



Episode 11: Video
Marketing and Production
with Doug Dibert

E11: VIDEO MARKETING AND PRODUCTION WITH DOUG DIBERT

00:00 Ken Franzen: Hello, everybody. It's Ken from Neon Goldfish. We used to consume all our video through the television. Nowadays, we spend countless hours on platforms like YouTube, Facebook, Twitter, LinkedIn, Instagram, you name it, watching endless hours of video. So how do we go about leveraging these platforms to tell the story of our brands? How can we use video to attract new customers to our businesses? In this episode of the Neon Noise podcast, we host Doug Dibert from Crossing River Studios for a chat about video production and video marketing. Doug's a wealth of knowledge when it comes to videos, so when he agreed to come on the podcast, Justin and I were super pumped. In this episode, we cover the future of video marketing, tips for the do-it-yourselfers out there, the video production process, and what to look for when hiring a video production company, along with some other things. We open conversation with Doug. We'll get you excited about integrating video into your marketing sales efforts and give you some valuable insight on how to get started. Enjoy.

[music]

01:12 Justin Johnson: Hey, everybody. Glad you are with us for this episode of the Neon Noise podcast. Ken and I have a special guest on today. We're gonna be talking with Doug Dibert from Crossing River Studios. Doug has helped us out with quite a few video projects in the past. He is an expert when it comes to video marketing.

01:31 Doug Dibert: Yes, somebody thinks I'm an expert.

[laughter]

01:33 Justin Johnson: Yes, somebody thinks you're an expert. You know Doug, Ken and I have been talking a lot about the importance of video for your business. It's untapped, we think that there's a great opportunity for people to get additional exposure to their brand, and figured that it'd be a great topic and to have you come on the show and give us your insight. So how is it going today, Doug?

01:56 Doug Dibert: Well, good, guys. It's good, it's going good. I'm excited to be on the show here. Looking forward to chatting in-depth about video and video marketing.

02:07 Ken Franzen: Great, great, great. Hey, Doug, just for the listeners out there, why don't you give us a quick overview, a little background about who you are, a little bit about Crossing River Studios, fill us in a little bit on that if you could?

02:21 Doug Dibert: Sure. So I got started back in January 5th, 2005, creating video content for businesses and non-profits, and my... I would say our... What's the word I'm looking for? Our sweet spot is definitely creating brand videos that tell a story, that show how a product or service interacts with a real person's life and makes their life better. So obviously since January '05, a ton of video innovation has happened since then.

03:04 Ken Franzen: Of course. Just a little bit, right?

[laughter]

03:04 Doug Dibert: As we all know, it's definitely been interesting. I was thinking about that this morning. I always do... After I get the kids off to the bus, I kind of do a walk around the block, just clear the head and



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think about the day, and just thinking about the arc of video. And you had the standard definition video, and then you had this... Standard definition, but then it went to what was called 24-frame per second video, where video looked like film, and then obviously HD, and now you have 360. We actually have... You have a 2K, you have a 4K, and the 360, which we're actually... I just decided we're getting into creating and producing 360 videos now. But for me, I think the biggest and the coolest thing was that 24-frame per second. I know it's old school, but it made that video look like a movie. So I think that was a big change for video.

04:05 Ken Franzen: So put us in a timeframe, Doug. When was that? Was that back in 2005, when it was the 24 frames per second...

04:11 Doug Dibert: Yeah, it was...

04:11 Ken Franzen: Give us a little bit about the backlog and progression of going from the 24 frames per second, maybe to the 360, and I'm gonna plead ignorance and just for the sake of our audience.

[laughter]

04:23 Ken Franzen: Actually it's true ignorance. And give me a little bit of detail on 2K, 4K, 360 as well please?

04:29 Doug Dibert: So yeah, 4K, remember I graduated from the University of Toledo Film Program in 2004, and then I believe it was around that time that it came out 'cause I called my professor up, I said, "Hey, look. I'm looking into going into business here. What kind of camera would you recommend?" And he's like, "Oh, dude you got to check out the Panasonic DVX100, man. It shoots 24 frames per second video, man. It's totally awesome."

04:55 Ken Franzen: Sounds amazing.

04:55 Doug Dibert: So I jumped on it, and a lesson for maybe if you're looking to start a business, don't go into debt.

[laughter]

05:02 Doug Dibert: So I decided to go into debt right away and without a solid plan in place, but hey, worked hard and made it through. And then... So obviously then, when HD came out, and then even with 2K and 4K, you can do 4K on your cellphone now, which honestly you really just don't need for online stuff. YouTube will convert it down to that person cellphone's speed, which is about 720P. I output all my stuff at 1080P, just in case somebody just wanna watch it full HD, but typically, depending on your internet speed, you're watching at 720P. 4K and 2K is just essentially... It's nice to have if you're gonna blow it up. Even on a huge movie screen, you don't really need 4K. 4K is nice like... Say you're a photographer and you're shooting what's called raw, raw footage. You can... It's nice to have in post to edit with. That's really about it, 'cause you're... 'Cause I just had a drone... A guy do some drone footage for me, shot it at 4K, but I... You can end up down... Converting it down to 1080P, just so it works and that way people can consume it easily on their phones, just 'cause you know as well as I do, with web design, you have just moments to catch somebody, and if somebody has to wait for a video to upload, they're like, "Yeah, no, forget it."

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06:31 Ken Franzen: Sure.

