

Dock Line  Magazine



**THIS TALK IN THREE ACTS:**



**@BRADPARLER**

**#DIGITALMARKETINGFOUNDATIONS**



**THIS TALK IN THREE ACTS:**

**THREE  
QUESTION  
STRATEGY  
SESSION**





**THIS TALK IN THREE ACTS:**

**THREE  
QUESTION  
STRATEGY  
SESSION**

**WHY  
QUALITY  
MATTERS**



**THIS TALK IN THREE ACTS:**

**THREE  
QUESTION  
STRATEGY  
SESSION**

**WHY  
QUALITY  
MATTERS**

**THREE  
KEYS TO  
MAKING  
GREAT  
VIDEO**





# LET'S TALK STRATEGY

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**THREE QUESTION STRATEGY:**

**WHAT IS  
VIDEO BEST  
AT**

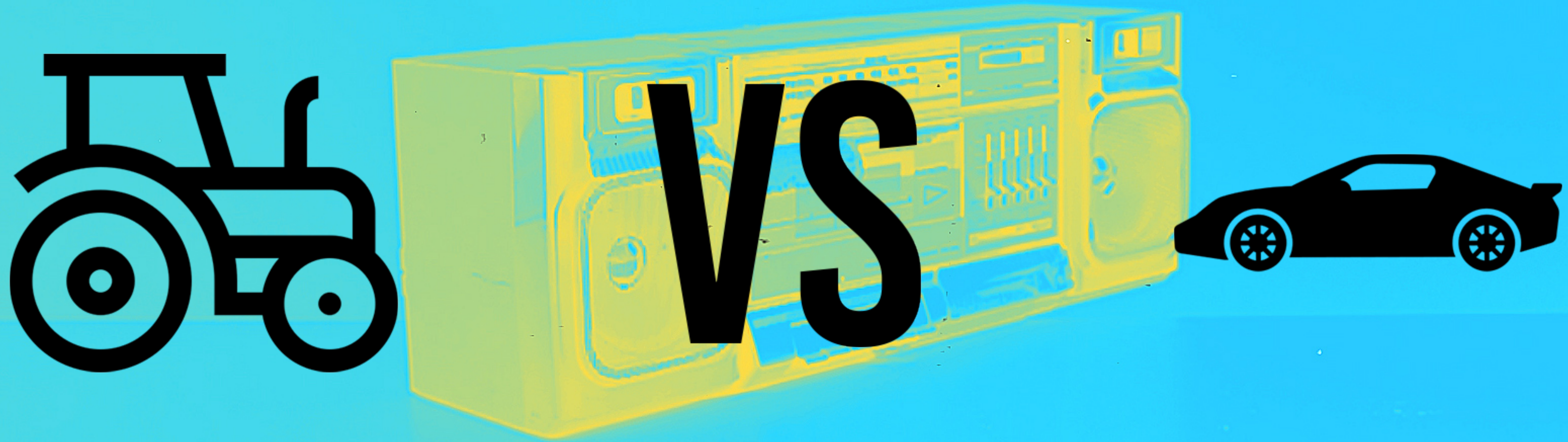
**WHERE  
ARE WE  
PUBLISHING**

**WHAT  
NEEDS TO  
BE SAID**



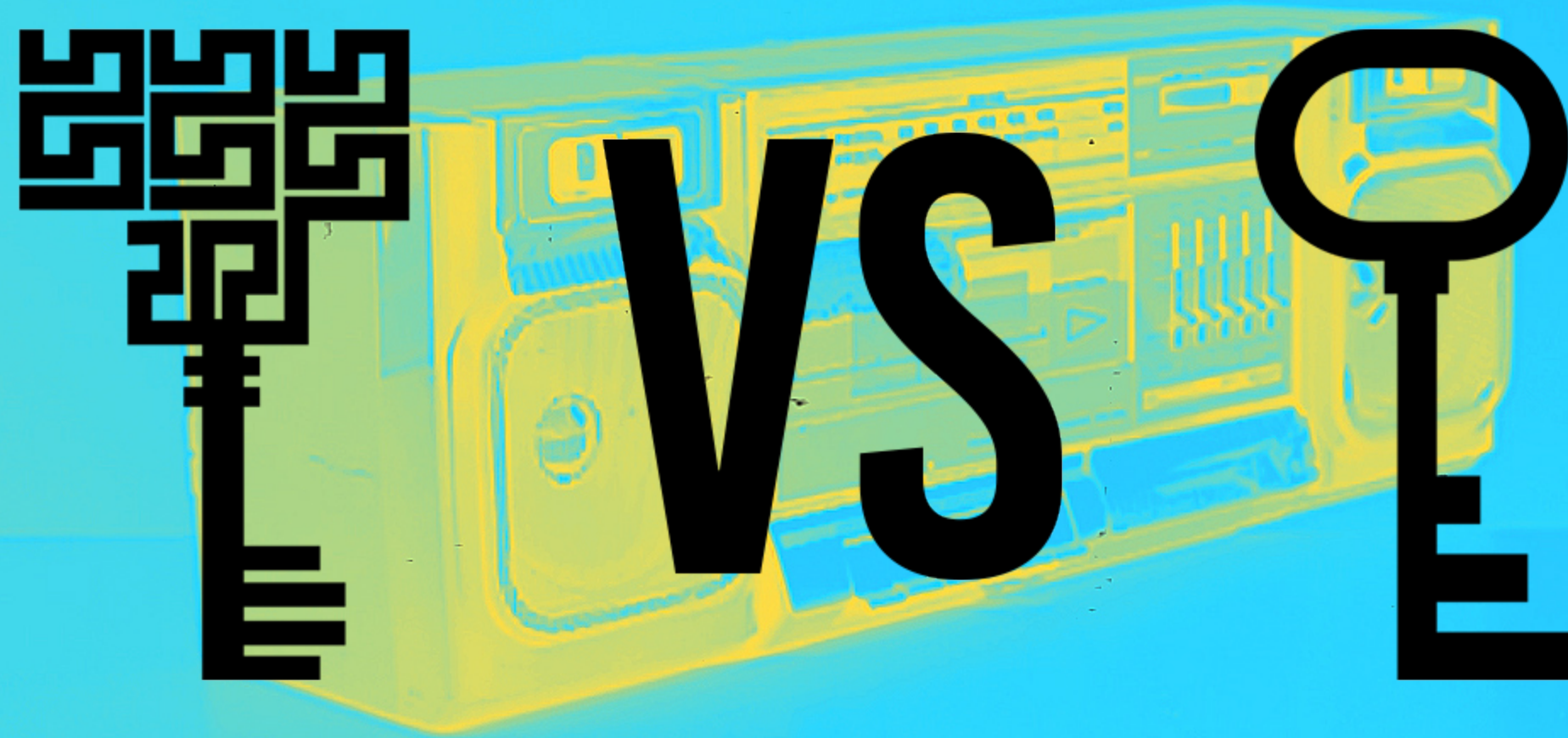


# THREE QUESTION STRATEGY: WHAT IS VIDEO BEST AT?





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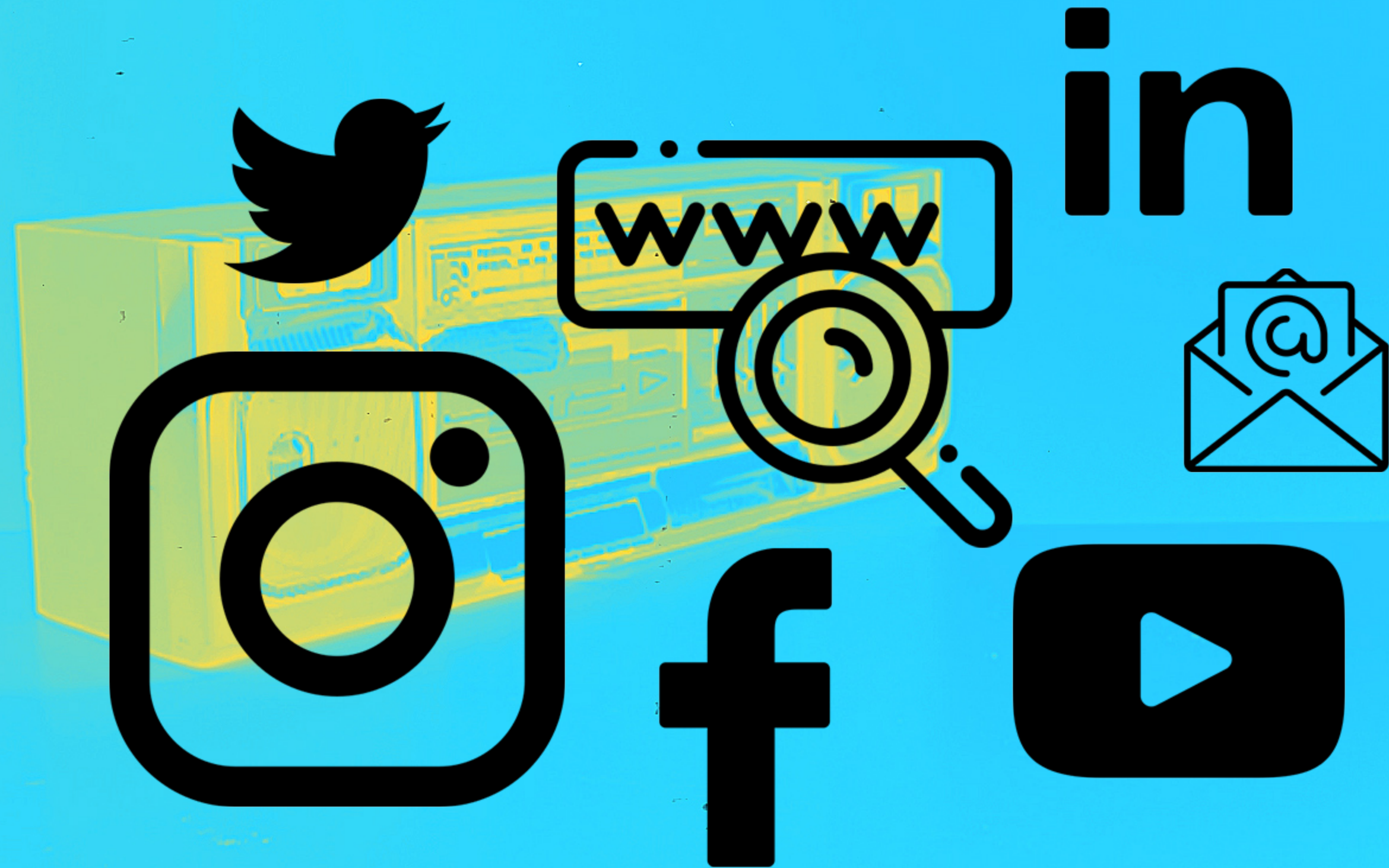


