is looking towards. Reverse that when you film the interviewer.



## Tips on orientation

Social media video specifications change often but here are some tips on which orientation to choose. All of the main social platforms aim to support different orientations, but here are best practice guidelines:

1. If you're planning to share a video on YouTube or in a Facebook post, it looks best if you shoot in landscape with your phone on its side (horizontal).
2. Instagram news feed posts are generally square.
3. If you are posting a Facebook story or an Instagram story, the orientation that looks best is portrait (vertical).
4. If shooting a video for your website, always shoot landscape.



## How to set the resolution on your phone

The minimum resolution required is different for each orientation and social platform but it's advisable not to go below Standard HD (high definition): 720p, which is 1280x720 px (pixels). However, the recommended resolution to shoot is Full HD: 1080p, which is 1920x1080 px.

To set the resolution to Full HD on an iPhone:

1. Click Settings.
2. Scroll down to Camera and click it.
3. Click Record Video.
4. Select 1080p at 30 fps (frames per second).



To set the resolution to Full HD on an Android:

1. Click Camera app
2. Switch from photo taking to video recording mode.
3. Click Settings
4. Select Resolution
5. Choose FHD 1080p 1920 x 1080



*Note: the process for setting the resolution on your phone could vary from the steps above depending on your handset.*

## Top tips on video production

So, here are some top tips on video production:

1. Film a mixture of static shots (suitable for fast-paced editing) and shots with camera movement in them (suitable for a slower-paced video).
2. Do storyboards: they'll help you to work out what shots will cut together – therefore you'll know what shots to film. Also, if you're under pressure while on the shoot, it would be easy to forget which shots you need unless you have storyboards.
3. Visit locations in advance to check the sunlight at different times of day and the sounds of the location. Check whether there's a risk of road works or planes flying overhead.
4. If you have multiple locations, find ones near each other to avoid losing shooting time in transit.
5. Use natural light where possible. An overcast day is better than a sunny one. If using film lighting, allow plenty of time to set up the shot and tweak shadows.
6. If filming pieces to camera, bring a teleprompter if the presenter needs it.
7. Get signed release forms for locations and model release forms for on-screen talent – these are forms that give you permission to show people and locations in your video. It's really important to comply with GDPR requirements and you can learn more about GDPR and release forms on page 11.
8. Use an external microphone which plugs into your camera/smartphone because consumers just won't listen to bad quality audio. It won't matter if your video has a terrific shooting and editing style if the sound quality is poor.
9. Use a tripod/mount to ensure your shots are steady. Consumers have a little bit of tolerance for unsteady shots, but your video will look much more professional if you use a tripod.
10. If shooting drama (like an ad), consult a filmmaker because drama involves a very specific story structure.
11. No matter how well you plan, things will always go wrong and cause delays, so allow three times longer for filming than you think it will take.
12. Film the most important shots first – this means that if you run out of time, you can still edit your video together in a way that's close to how you visualised it.

## GDPR obligations

**Important:** you need signed release forms for people and locations that appear in your videos. These are effectively contracts that govern what permissions you've agreed with people who appear in your videos and those who own locations featured in your videos.

The release form should ensure that you and third parties associated with your business can use it for tourism promotion and sales purposes. If possible, ensure the rights you secure are valid in perpetuity across all media, public and private.

It's really important to understand your obligations in relation to processing peoples personal data and that you comply fully with GDPR requirements. **Please read the GDPR section on page 11 carefully.**

## Copyright relating to videos and music

If you wish to use music or video clips created by someone else in your videos, you must license that content from the creator of it. **Please read the Copyright section on page 11 carefully to ensure that you do not infringe anyone's copyright on a creative work.**

IMRO, the Irish Music Rights Organisation, can help you with acquiring the right license to use the music you'd like to feature in your videos. Here's a [detailed explanation from IMRO about copyright](#) and here are [IMRO's answers to frequently asked questions](#).

## Editing your Video

Editing is where the story really comes together.

### Top Tips on Editing

1. The editor's choice of shots, sound design and pacing will all define the narrative and emotional impact of the videos.
2. Add style by speeding up clips, slowing them down, adding captions, using filters, employing stylistic visual techniques such as picture-in-picture, using transitions and adding visual effects.
3. Create a captivating sound design by combining sound effects, voiceover/interview and music.
4. Lay the audio of an interview or voiceover first. Only lay music down first if you are cutting to the beat of the music.
5. As per the copyright section above, ensure you have a license to use the music you've chosen.
6. Practice editing as much as possible: you will learn a huge amount about how to script and shoot by learning what cuts together.