06:32 Doug Dibert: So, forget it. Exactly. So that's kinda... And then obviously 360 video is still fairly new. Even the workflow for it on the back-end is definitely interesting. I was just doing a bunch of research on it yesterday, trying to decide if I really wanted to make the jump to shoot 360. I could see it for a lot of unique applications, like I have a dentist client here in Columbus, Ohio, that has been having us do these office videos that's showing the modernness of the office, kind of making people feel comfortable about coming to the office. So I was thinking about it for them, for doing a 360 video where it can move and interact. So it's all about just interaction, getting people to engage with it, and even Facebook video ads are just now starting to support a Facebook video ad, not just the video. You can see it in Facebook, but they have an actual ad. It's actually not even supported on iPhone as of this moment. It's supported obviously with your desktop and a droid, but not iPhone yet for whatever crazy reason.

07:38 Ken Franzen: Interesting. So do you see that type of video setup... You've got the rise of virtual reality coming into play and that type of experience, tie-ins to that obviously you have the VR devices becoming more and more, I think, affordable and such. I'm kind of geeky about that stuff.

07:58 Doug Dibert: For the average... The person that's average consumer, VR is... It's obviously pretty immersive experience, but when you're... When somebody's on their Facebook page or if they're on Instagram or Twitter or whatever social media platform, they're not gonna, "Hey, guys, hold on one second. I'm gonna pop up my gigantic VR thing and put this on my head and watch this ad."

[laughter]

08:27 Doug Dibert: So it's all about getting that attention. You have like two or three seconds to grab somebody's attention as they're thumbing through their stuff.

08:36 Ken Franzen: Yep.

08:38 Doug Dibert: So to have their thumb hit on your thing and then all of a sudden it spin and move and has somebody talking, so it's definitely pretty cool stuff, which is why we're considering doing it. But to be honest with you, you could have all the technology in the world, but if you're not creating content that engages, people are gonna not be interested. That's really the bottom line. Anybody can go out and get the stuff that we have. They can go out, like the camera I'm looking to get for 360, costs \$345 and there's a lot of our stuff in the back-end that I gotta get to obviously make it work, but...

09:14 Ken Franzen: Yeah.

09:14 Doug Dibert: But it's getting cheap. It's getting really low. Like when Star Wars Episode One shot with... Was one of the first films to shoot digitally, and a lot of that same technology is... It's in your iPhone, but when it came out to be digital, Steven Spielberg and George Lucas were like, "The game's changing. It's no longer gonna require hundreds of thousands of dollars for somebody to make a film. Content now becomes king." So as a business owner or as a non-profit, you really do have some powerful tools in your hand to create some content, but the content has to be engaging. That's the number one thing, it has to be engaging. Making a video for the sake of making a video isn't gonna do anything. It has to be engaging and it has to hit targets. You have to set a target for it.

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10:08 Ken Franzen: Absolutely. Now you bring up a bunch of awesome points there, Doug, and it makes me wonder the direction, because we have advancements in technologies, we have advancements in platform, so the equipment cost is coming down. So the barriers of entry there are reduced. We have platforms like Facebook, YouTube, Vimeo, Instagram, Twitter, all these different places we can place video to get in front of audiences.

10:35 Doug Dibert: LinkedIn. Yeah.

10:37 Ken Franzen: LinkedIn. Yeah. What's the future? What do we see maybe short-term, long-term, maybe... Long-term might be a little bit harder to project, but immediately, right now, where are we at now and where do you see the video marketing trends headed?

10:52 Doug Dibert: I see... Even... It's video, man. Engaging video content. That's where it's really... I'm not just saying that just 'cause I do it for a living, but that's really where it's going. Facebook is actually testing walls that have no text. They're all just... It's just all video.

11:11 Ken Franzen: Interesting. So if I'm completely new to video, where do I start with all that?

11:17 Doug Dibert: Depends on what you wanna do, what your goals are. If like say, you're a DIY person and you wanna... You're loving the video thing, but you just don't know where to start. The biggest thing is if you wanna do a video yourself, you've gotta take into consideration a few things. First, obviously the cost entry, but the cost entry is actually pretty cheap. There's a couple of... You can get software now, like Pinnacle Studio has a great video editing software you can get for \$59, and it has enough tools and bells and whistles that you can at least start chopping up some stuff and put some calls to action in. And then Road has a great microphone you could attach right to your cellphone and it gets really great audio, which is important. You can make... iPhones make great video and I've seen people who have posted films, short films that they've shot, using just the iPhone. The business owner's like, "Oh, this is awesome. I can make movies, I don't need a video company to do this. I can... Look at this guy, he's making a video with his cellphone, it looks just like a movie." But what they don't show in the back-end is that they have a sound engineer, they have a guy as a director of photography, they've got big things flagging off light so the light looks good.

12:39 Doug Dibert: There's a whole bunch of stuff that... It's an illusion you're seeing that, "Yeah, great, I can hit record on my cellphone." But that guy's cellphone also has a whole bunch of really expensive lenses he's attached to his iPhone to get different shots.

12:57 Justin Johnson: It's all an illusion, people. It's all an illusion.

13:00 Doug Dibert: If you have a 360 view, you can see all the people behind that camera.

13:05 Ken Franzen: Good stuff.

13:07 Doug Dibert: I think I went off on a rabbit trail.

13:10 Ken Franzen: No, no, no. It's good stuff.

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13:12 Doug Dibert: Did I not? Okay, good.