# THREE QUESTION STRATEGY: WHAT IS VIDEO BEST AT?





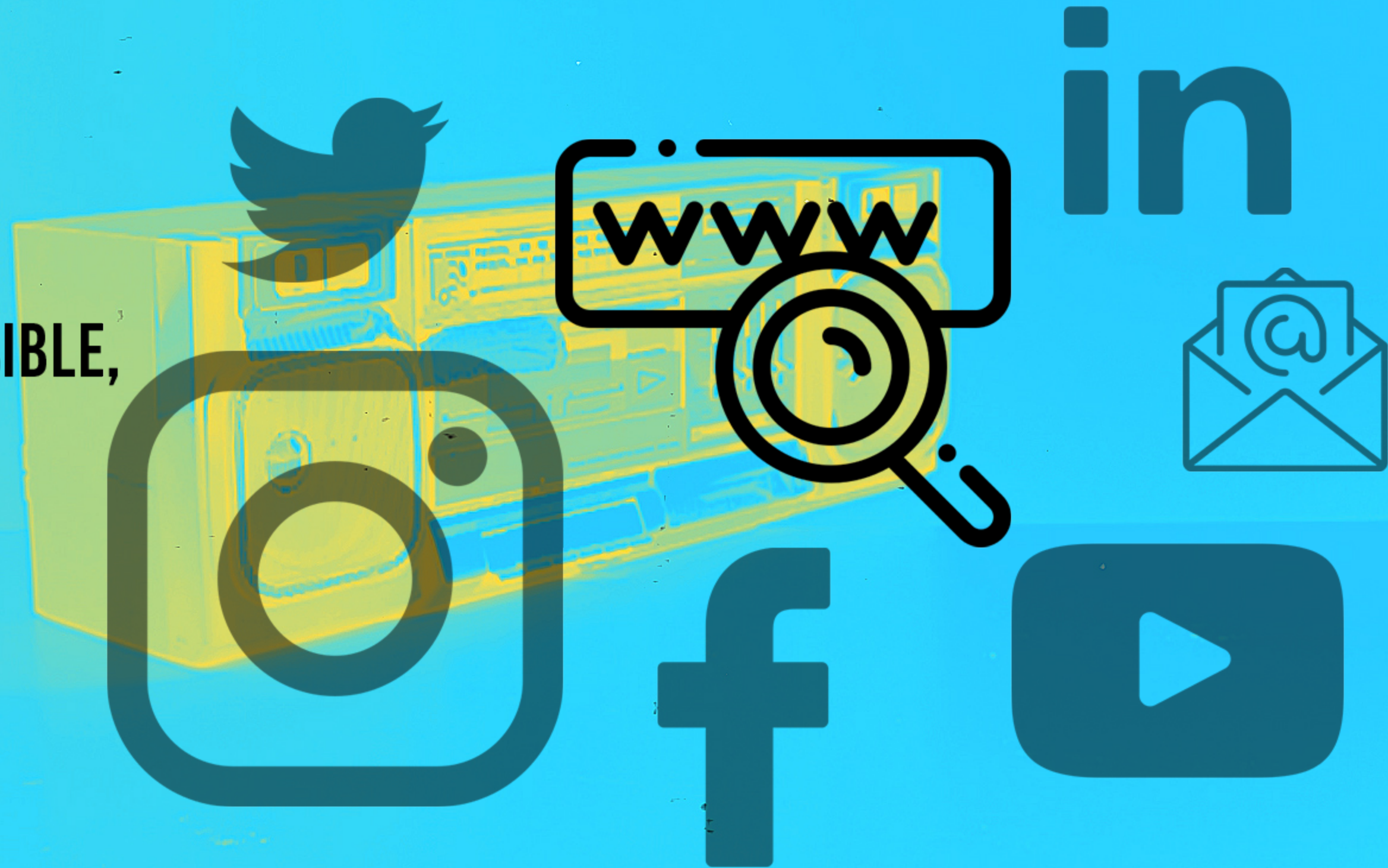
# THREE QUESTION STRATEGY: WHERE ARE WE PUBLISHING?





