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Visit Savannah

ACCE Session: "Video: Worth a Million"
Video Tips, News, Resources and Examples

10 Video Tips

1. Capture them right away!
2. Experiment with short videos
3. Show how
4. Tell stories
5. Add captions
6. Don't forget the keywords
7. Integrate your video everywhere
8. Be authentic
9. Always provide a call to action
10. Go for the heart

Video News and Resources

- The Future of Social Video:
<http://blog.hubspot.com/marketing/social-media-forecast#sm.01n74kfa18brdza11ep28jub1n706>
- 45 Video Marketing Stats:
<http://www.virtuets.com/45-video-marketing-statistics/>
- 5 Reasons to Include Video Marketing in Your Digital Strategy:
<http://tubularinsights.com/5-reasons-online-video-marketing/>

Video Examples

Savannah Area Chamber of Commerce (Facebook Video Section)

- <https://www.facebook.com/SavannahAreaChamber/videos>

Simple, In-House Social Video Examples

- Tybee Island: A Day at the Beach: <https://www.youtube.com/watch?v=6wnp5j3JhVw>
- Savannah Shorts Series Playlist: <https://www.youtube.com/playlist?list=PLqX60uijiYlWf-EmzzdN3fle16Jqb-YUk>

Create Empathy/Establish a Personal Connection

- P&G Thank You, Mom: Olympics: <https://www.youtube.com/watch?v=MQ3k6BFX2uw>
- Mutual Rescue: <https://www.youtube.com/watch?v=Rm0qYRWQpZI>
- My Savannah: Paddleboarding: <https://www.youtube.com/watch?v=tQ2bNd419Ts>
- My Savannah Series:
<https://www.youtube.com/playlist?list=PLqX60ujiyYLUkGGRayxTmaQa10AtFWDuu>

Storytelling

- Little Gracie Savannah Hauntings: https://www.youtube.com/watch?v=jddnmE_1b4
- Savannah Hauntings Video Series Playlist:
https://www.youtube.com/playlist?list=PLqX60ujiyYLVH94t7H9xV_LkErWk2Ys1x

Examples with Great Intros (in the first 10 seconds)

- Visit Seattle: Tasting the Ocean (from First Takes):
<https://youtu.be/PoUNHz1nrYQ>
- Seattle First Takes Playlist:
https://www.youtube.com/playlist?list=PL9MA3xyupz0p_g1Zr1glNnvbTG1mDUps

How-To Examples

- Johnny T's NYC Tips:
<https://www.youtube.com/playlist?list=PLqX60ujiyYLUkGGRayxTmaQa10AtFWDuu>
- How to Tie a Bow Tie: <https://youtu.be/VJv4Qh7zR3E>
- Utah's Mighty 5: <https://youtu.be/QIKOcyf915M>

THANK YOU!