13:13 Ken Franzen: Yeah. As far as the do-it-yourselfers, we wanna touch on obviously Crossing River Studios, you're a professional video production studio, and with that, you produce... You have that equipment that you speak of, that takes that to the next level. The thing about that popped in my head when you said that is, "Yeah, I wonder why the video my wife shoots of the kids eating spaghetti at the dinner table, why doesn't it have the dramatic effects that those movies... "

13:46 Doug Dibert: Put some gladiator music behind it.

13:49 Ken Franzen: Right.

[laughter]

13:53 Doug Dibert: Are you not entertained?

[laughter]

13:58 Ken Franzen: So we talked a little bit about the do-it-yourselfers and some things, and you mentioned Pinnacle Studio and a type of microphone there that you hook up to the cellphone, and we'll include the links to those in the show notes for any folks interested in referencing what... The product there. Talk to us a little bit, though, Doug, about... You've got the do-it-yourselfers, and I see these posts on the internet, most of them are Pinterest fails, where someone sees a picture on Pinterest of a baby with the fused background with lights and stuff and they try to recreate themselves, it looks horrible, right?

[chuckle]

14:35 Doug Dibert: Yeah.

14:35 Ken Franzen: In the event that the do-it-yourselfer out there is shooting video and their final product's not quite turning out to be the representation that they hoped it would be or they're not satisfied with putting that out with their brand on it, they obviously would seek the professional services of someone like yourself, correct?

15:01 Doug Dibert: Yeah, that would be the hope, that they would wise up, [laughter] but some people are a glutton for punishment. It's kind of like... I was thinking about that this morning, too, it's kind of like... Say you got this cut. You have a pretty deep cut on your arm or your hand and you're just like, "Oh, crap. I don't feel like getting stitched up. I don't wanna pay for somebody to stitch my arm up. You know what, I'm just gonna go on YouTube and figure out how to do it. It's gonna hurt, it's gonna be painful but I'll save some money. I might waste a bunch of time, I might get an infection, and I might have to go to a professional and say, 'Please fix the mess that I just created, my arm's turning green,' but, hey, I can give it a shot." And for DIY, you can do it in some applications. Not everybody... You don't have to have it professionally done all the time, obviously. If you're just doing a simple... Say if you're a non-profit, and I've given some talks to some non-profit group leaders and I'll say, "Hey, you know what, if you've built an audience... Facebook Live is an incredible, incredible tool to talk to your donors about what you're doing, that way your donors can see, 'Hey, here's where my money is going towards. Here's who my money is affecting.'" So for applications like

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that, it's great, but if you're really looking to create something that's gonna reflect the why and what of your business, you really...

16:31 Doug Dibert: Unless you have somebody on staff that kinda has somewhat of a clue, you really have to talk with somebody, a professional like us at Crossing River Studios, about how to get that plan because, again, you can get the equipment, but it's all about creating a piece that's to your specific audience, to speak their language. Because if you're not speaking their language, your message is getting lost in translation.

17:00 Justin Johnson: True.

17:00 Ken Franzen: Absolutely. No, and you bring up an interesting point because there's two different... The Facebook Live videos, they even require some planning. Unplanned Facebook Live video shoots, I think Antonio Brown proved that this past weekend, that maybe...

17:15 Justin Johnson: Maybe that's not a good idea, right?

17:17 Ken Franzen: Correct. Have a little thought put into what you're gonna say when you flip that camera on, or what might be said in the background, but in the same sense, you bring up planning and having the who, what, where, how, why, is the message targeted towards your buyer persona, your target audience? Additionally...

17:39 Doug Dibert: What do you want your audience to feel after they've watched your video? Because video invokes emotion. It's called... We have in our brains what's called mirror neurons. So it's the same... Those neurons, they reflect kind of what you're seeing. So, for example, when you're at a movie and you're watching a really intense action film and you're really into it, you'll say, "Oh, I was into it". That's 'cause those mirror neurons are firing. You're into what you're watching. Or if you're watching a scary movie, and your wife or your girlfriend or your significant other jumps at a certain scene 'cause your mind is reflecting that. So when somebody's watching a video about your brand and it's a real person talking about how great this product or service is and how it's affected their life for the better, it makes that person viewing that video have those feelings of positivity and happiness, and they're going, "Oh they're having that experience. Oh, I want that same experience too".

18:40 Ken Franzen: Absolutely. And that is something a trained eye can pull out of the actual shot, right?

18:50 Doug Dibert: Exactly. Yup.

18:52 Ken Franzen: Awesome. Now with regards to that, we talked about the plan, the process, and you have some insight there, but you kinda have a process that you go through when you're making a video or someone's approaching you. Can you talk a little bit about that process, and also, I wanna segue, this is kind of a two-part question. What are your processes, and then also touch on when someone has reached the point where they say, "Okay, this do-it-yourself approach is not for me. I'd like to go to the doctor and have this wound stitched [chuckle] and the green stuff taken away... "

19:31 Doug Dibert: My green arm. [chuckle]

[chuckle]



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19:33 Ken Franzen: My green arm.

19:34 Doug Dibert: I'm not the Hulk.

[chuckle]

19:36 Justin Johnson: What should they be looking for when they hire a video production company?