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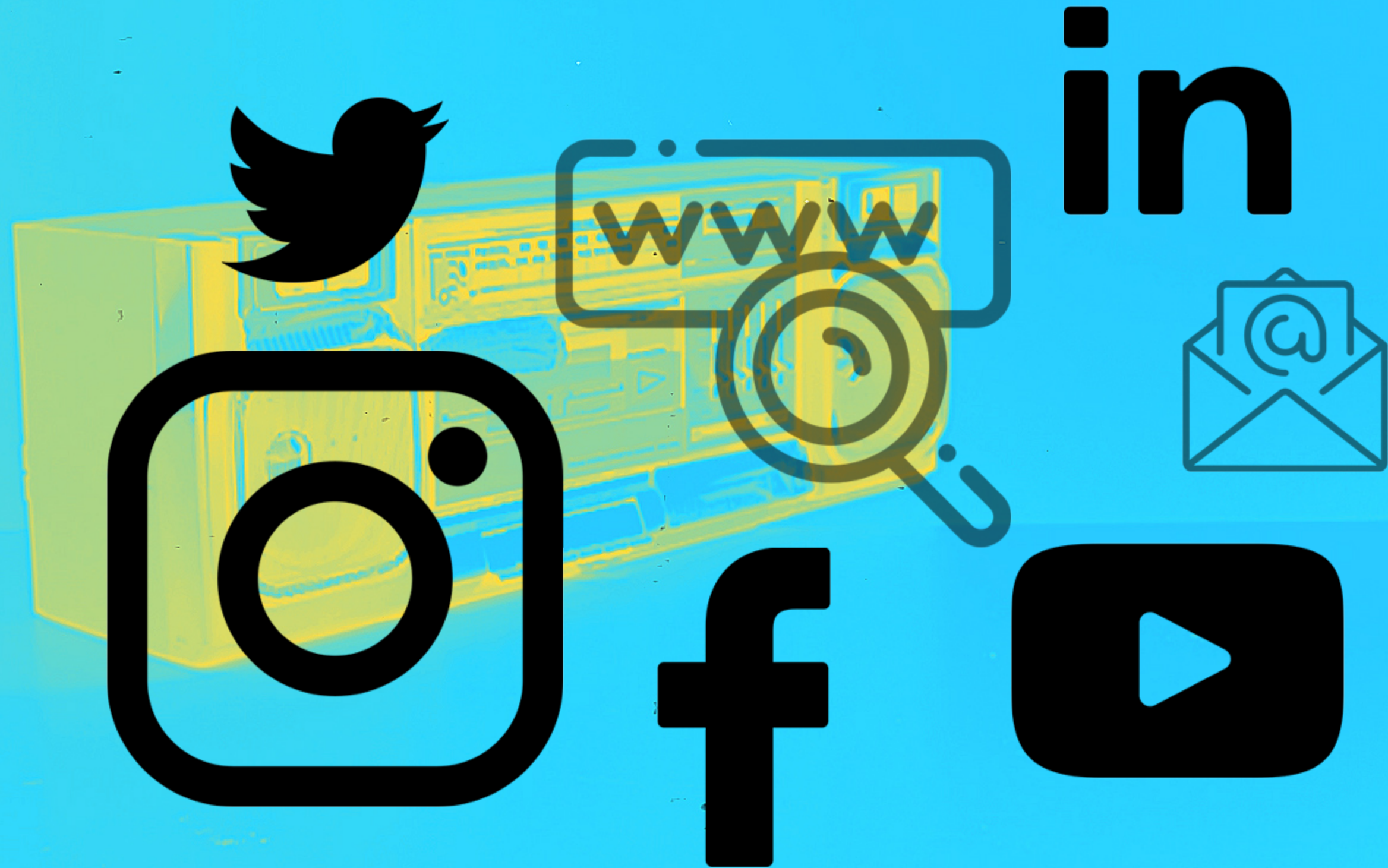
WEBSITE /  
FLAGSHIP VIDEOS:  
HIGHEST QUALITY POSSIBLE,  
THIS IS YOUR FIRST  
IMPRESSION