## Tools for shooting and editing video

Thankfully, it's now much easier to make videos than it ever was before thanks to technology. Here's a range of tools for both laptops and smartphones available for low or no cost (check websites for pricing). Some things to bear in mind include:

1. The higher cost options offer greater functionality; however, if you're just starting out it's a good idea to begin with a simpler tool to learn how to edit, then upgrade to a more complex tool.
2. Apps are simpler to use but don't have the same functionality of editing software, so you could start by learning to create great videos through an app, then upgrade to editing software when you're ready to add more advanced techniques.
3. Some of these apps also include copyright-cleared music for use in your videos.
4. Many video apps experience glitches from time to time.

### LAPTOP EDITING TOOL

<b>iMovie</b> (Mac)	Apple's entry-level desktop video editing application can turn your footage into impressive productions. Reasonably easy to learn and use.
<b>VSDC Video Editor</b> (Windows)	Cheap and cheerful editing software suitable for beginners.
<b>ShotCut</b>	Free open-source software that's suitable for beginners.
<b>Magisto Video Editor and Maker</b>	Makes the video editing process semi-automatic through AI (artificial intelligence) — useful if you prefer not to customise your videos. App also available (see below).
<b>Wondershare Filmora9</b>	A consumer-level tool that creates professional videos. Reasonably easy to learn and it has a user-friendly interface.
<b>Wave.Video</b>	A drag-and-drop style editor, with libraries of video templates and background music, and options to add text and images with just a few clicks.

### SMARTPHONE EDITING TOOL

<b>iMovie</b> (iPhone)	Includes the core essence of a professional-grade video editor while being accessible to anyone.
<b>Kinemaster</b> (Android) <b>Kinemaster</b> (iPhone)	A professional video editor that's friendly enough for anyone to use. Supports multiple layers of video, audio, images, texts, and effects. Easy-to-use interface.
<b>Quik</b> (Android) <b>Quik</b> (iPhone)	A video editor for people who want to make simple videos with the minimum effort.
<b>Magisto</b> (Android) <b>Magisto</b> (iPhone)	Quickly create, edit, and publish videos anytime, anywhere with little effort. However, some customers have reported difficulty cancelling after the free trial and poor customer service.

<b>FilmoraGo</b> (Android) <b>FilmoraGo</b> (iPhone)	Ideal for simple videos for quick social media posts or adding pizzazz to a few seconds of footage.
<b>Adobe Premiere Rush</b> (Android) <b>Adobe Premiere Rush</b> (iPhone)	If you are already using Adobe Premiere Clip (a precursor to Premiere Rush), you can continue to use and enjoy the application. However, app updates and technical support are no longer available. If you are a new user, Premiere Rush is Adobe's next generation mobile video editing app. However, it's pricey unless you're already an Adobe Creative Cloud subscriber.

Have fun trying out these apps and keep practising video creation. The more videos you make, the better you become at it!

## Top tips on creating video content that engages and sells

1. If just starting out in video production, film on your smartphone (you can upgrade to camera later).
2. Do test shoots to get more proficient at shooting.
3. Use a smartphone app or YouTube for easy editing.
4. When you are ready to elevate the quality of your videos, you could upgrade to using editing software which has greater functionality than an app.
5. Use lighting, framing and movement to create great visuals! Although audio plays a role in storytelling, video is primarily a visual medium so make the most of it.
6. You could choose a style that captures attention, for example, 'jump cutting' or 'handheld' but assess whether they will appeal to your target market.
7. Choose a tone that is appropriate for your audience. Does a humorous tone fit your brand. Do you want to be uplifting and inspirational? Or are you targeting the social media generation, in which case you might try a cheeky tone?
8. You can combine voiceover and captions as your narrative device or choose one of them.
9. And crucially, end the video with a call to action. If you've enticed viewers to watch your entire video, make sure you get them to take an action like making a booking.
10. Practise making a few videos on your phone as a learning experience before shooting a video for your business.

# GDPR, Model Release Forms and Copyright

## GDPR and Permissions Guidance Regarding Image and Video Content

### GDPR and Permissions Guidance

Acquiring, taking, using, sharing, keeping and deleting photos or video content containing and clearly identifying people (showing their faces) constitutes the 'processing of personal data' and therefore is bound by the General Data Protection Regulation 2016 (GDPR) and the subsequent Data Protection Act of 2018.

Please refer to [www.dataprotection.ie](http://www.dataprotection.ie) for further information on Individual and Organisational responsibilities under this legislation.