19:43 Doug Dibert: Sure. So my process first is sitting down or having a phone conversation about what the needs are, what exactly are the targets that they're trying to reach, 'cause that will determine... 'Cause there's a lot of different applications out there, right? There's many different ways to approach it. And with that first initial meeting, learning about what their targets are, what their needs are, and that I can give them a good range as far as what their budget, what their costs are gonna be associated with creating that video piece. And if that's a good range for them, we then set up a face-to-face meeting, and then with their key people, all the people who are gonna be affected, all the people who are gonna be kinda involved with creating this content and who's it gonna primarily benefit. 'Cause especially if it's... You're creating video content, which is huge right now, for your sales team, your sales person, to get them in on the conversation to talk about what their pain points are. What are the objections that they're getting from their potential clients. So we can create essentially a video that hits on all those objections that they're getting. And then once we do that, we'll start planning out... Once we have that meeting, we can get a real solid idea of what exactly the budget's gonna be.

21:21 Doug Dibert: And then begin setting... And if that cost works for them, we start talking about film dates and start really nailing down the creative. And then once all the filming is completed, we go into the editing process and then we edit the piece until we have the final version that our clients are wanting. And then from there, we also offer, which I think is a huge downfall from a lot of video companies, and that is the ability to do video marketing for our clients for absolutely no cost extra. We set up their YouTube channel properly. We make sure that video SEO is done properly. For example, we did a video for a chiropractor in the Grove City, Ohio, area, which is a suburb of Columbus, Ohio, where we're based at, and he wanted to do stuff with pediatric chiropractic care. So within the video, we had him say, "Hi, we're Tree of Life Chiropractic. We are a chiropractic company, we do pediatric chiropractic care in Grove City, Ohio." So those words, when they say those words within a video, they become keyword optimized, and the only way they become keyword optimized is if you upload or correct transcriptions on the back-end of YouTube. YouTube doesn't have the best transcriptions for closed captioning. It kinda is a thank you from Google if you correct those or if you upload a transcription.

23:02 Doug Dibert: We transcribe, for the shorter video, we'll go through and correct all the words, so they're actually the real words being said in the video. Those words become keyword optimized, and when we upload his video, build out his YouTube channel, his video got on the front page of Google, not just the video search but the actual front page for his search terms within 10 minutes.

23:22 Justin Johnson: Nice.

23:23 Doug Dibert: That's the power of a video that's planned out, that's keyword optimized on the front-end and in the back-end. And on a YouTube channel... YouTube is obviously extremely powerful, second most

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search engine in the world right now, just underneath Google itself, and Google owns YouTube, so Google... You'll probably seeing the video search results now on the front page, 'cause obviously they like that revenue from ads. And that gets me to, if... On the back-end of your YouTube channel, there's a little box you have to click that won't allow advertisers to advertise on your videos, so they can monetize it. I can't tell you how many clients who I've worked with had a YouTube channel that just wasn't built out properly at all. They just uploaded the video just for a hosting and had ads turned on. For my clients, if they wanted me to, if they have competition that has videos on YouTube, I could see if they don't have ads turned on. And if they have ads turned on on their videos, I could tell YouTube through Google AdWords campaign, "Hey, Google, I want my 30-second video to play before my competition's video." So when your competition's... Somebody searching your competition...

24:42 Ken Franzen: Your video is showing...

24:42 Doug Dibert: My client's video will play before the competition. [laughter]

24:45 Justin Johnson: That's brilliant.

24:46 Ken Franzen: Nice.

24:47 Doug Dibert: So it's... Even... There's a big... Costco didn't have ads turned off and somebody hijacked their YouTube channel. It was for this giant bear that they were selling. [laughter] And I was looking... [laughter] You could find this giant bear, and they didn't have ads turned off and somebody was pre-rolling an ad before their video.

25:07 Justin Johnson: That's amazing.

25:07 Doug Dibert: Even big companies like Costco aren't in the video savvy, which is crazy.

25:12 Justin Johnson: We just sold a thousand giant bears yesterday, thanks to Costco.

[laughter]

25:18 Justin Johnson: I love it.

25:20 Doug Dibert: So I'm trying to think where I was. Sometimes I go off on the rabbit trails, guys.

25:24 Ken Franzen: Nope. You're fine. You were talking about your video marketing services and the...

25:32 Doug Dibert: So a lot of video companies, thanks for the reminder, Ken, they won't... They will say, "Hey, your video's done, here you go. We'll see you later and good luck." And usually the business owner... The consumer's like, "What do I do now? I'll put it on my website." And then they get pissed off because their video's aren't hitting their target and it's not converting. So that's why we decided, "You know what, we're gonna help our clients not only create the video, make sure they're speaking to that audience, but we're gonna help them market it. We're gonna show them how to launch for free. We'll show them how to launch, we'll teach them how to do a Facebook video ad campaign and how to properly target their audience via Facebook video ad campaign for free." And if, for some crazy reason, they're like, "You know what, I am just..."



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I can't do this. This is more than what I anticipated, but we really wanna get this out there." We'll actually... We could do monthly support of marketing their video for them via Facebook video ad campaign and a YouTube ad campaign.

26:35 Justin Johnson: Nice.

26:35 Doug Dibert: For them, because we want... The biggest thing we want them to see is return on investment as quickly as possible, and video right now, for marketing, for the consumer, for the business owner, is so awesome. And the reason why it's awesome right now is because Google and Facebook are at war for video supremacy. They wanna be the video kings, right? Back in 2015, a lot of people don't know, but back in November 2015, Facebook video uploads surpassed YouTube video uploads, and that pissed off Google a lot. [laughter]

27:11 Ken Franzen: Oh, I'm sure it did.