# THREE QUESTION STRATEGY: WHERE ARE WE PUBLISHING?

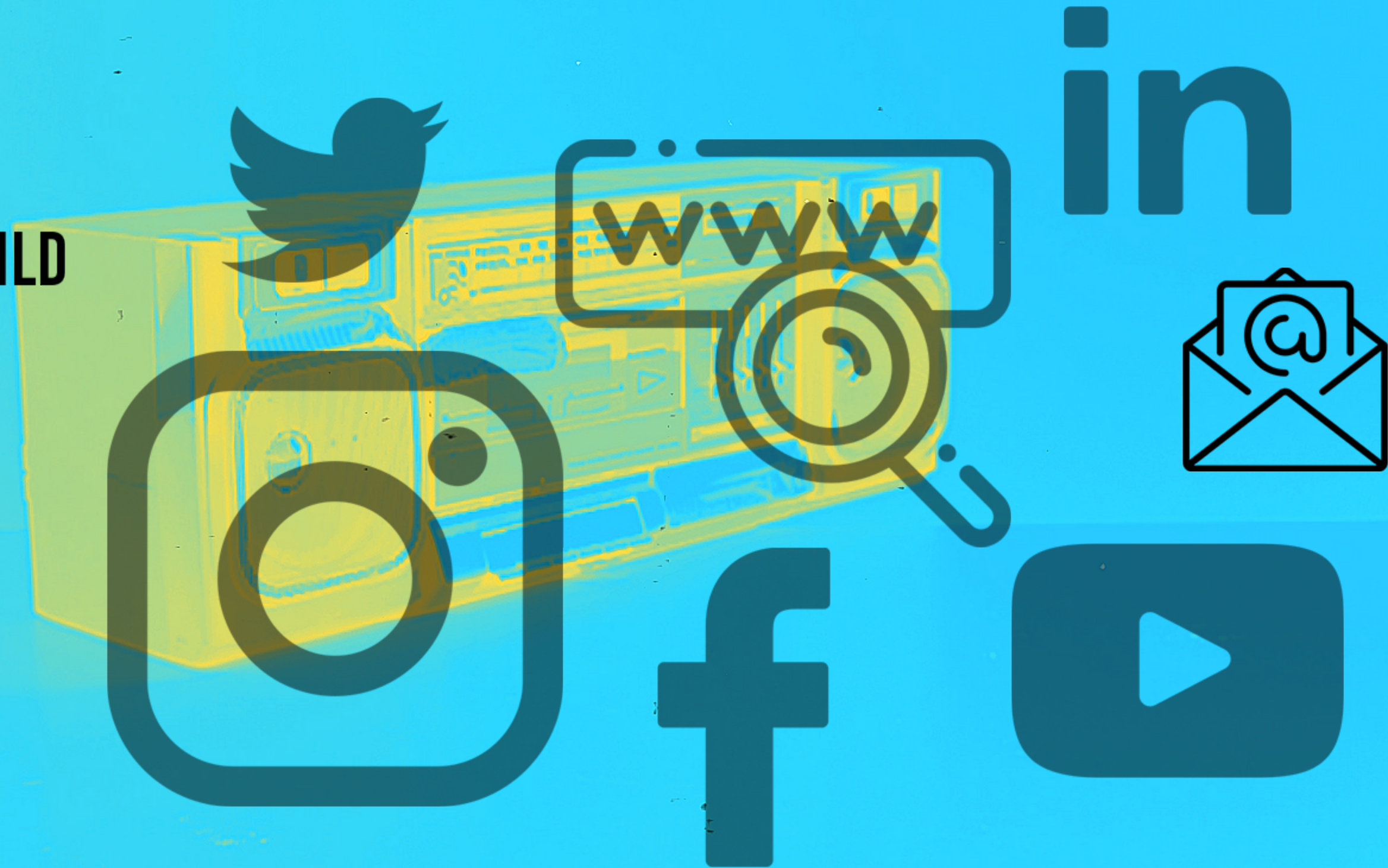
VIDEOS ON SOCIAL:  
DON'T THINK OF THEM  
AS DESTINATIONS...  
THEY'RE DIFFERENT  
MINDSETS!