Therefore, **all images and video where people are identifiable in the content must have a Legal Basis.**

Whereas there is a legal basis for processing personal data, **2 of the most common** used by organisations to process images or video of people are:

- a. **Consent and**
- b. **Contract**
- a. **Consent** means the **explicit permission of those people in the photo or video to hold, share and use their data.**
- b. Contract is where you have a signed contractual agreement with the individuals to hold, share and use their data. An example would be a Model Contract or Model Release Form which would outline the terms by which the organisation can use the images or video, how and where they can be used, etc. as agreed by the individuals themselves. These agreements generally also deal with copyright.

**Regardless of which 'legal basis' you use, it is your organisation's responsibility to:**

**(1) be completely transparent**, providing the individual with clear details as to how their images will be used, how it will be stored securely, how it will be shared and with whom, how long you will keep it for and how they can exercise their privacy rights if they want to retrieve their images and information or have it deleted. These are some of the **'GDPR principles'** and it is important organisations understand these. This is particularly relevant where the individuals gave their consent. **Consent may be given but individuals must be afforded the right to retract Consent. The personal data you hold on individuals is theirs, not yours.** You should always have a Privacy Policy or Privacy Statement which outlines in detail how you process and protect the personal data of individuals and which specifically describes how individuals can exercise their privacy rights and details of whom they contact within your organisation to do this.

**(2) always have and keep evidence of consent** being given; signatures are required of written or digital acceptance ‘tick boxes’ if online, verbal consent must always be recorded and retained. It’s up to you to prove you have received consent.

For example, in the case of paying individuals to have their images taken, you should have a Contract in the form of a **Digital (image or video) Release Form, also referred to as a Model Release Form;** which describes how the images will be used and confirms the individual’s consent in the form of their acceptance of contract terms in return for payment.

Where individuals are not being paid or signed up to a contract, you **must still get their written consent** and therefore it is recommended that you use a similar procedure to using an **Image/Model Release Form;** amended to omit any payment terms.

An Image/Model Release Form should provide enough information to allow the individual make an informed decision about what they are consenting to, and should be accompanied by a hard copy of your Data Protection Policy or Statement so that they have the opportunity to access further information before consenting. Links to your Data Protection Policy or Statement should be included in the form.

**You don’t have to prove that individuals have always read your Privacy Policy/ Statement, but you do have to prove that you gave them every opportunity to do so before they consent.**

It is good practice that you send your organisation’s Privacy Policy in advance to those participating in order that they have been given time to understand it before consenting.

All Digital Content Release Forms must be maintained on file by the business as reference, in the event of a query or inspection by the Office of the Commissioner for Data Protection.

As part of the terms and conditions of that consent, you as a named person, acting on behalf of the owner of the business, are legally responsible to ensure:

- the agreed permission in writing is secured for the capture of that data
- the responsible capture and processing of the data
- the secure holding and storage of that data
- the appropriate use of that data

in accordance with the terms and conditions agreed to its use/release.

In the case of **minors (under 18) this requires a parent or authorised guardian’s written consent** on behalf of the child for taking, processing, secure storage and use of this data.

### Guidance on securing permissions

This section provides guidance on securing permissions for taking, processing, storage use and publication of Personal Data by way of Visual Content (Images or Video). As stated above, written consent for the taking, processing, storage and use of personal photos or video data requires the expressed consent of the individuals and this is best secured in the form of a **Digital Content Release Form (Image or Video) (see example below).**

**The form should contain:**

1. **The date the Data is intended to be captured**
2. **The name of the representative and the name of the business they are acting on behalf of**
3. **A short, concise description of what the image will be used for, how (which channels) and whether it will be shared, with whom and why, and security assurances. This is effectively a short summary of your Privacy Policy / Statement, written in 'plain language' in an open, honest and trusting tone**
4. **A link to your full Privacy Policy / Statement**
5. **A statement indicating the named person** (the person to be photographed or video should be named):
  - a. **provides their full consent** to the capture, processing, secure storage, use and publication of their image or video data in accordance with agreed terms and conditions (see below for guidance on terms and conditions)
  - b. Has been provided with the **opportunity to read your organisation's full Privacy Policy / Statement** (either by being sent it in advance or offered a hard copy)
6. **Signature and date by the person to the release of their data** (or the parent/guardian acting on behalf of the minor)

**The terms and conditions should indicate:**

- **The person seeking the permission is authorised** to act on behalf of your business
- **Confirm how the media can be used and shared**, including if it can be shared with partners / 3rd parties
- **Confirm the media can be processed and edited** to meet the requirements of the business
- **What the content will be used for (e.g. 'for the sole purpose of promoting your business and tourism to support the economic development of tourism and the region/ Ireland'**
- **Where the media can/may be used (i.e. what platforms)**  
Most businesses will seek to secure this for all media, including 3rd party platforms such as TV and video streaming and other online media such as social media platforms like Facebook, Instagram, Twitter, TikTok, WeChat, etc. as well as own brand web and 3rd party tourism sites such as Destination Marketing sites and possibly by Fáilte Ireland and Tourism Ireland
- **Confirm the media will be securely stored in accordance with your Privacy Policy** (ensuring your Privacy Policy clearly confirms how digital media is securely stored and held)
- Confirm how long the data will be maintained for (businesses usually try to ensure this is optimised for the likely lifetime of the content (e.g. 5 years or 10 years)
- **Confirm how the data will be removed/securely destroyed** at the end of the agreed period
- **How individuals can exercise their privacy rights** and who in your organisation they contact to do so (including Subject Access Requests and Right to Be Forgotten procedures).