27:13 Doug Dibert: They don't like to lose because they make about \$80 billion a year off YouTube ad revenue, and then Facebook is starting to cut into that, so that's why you're seeing all of this... Even the back-end analytics, which a lot of people don't even take two seconds to do, but the analytics on the back-end of your YouTube channel and of your Facebook video ad campaign are so huge 'cause you could see who's interacting with your video, when are they dropping off, do we need to make tweaks and changes, "Are they getting to our 'call to action' soon enough?" So is it engaging people? So there's a lot of hosting options out there where you can add a 'call to action' button right in the video, and they're interesting, but they're also really expensive. And to be honest with you, I don't think they're really worth investing in, investing in like a properly built YouTube channel or doing Facebook, because Google, at a moments notice, it's like, "You know what? Let's have the ability for our people to have a 'call to action' at the end of their video." It squashes those other video hosting companies like a bug.

28:24 Ken Franzen: Sure.

28:25 Doug Dibert: So they're nice, but all you really have to do to have a great 'call to action', obviously in your video, but having a contact form that's created by you guys or a button that's just right next to it or a contact form, is just as good. Because at some point in the video, if you want that pop-up to come up that has 'Click here now to get more information, fill out this', how many people love pop-ups when you're watching something? [laughter] We all just love pop-ups.

28:54 Ken Franzen: Absolutely. Best thing ever.

28:55 Doug Dibert: We love going to a website and having somebody... [laughter] It was actually one of your clients, [laughter] he had me do... Somebody wanted a green screen walk-out, where they walked out onto their website, we won't name that client, I don't know if you can even remember him now, but they had the cheesy walk-out. It was, "Hey, welcome to my website." [chuckle] They probably got to, "Hey, welcome to my... " click off! [laughter]

29:16 Ken Franzen: Yup. Exactly.

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29:19 Doug Dibert: So to have a pop-up come on, it doesn't work. So if you're creating an engaging video, and if you go on the back-end of YouTube, there's a section in your advance... Advance kinda pull down called Audience Retention, and if your audience retention is above 40%, that's considered excellent. And they have relative audience retention, and that kind of compares it to all the different videos in your linked category, I should say.

29:52 Ken Franzen: Interesting.

29:53 Doug Dibert: So... But...

29:54 Ken Franzen: Very good.

29:55 Justin Johnson: Very very good.

29:55 Ken Franzen: No, that's some awesome insight on the YouTube analytics and some of the settings there that I think some of our...

30:03 Doug Dibert: I'm throwing a lot of information out there, so I don't...

30:04 Justin Johnson: No. [30:05] _____.

30:05 Ken Franzen: Info overload. That's awesome. No, and we appreciate that, Doug, we do. Now I just wanna back up in your process for one quick second here.

30:13 Doug Dibert: Sure. I didn't even get to the DIY yet, but...

30:15 Ken Franzen: You didn't at all.

30:17 Doug Dibert: No, that's next.

30:18 Ken Franzen: Perfect. The step up process with creative, what goes into... What's the creative process look like? I understand that you might have some different types of clients, some of them are probably more involved and some of them are less involved. Are you storyboarding? Are you showing up and doing some improv? What's the process, typically? I understand it probably differs from each job, but maybe walk us through that a little bit.

30:48 Doug Dibert: Yeah, sure. The process... Well what we'll usually do is obviously we'll sit down and figure out what the targets are, what they wanna hit, and that will really determine what type of video needs to be created. And the most powerful video that I see work, and it's really our bread and butter, is the story-based brand video, where it's taking... And I don't know anybody... Not to kind, I guess, toot my own horn, but I don't really know anybody that's doing this approach. It just kind of dawned on me one day. It's like, "Why does somebody go to a website?" They go to it because they're looking to see if what you offer could solve their issue.

31:29 Ken Franzen: Right.

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31:30 Doug Dibert: Could solve their problem. And having a video that tells the story of how what you do can make somebody's life better is huge, and what we do is I like to have my clients think of their three or four top demographics that they wanna go after or that they currently do business with. I usually say, "You know what? Think of a couple of your bread and butter clients and think of a clientele that you want to do business with, that you've done business with in the past, but you're like, 'Man. I want more of those clients. That would just be incredible to have them as a client.'" So... And what I do is I take those three or four individual stories about that product or service and I'll sit down, I'll meet with them, and I'll interview them. And I'll have questions from that person, "What do you want to talk about? Really, what do you really want me to hit on?" 'Cause usually when you ask somebody to be in a video, people think, "Oh, it's... Oh, they're gonna say no." Most people, honestly, 99.9% of the time people say, "Oh, yeah, sure." Especially if they're happy. If they're a happy client that you've done business with in the past, they're like, "Totally. I'll definitely help you out." So... And all we really need for as far as for us, we just need their info. We just need their name and their number to contact them to set it all up, that way the business owner can be as hands off or as hands on as possible.

32:56 Ken Franzen: Nice.

32:56 Doug Dibert: So... Which is good. 'Cause people... Especially a small business owner, obviously you're busy so you don't need to be on the set. Just give us some basic direction, we can be off and running and get you an edited piece within a few weeks. So what I'll do is, I'll sit down and we'll just have... Almost like what we're doing now. Have a conversation. I'll get them to say things that... You just really can't script out 'cause it's real. I try to be as real as possible. So... And then I film probably about 20 to 30 minutes of actual content from each person. So you're looking at about two hours, two and a half hours of content, and then we go back and we edit it. We edit it down to about a two-minute-ish video, depending on the content. And the whole goal of that video is that it lives on your front page of your website so it keeps your potential clients there longer. But the ultimate goal is to get that potential client to see themselves within that video. We want them to recognize themselves and go, "Oh, hey, that's me. I had that issue. Oh gosh. Yeah, I remember having that problem." And once they see themselves, then we have... They're at that top of that sales funnel, right?

