

Video Creation

Use animoto combined with camtasia for quick iterations as you will often need to re-render it quite often.

- Fast pace, show a lot of images
- Put logo on black or white background first
- Put some text but not a lot
- Record small videos first in camtasia then output to mp4 format custom settings, high resolution, large file sizes.
- Tell all the features of the product, i.e. warriors can print it off
- Include testimonial videos as part of the larger animoto video by uploading to animoto.
- Call to action to buy at the end of the video

Music ccMixer

In Wuala under resources are royalty free audio /music tracks that can used with your video.

- Use audacity for your audio
- Use camtasia or Sony Vegas for video editing (or Adobe Premiere)

When rendering videos in camtasia choose more advanced settings to output your video at a high resolution than the defaults.

What videos should be uploaded where?

- In general free webinars should be uploaded to youtube.
- Sales page videos where quality of video is important should be uploaded to vimeo and then embedded.
- Any video the customer has paid for, including paid training webinars should be uploaded to vimeo then embedeed into your members area.

Vimeo setup for company

If you have not created a preset for your company be sure to do so now. Upload your video and go to the

tab of your video. If you do not see your company name in the list, be sure to follow the directions below to update or save your company PRESET. Reference the sample video at the top to see your proposed changes. After completing the steps below your company logo will replace the vimeo logo.

- Go to the advanced vimeo settings to upload your logo.
<https://vimeo.com/settings/advanced> Always click [save changes] in vimeo.

- Obtain the best possibly copy of your company logo and prepare it for upload in vimeo. You must start from the transparent PNG/AI/PSD version of your logo. In Photoshop use Image>Trim to remove white space. If you logo is longer than it is tall (width more than height) then use Image> Image size to reduce the width to 100 pixels, then save a version of your logo as PNG.

1. In Photoshop use the eyedropper tool to pick the predominant color of your logo. Then double click the color in the color pallete and copy the hex color code (D). Use this color code below when specifying the specific color to use.

1. Follow the selections in the screenshot below. Feel free to customize based on the purpose of the video. Use the exact color code from your logo. Do not attempt to guess or estimate it. Always replace the vimeo logo with your brand and logo.

1. See the additional selection choices. Name your new preset your company name and be sure to save your preset.

1. Save your changes

Vimeo when editing particular video