## Sample Model Release Form

### Business Names/Branding Logo

I hereby irrevocably and absolutely consent to the unrestricted use by *(name of your business)* and those acting in partnership and with his or her permission to use any video footage, photographs, slides, transparencies and images of me that the photographer/videographer creates today, for all purposes and in any media (whether now known or hereafter devised). I give *(name of your business)* and their photographer/videographer my permission to create and use the content in any Media, for any purpose (excluding defamation) which may include, among others, advertising, promotion and marketing.

I waive any right to inspect or approve the finished footage, imagery, advertising copy, text, or other printed matter that may be used in conjunction therewith, or to inspect or approve the eventual use(s) to which the images/video footage may be applied.

This release constitutes the sole, complete and exclusive agreement between *(name of your business)* and me regarding the video and/or images.

*(Name of your business)* may reproduce this video, photographs, slides, transparencies, and images and use and exploit same in any way they decide, altered or otherwise, without claims, demands or proceeding by me. *(Name of your business)* may also delegate, subcontract or assign such consent to any third party without consideration.

I understand any content created today and subsequent processing and editing of same will be maintained securely for the purpose it was intended and my data will be maintained in accordance with the Privacy policy of *(name of your business)* which can be viewed on our website.

#### Photographer Information

Name: \_\_\_\_\_

Shoot Title \_\_\_\_\_

Date: \_\_\_\_\_

#### Model Information:

Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Model Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Gender: \_\_\_\_\_

Signature \_\_\_\_\_

## Copyright

Copyright is defined as the set of exclusive rights granted to the creator of an original work, including the right to copy, publicly perform, distribute and adapt the work. These rights can be licensed, transferred and/or assigned. Copyright is an intellectual property right. It allows the creators of original works to control how their work is used and to benefit financially from its use.

Copyright infringement occurs when the user of a pre-existing work copies it, allows others to access and use the work (by uploading it to a website, for example), adapts it or sells on or distributes copies to others. Doing these things, being aware that they are unlawful, can also be a criminal act. Civil penalties in the form of damages can be extensive. It is not a defence for a user to say infringement took place innocently.

Here's a [detailed explanation from the Irish Music Rights Organisation about copyright](#).

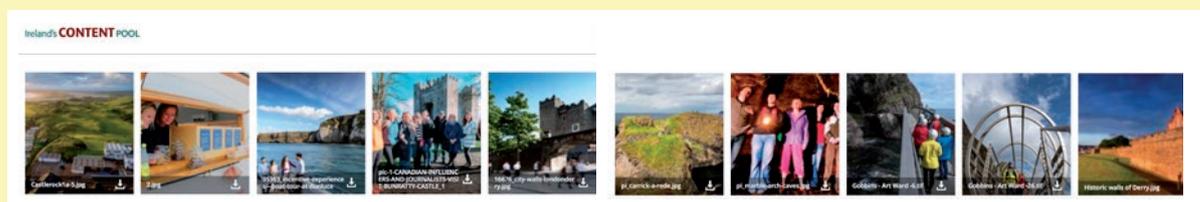
Copyright also applies if you wish to source additional photographs or video clips from other creators to use for promotional purposes.

## Creative Commons

Some creators choose to license their work under what's known as **'Creative Commons'**. The [Creative Commons copyright licenses](#) and tools forge a balance inside the traditional "all rights reserved" setting that copyright law creates. Its tools give creators a simple, standardised way to grant copyright permissions to their creative work. It's essential to understand and adhere to the terms of each individual license.

## Ireland's Content Pool

If you need any additional photographs or video clips to supplement your own, Ireland's Content Pool is a centralised online library of free promotional images, video, and other marketing assets. It's a joint initiative between Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland – and there are more than 40,000 assets on the system for you to use to promote your tourism business through your own marketing activity.



As soon as you register your details on [www.IrelandsContentPool.com](http://www.IrelandsContentPool.com), you can begin downloading high-quality assets to bring your tourism-related content to life.

## Final Tip

Making videos is so much fun! Use the top tips and tools in this document to create engaging video content that engages and sells!