34:13 Doug Dibert: They're floatin' around at the top. So from there, we actually create another video about... The three to four different people we'll create break-off videos from those different people, which is another minute, 30 possible two minutes in length. And we'll go deeper into how that company or that person solved their problem. So they're just... They're further going down the sales funnel, they're discovering more about that person and they're liking more. So they're watching that video and, again, just going a whole lot deeper into it, and then that's where you really hit 'em with the contact, for the call to action to move forward. 'Cause they're gonna like what they see. So that's kind of the creative process in the back-end, but sometimes... Animation videos were popular for a while, but honestly, it's my clients that see the biggest return most quickly is this approach and this style of video where you're using real people. It kinda goes back to the Amazon reviews. You're reading reviews from real people. So video, just not only are you getting these real people, but you're getting to see that product in action, that service in action. 'Cause what you're doing is your inter-cutting the story with those three or four different people, you're kind of going back and forth with all the different demographics, but you're also putting what's called B-roll content.

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35:42 Doug Dibert: For those of you that don't know what B-roll is, it's essentially video that goes over the talking, the talking people. So it's video of your product or your service in action. So they're seeing the actual job being performed or they're seeing that product being used by that person that's on camera.

36:03 Justin Johnson: I love the fact that you're creating a new video for... You're creating different videos for that buyer, where they're at in the buying cycle. That's awesome.

36:13 Doug Dibert: Yeah, it just kinda dawned on me one day. It's like, "You know, they're seeing the video, they're liking it." People, they're not... I think people, when they go to a website, they see a kick-butt website made by me on Goldfish, and they're on the site, and they see the video, they're engaging with it. People are looking for reasons to do business with you, they're not looking for reasons to not do business with you.

36:39 Ken Franzen: Sure, absolutely. That's why they're there, right?

36:41 Doug Dibert: Yeah, that's why they're there. They're looking... They're hoping what you do can solve their problem. So by having that video on there, it just... It amplifies it 'cause you're... People learn in three different modalities. You have the visual learners, you have the audio learners, people who learn by listening, and you have the kinetic learners. And people who... And those people that... Those type of learners learn by... Visually, seeing somebody do something, and also by touch. And then... I was just kinda exploring that a little more in depth, and just did a Google search on it, just trying to find more about kinetic learners, and ended up emailing back and forth with some people over at LSU that specialize in creating that type of learning content. And I emailed them and I said, "Hey, look, what do you think about video for these types of learners?" And they're like, "Oh, video is huge for those types of learners." And it made me think of that potential client. Your potential client may be a reader, your potential client may learn by listening, but your potential client could be that kinetic learner, so you really... With video, it hits on all those types of learning modalities.

37:55 Ken Franzen: No, that's awesome, and a great point made. And Justin and I, we talk a lot about the buyer's journey and the different stages that a consumer goes through when making a decision, and focusing in on those challenges, those pains, is super important to connect with them right away, and video does so much more than text. Sometimes we search for just a well chosen photo, and video is just that next step up. And then to further drill down into that buyer's journey is a spectacular approach to begin. I don't know anyone that doesn't like to, or wouldn't opt for the video. Obviously some people do like to read, and the only complaint [laughter] I ever get from video versus text is that you can't scan a video as easily as you could a page of text, but in the same sense, I still sit through a video [chuckle] and watch that over reading, especially if it's poorly formatted that we run into.

39:08 Doug Dibert: Yeah. I did a big talk for some non-profits that I mentioned earlier, and how I opened up my talk was I just... One of the things we do is we have each video professionally transcribed. Really powerful video that I made for a company based in the Netherlands, and they're a membrane capacitive de-ionization company, and just really cool things with water. We just did a really kick-butt video for them and, anyway, so I had it transcribed, and it was just this gigantic block of text. And on the overhead screen, I just said, "Alright, guys, before we get started, I just want you to take a second and just read this really quick." And I popped this thing up, and the second I popped it up, they all go, "Oh, gosh." [laughter] They all groaned. I said, "Don't worry," I said, "Guys it's just really important to just read it." So I gave them like 30 seconds to a minute, and I just said, "Alright, guys, I'm joking." But I said, "When people go to your website and you have that text on

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there, your potential donors are going, 'Oh, crap, I don't wanna read this.'" Or your potential business client is going, "I just wanna find what I need, and I don't wanna read a gigantic block of text. My boss is telling me I've got to get this solution solved now, like yesterday." So yeah, that's the same feeling people get when they see a giant block of text. They just get...

40:34 Justin Johnson: "Get me a nice video."

40:34 Doug Dibert: They get bummed and disappointed.

40:36 Ken Franzen: Sure.

40:36 Doug Dibert: Yeah, there you go.

40:38 Ken Franzen: "Answer my question quickly, and get to the point."

40:40 Justin Johnson: Get to the point.

40:41 Doug Dibert: Yeah, that's... We all are. Yep. And then for the... To answer your question about the DIY stuff now, if you try DIY, and some people are even interested in having a potential... Hiring somebody to maybe be on staff, but even to make that investment, to have somebody that actually knows what they're doing, and to make the investment with the equipment that you need, you're looking at a minimum investment of \$150,000 at minimum to get somebody that actually knows what they're doing and the equipment that you need. The equipment that I have, it's about \$50,000 to \$60,000 in equipment to create that content.

