Is Video Worth It?

The impact of online video.
Google

The chance of getting a 1st page ranking increases 53 times with a video.
7-10 people view brands in a more positive light after watching interesting video content from them.
85% of visitors are more likely to buy after watching a video than visitors who don’t.
75% of donors turn to ONLINE RESOURCES for information.
57% of donors made a donation after watching an online video.
videos with social media buttons have 36% higher engagement.
Your digital presence is vital.
Rule of Engagement

- 70%
- 20%
- 10%
What do you know about marine debris?
Go Fly a Kite!

On our second date, my soon-to-be husband, Ben, showed me the film, Jean de Sud by Yves Gelinas, featuring a man sailing solo around the world. For 120 minutes I watched him do the silly things people only do when they are alone—swim naked, perform a rain dance, talk to himself—all things that, in the years since, I’m proud to say I’ve done while sailing solo as well!

It was also Yves who introduced me to kite aerial photography (KAP), as his film culminates in the launching of a kite-born camera. As it climbed higher and higher, Yves and his Alberg 30 got smaller and smaller—until he looked like a dot on a toy boat.

A few years later, Ben and I set sail for Newfoundland to make a film, launching a kite-borne camera. As it was ben that he was a foot wider than our boat. Once past the wind generator, boom galleys and mainsail, she flew best in about 15 knots of wind.

When it came time to select a camera, we didn’t need to look very hard. Small cameras are becoming more rugged and have fine picture quality. We were pleased with our GoPro because it is small and light and can shoot video or photos. Best of all, the waterproof case provides protection against crash landings when the wind dies.

The camera can be attached directly to the kite, but will be steadier and remain level if it is hung below. Small cameras are becoming more rugged and have fine picture quality. We were pleased with our GoPro because it is small and light and can shoot video or photos. Best of all, the waterproof case provides protection against crash landings when the wind dies.

The camera, bridle and sledgehammer. KAPing, we discovered, is easy to master, fun to practice, and is a brilliant way to shoot unique footage of a sailboat. In short, it’s worth trying on your boat, especially if you love to chronicle your sailing adventures through blogs, videos or posts of any sort. The footage you’ll get of your boat under sail will leave your friends and followers in awe.

We chose a colorful delta kite with an 11ft wingspan, which I named Songbird. A delta is great for light-wind flying, yet also performs well in stronger winds. A single-line kite is necessary for the beginning KAPer, because they require less skill to fly. Songbird was cumbersome to launch, because she was a foot wider than our boat. Once past the wind generator, boom galleys and mainsail, she flew best in about 15 knots of wind.

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So, you’re ready to make a video?
a deckhands day...
1) Why?
2) Who is your audience?
3) What are you trying to say?
4) What do you want them to do?
5) Make a shot list.
Single Camera
Most Popular Videos

How To Get More Subscribers On YouTube - 6 Core Strategies
by James Wedmore
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To ramp up your YouTube Marketing, get started here: http://www.jameswedmore.com/get-results-with-youtube

Adding TEXT to video - How To do it Quick & Easy [TUTORIAL]
by James Wedmore
2 years ago • 159,499 views
Want to learn about adding text to video? Watch this video then, silly!

[ CC ]
1. interview one person
1. interview one person
2. start filming before
   ... keep rolling after
1. interview one person
2. start filming before...
   ... keep rolling after
3. long sided interview angle
1. interview **one** person
2. start filming **before**
   ... keep rolling **after**
3. long sided interview **angle**
4. say it **again**
What the heck is b-roll?
Resources:
YouTube Playbook
James Wedmore
VideoCreators.tv
Indie Mogul
lynda.com
other resources:


JLB Media Productions infographic, www.jlbmedia.com

Into Focus: A Benchmark Guide to Effective Nonprofit Video by Gail Eveanari with See3, YouTube, and Edelman
Videos:

https://www.youtube.com/watch?v=ReTqB4L-RHc
https://www.youtube.com/watch?v=E-Uj5vhCKP0
https://www.youtube.com/watch?v=U8hhxZQW4PA
https://www.youtube.com/watch?v=l0Y5WTSf-Ks