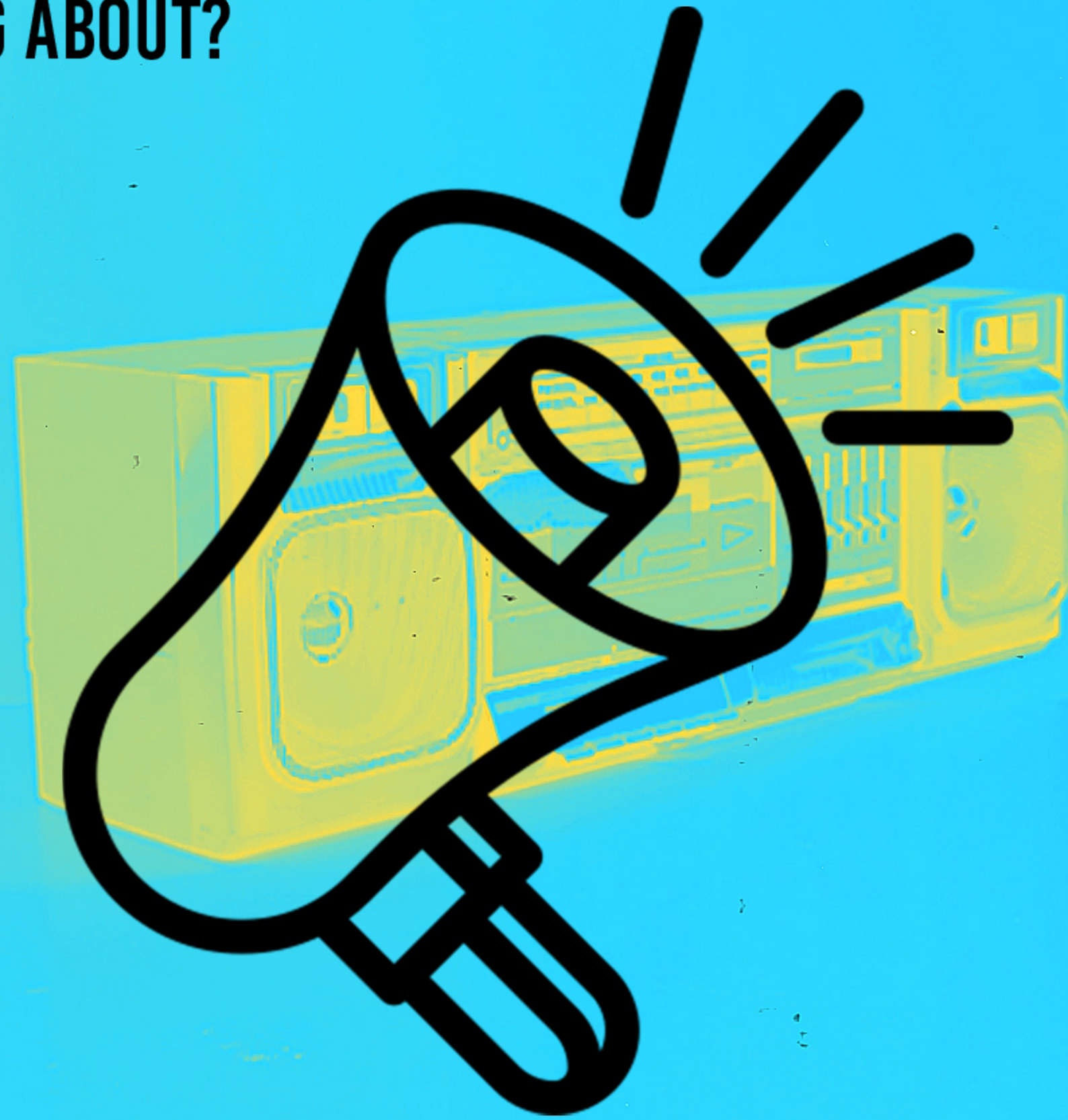
# THREE QUESTION STRATEGY: WHERE ARE WE PUBLISHING?

VIDEOS IN EMAIL:  
THIS IS WHERE YOU BUILD  
A DEEP PERSONAL  
RELATIONSHIP...  
THE MOST UNDERATED  
USE OF VIDEO!





# THREE QUESTION STRATEGY: WHAT ARE WE TALKING ABOUT?





# WHY QUALITY MATTERS



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**WHY QUALITY MATTERS:**

# **QUALITY IS A FORCE MULTIPLIER**



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**WHY QUALITY MATTERS:**



**DONE >  
PERFECT**



**WHY QUALITY MATTERS:**

**“WHEN GIVEN AN OPPORTUNITY,  
DELIVER EXCELLENCE AND  
NEVER QUIT.”**



**- ROBERT RODRÍGUEZ**



# THREE THINGS TO MAKE YOUR VIDEOS BETTER



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**ELEVATE YOUR VIDEO PRODUCTION:**

- 1. AUDIO**
- 2. LIGHTING**
- 3. VISUAL / MISTAKES TO AVOID**





ELEVATE YOUR VIDEO PRODUCTION:

**WARNING:**  
VIDEOS CONTAINING HORRIBLE AUDIO  
WILL KILL YOUR BRAND FASTER THAN  
NOT HAVING VIDEOS AT ALL.



ELEVATE YOUR VIDEO PRODUCTION:

**LIGHT THE FACE  
THE REST FALLS  
INTO PLACE**

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**ELEVATE YOUR VIDEO PRODUCTION:  
QUICK LIST OF VISUAL SINS TO AVOID...**

**WEARING ALL BLACK ON VIDEO  
MAKING VIDEOS ON A BLACK BACKGROUND  
HEAD IN THE MIDDLE OF THE FRAME  
MOVING THE CAMERA WITHOUT REASON  
50/50 SPLIT LIGHTING ON FACE  
LOW KEY LIGHT ON FACE**





# QUESTIONS?