41:25 Justin Johnson: Yeah, and let alone the time that you have involved in doing it.

41:29 Doug Dibert: Yeah that's the most valuable asset. Money... If you're a business owner, you're already smart if you're listening to this podcast. You crave information, right?

41:38 Ken Franzen: That's right.

41:38 Doug Dibert: Because your time is valuable. You're listening to this podcast while you're cruising into work because you want new and creative ideas. So when you're gonna try to waste time on creating something, you can't get that time back. You can always make more money, but you can't get your time back. And I guess [42:00] ____ offshoot of that's like... If you even think of like... I was just thinking about that the other day. It's like, "Gosh, my kids..." I have four kids ages eight, six, four, and one. I said to my wife, I'm like, "We really only have like ten years with these kids." And she's like, "Wow, you just made me really depressed right now."

[laughter]

42:19 Justin Johnson: Have another one, Doug.

42:22 Ken Franzen: There's your answer.

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42:23 Doug Dibert: Yeah, that shop is closed. [laughter] That shop is closed. But even think about it even with your business, it's like you only have... If you're a business owner or a salesperson, you have eight, if you're a real go-getter, maybe ten, if you're nuts, twelve hours in a day to really accomplish the things you wanna get done. Why waste your time with clients that are tire kickers, that have maybe gone to your website, they've read stuff, like, "Oh, you know what? I'm kinda interested." The nice thing about video is when they're watching that video and they are really engaging, if they fill out that contact form and they decide to engage because they watched that video, for that salesperson it's already a warm lead. You're not gonna spend a million years trying to beat him over the head with facts. They're already warmed up. So say you've done this video yourself and it's like, "Oh, gee whiz. I've wasted a week of my time. I've ignored my family in the evenings, I'm trying to edit this video, and it's just not turning out," or you have somebody on staff that maybe you think could possibly be that person, I do offer personal consulting services.

43:38 Doug Dibert: I could consult with that person either on a hourly, a daily, or depending on how long you need me for, I can do it even for a week or even longer to really get... Just to really help you create that video plan that you need, and if that person you have needs training on how to actually film something properly and how to actually do it, I can do that as well so. And I literally just started off on that maybe about a week ago. So for those DIY people that are tired of the DIY grind and they're just like, "You know what, I need to go the next level, let's do this thing," I could definitely help them out and consult with them on creating the content that they need.

44:20 Justin Johnson: Awesome.

44:22 Ken Franzen: Very helpful. Now Doug, what about the person who doesn't wanna take that leap 'cause it is a sizable investment. You just outlined 100k, plus time. And so they make the transition from do it yourself, "This isn't for me, however I don't want to hire someone or I don't want to tag a particular member of my staff as, 'You're going to learn how to shoot and edit video.'"

44:56 Doug Dibert: And then get mad at them if they suck. [laughter]

44:58 Ken Franzen: Correct. Correct. So then the obvious next step would be hiring, outsourcing this to someone like yourself. What are some tips that you could provide a person making that step... What should they be considering? How should they approach? What warning signs or red flags/green flags that either they found somebody great, or found someone that maybe they should pass on when they're hiring a professional video company?

45:37 Doug Dibert: Definitely. Obviously the first thing you wanna do is look for real people reviews. If they've been established for a while, they're gonna have reviews from past clients. So you wanna see if they have credible reviews, if they have even video reviews, we have video reviews on our website. And the other thing is, you also... You wanna look at their portfolio, look... Really check out their portfolio and find some videos that you like. If you're looking at their portfolio and you're like, "Well, I think they can do it, but I'm not sure," then you just need to move on 'cause you don't wanna... Again, you don't wanna waste your time. So you do find somebody, you like their portfolio, obviously call them up to see how they are personality-wise. That's a huge one because they're gonna be working with you, they're gonna be working with a person on your team or your staff, you wanna make sure that their personality... That they're gonna actually be collaborative with you and not just create something that they think that you need, but something that you know that the video piece that they're gonna create is gonna hit your target. That is so important, that they

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are collaborative with you. Now that doesn't mean that they can't give you advice. Take their advice, they've been doing it, they know what they're doing, take advice, but if they're snappy with you or if they're just not that personality...

47:11 Doug Dibert: You get a feel if you're talking on the phone with somebody, if they're not that right personality match, so... And then you wanna get a budget range. Don't give away the... Some clients will ask, "Well, hey, do you have a budget range in mind?" I wouldn't reveal that range right away. I will have them tell you what kind of range you're gonna be in. 'Cause sadly, you get a lot of video companies out there that are all just trying to jack their rate up on you, and once they know what you're willing to spend, "Oh, I'm willing to spend \$10,000." [laughter] "Well, you're in luck 'cause the video you want is like \$9,500! What a coincidence!" [laughter] So those are the cues to kind of pick up on, but if you're looking just to kind of... Just kinda information gather and maybe get a plan in place, you can go to my website, crossingriverstudios.com, I got a bunch of tip videos called 'Doug's Tips.' You can go on there and there's a whole bunch of tips on creating a video that will help you justify your cost, how to better manage your time using business with video, how to even start creating your brand video in three easy steps. I have blog tips like that on... Video blog tips, where it's me actually teaching on it.

48:33 Doug Dibert: And if you go to the site, crossingriverstudios.com, and on the front page, we actually have a video I just did, it's on the top three trends in 2017 that I'm seeing for video that I did a bunch of research on, and I think it's extremely valuable information. So if you're just wanting to learn more, even just start the planning process, go to the website and click on 'Doug's Tips', and you'll see a whole bunch of great video content there just to kinda get your thought process going.

49:00 Justin Johnson: Cool. Very cool.

49:02 Ken Franzen: Beautiful. And we'll include the links to all of those resources Doug just mentioned in the show notes as well.

49:10 Doug Dibert: Cool.

49:11 Ken Franzen: Some great insight there, Doug, on what we should look at when we're starting to vet different options for having that... Hiring somebody out to do that.

49:25 Doug Dibert: Yeah, and then unless you know what you're doing with video marketing... Some companies are starting to offer it, but it's crazy that not more video production companies are helping their clients in the back-end market their video. So if they can also not only create the video content, but they can teach you how to market it... If they kinda go silent on the film or look at you with a blank face, they're like, "Can you show me how to do video SEO?"

49:54 Ken Franzen: No. [chuckle]

49:55 Doug Dibert: And they go, "Uh, yeah, that's not gonna be good for me."

50:00 Ken Franzen: Sure.

50:00 Justin Johnson: Right. [chuckle]



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50:03 Doug Dibert: You don't wanna do business with them.

50:04 Ken Franzen: Right. Perfect. Great, great points, and that sounds like a good value add that you're providing there for your customers. Now, Doug, I know that you have a side project that's a little of a niche market, but can you tell us a little bit about that recently launched platform you have?

50:25 Doug Dibert: Yeah. Well, I get a lot of résumés and people who have graduated from a video school or a film school, and I started a website called 'Success After Film School' just to teach people who want a career in video how to find their niche and start their own business. So that's one of them., and then the other one, we are actually getting ready to launch here probably within the next three to six months, to be perfectly honest, it's gonna be a course for your DIY people who wanna do it themselves, but again, have no clue where to start. Creating an online course that you can get a membership on that will teach you how to develop a plan, how to get the right equipment that you need to shoot your own stuff, and how to do the video SEO all at the back-end. So if you wanna be the first to know when that comes out, go to the website, crossingriverstudios.com, and fill out the contact form and let us know you're interested. Or jump on and get that 2017 top three trends video, the check-out, and we'll let you know when it's available. But I was gonna jump on it a whole lot sooner, trying to get it out, but I really wanna take some time with it and be very purposeful with it. Make sure that's gonna provide a real value for the DIY people.

52:00 Ken Franzen: No, that sounds like an exciting resource. I think a lot of value will be found with that.

52:09 Doug Dibert: But yeah, if you know somebody that, obviously that wants a career in video and they wanna learn, have them go check out successafterfilmschool.com, and for literally just 97 bucks, they can get this video course that teaches them everything that they need to know.

52:25 Ken Franzen: Very cool.

52:27 Doug Dibert: It's kinda like a... Feels like a giving back type of a thing. Yeah, I need to make some money off it just to keep it going, but it really is kind of a giving back type of thing just 'cause I hate to see people who graduate, and they had this great knowledge in video, and they wanna do something with it, but just has zip-a-di-doo idea where to start 'cause you don't... You guys know as well as I do, when you did website design courses, they tell you how to do the website design, but didn't teach you how to get the clients.

52:53 Justin Johnson: No, they did not.

[laughter]

52:58 Justin Johnson: Awesome stuff. Alright, Doug, I think I just... I've got your three video trends of 2017 coming into my inbox. You're gonna see my email in there right now so I'm excited to take a peek at that.

53:07 Doug Dibert: Very sweet. Cool beans.

53:11 Justin Johnson: Alright. Anything else that we wanna touch on today? Or we cover everything, guys?

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53:20 Ken Franzen: Doug, Doug, is there anything else that we missed that you wanted to bring up?

53:25 Doug Dibert: You know? Not off the top of my head. I think we hit on a lot of cool... A lot of unique things, and if you're out there and you need help with video, go to crossingriverstudios.com, and fill out the contact form, and if you wanna just like consulting, let me know. I'd be more than happy to talk with you and help you get started with video. If you're not doing video, you need to jump on it now. Jump on that...

53:53 Justin Johnson: Jump on the video train.

53:54 Doug Dibert: Jump on that train. On the video train and chug away.

53:57 Justin Johnson: Alright, guys. Well, we try to keep these to an hour. Doug, we appreciate your coming on the show today. Hopefully, what we've absolutely...

54:05 Doug Dibert: Thanks for having me.

54:07 Justin Johnson: I think that we got a lot of information out there for video and hopefully everybody has a better understanding.

54:13 Doug Dibert: I hope it was helpful, sometimes I like to... I get excited and I just kinda ramble.

[laughter]

54:20 Doug Dibert: Video this, and my wife's like, "What? What are you talking about?"

54:25 Ken Franzen: No, you hit some... Made some amazing awesome points today, Doug, and I think that there's a lot of value presented here, so we're looking forward to getting this podcast recording out to our audience.

54:38 Doug Dibert: Yeah, I'm all about learning and education and just educating people, so yeah, that's why I just recently launched that "Tips" page. So the Doug's Tips...

54:45 Justin Johnson: I love Doug's Tips, good stuff. Alright, guys. Thanks again, Doug. As always...

54:54 Doug Dibert: Thank you.

54:55 Justin Johnson: Everybody, you can check out the show notes at neongoldfish.com/podcast. You can also connect with Doug at crossingriverstudios.com. Make sure you hop on there, check out Doug's Tips area, I'm sure there's a lot of awesome information in there. You guys have a great day today and you'll be hearing again from us next week. Take care, guys.

[music]