

Chapter 5

Video Marketing Equipment You Should Own

If you're stuck on deciding what to do to start your video marketing career or you just simply feel like you lack something, you might want to think about your equipment. It's pretty odd, but people often can't wrap their head around on the simplest of aspects that is your equipment. But fret no longer as this report is here to guide you and help you figure your equipment out.

Starting Simple With A Smartphone

It's amazing how fast technology continues to advance that some people don't always have to get a camera to start photography or videography. You can always start with a smartphone as a beginner in video marketing as Smartphones nowadays have the same quality as some of the cameras we use.

Even if you have a proper camera, you can always use your phone as a backup to capture some footage when you don't have your camera. It further allows you and your team to create and share videos quickly as we always have our phones on us. Even if you're just starting with a smartphone, don't worry, everyone has their start, just make sure you have a tripod and an external microphone, and you will be good to go.

Up Your Game With A DSLR Camera

Sooner or later, every Video marketer invests in a DSLR camera as the need and requirement grow with the content you have to cover. It's the perfect equipment for establishing quality content, and you end up dealing in high definition content, which creates an instant appeal to an audience. All you have to do is form a budget, and I'm sure you will be able to get the right one for yourself.

Remember that content will always be king, and that is why every video marketer needs to invest in DSLR as soon as they possibly can. But always keep one thing in mind, you don't need to own a fancy camera to get the best content, so keep practicing and experiment here and there till you get the hang of it.

Sturdy Goes Your Tripod

This is an extremely key point factor in stabilization. This equipment is vital in changing you from a shaky amateur to a master in quality content production. An unstable

camera gives instant dissatisfaction to your audience because nobody likes shaky videos. No matter how good your content is, always remember to get yourself a tripod.

They're pretty affordable and are going for like \$15 on Amazon. A tripod stabilizes your camera and is resistant to movement. Remember, a steady camera is always going to increase your videos appeal and production value. Who knows, it could be the one factor you're missing in creating quality content.

Lighting Is Key

If appealing to your audience is your priority, then you need to know that lighting is significant in creating videos. The right light instantly gives off an attractive setting and makes your video look ten times better. Besides, everything looks different on camera, and even the most insignificant things like shadows become so vital in the look of your video. This is why you need to fill your shadows up with light.

Remember, shadows always give off a cynical look, and as a video marketer, your goal is to look as vibrant and lit as possible. If you're starting as a video marketer, it would be wise for you to buy some reflectors off of Amazon, which cost around \$20 and maybe a strong light. When you establish yourself and get serious in making videos, you can always buy a proper lighting setup in your studio.

The Importance Of Audio

A lot of people don't realize this at the moment, but the audio is exceptionally vital when it comes to video making. The clarity in your audio allows you to spread your message across clearly. If you're using a camera or a webcam, it would be wise to get yourself an external microphone dependent on the content you're working on.

Good audio always intensifies the appeal and understanding of your audience, and you need to make sure that your audio is on point. You can always use some video editing software to help your audio sound ten times better by reducing some unnecessary sounds and preventing the drowning out of the dialog.

Backup In The Form Of An External Hard Drive

You know how a soldier goes to the battleground when he knows he has a backup; that's how you need to treat an external hard drive as a video marketer. This equipment is pretty significant in storing, protecting, and dealing with tons of gigabytes.

The idea is to reduce the chances of your files corrupting after a day of recording because chances are, you're keeping your files on a memory card or your phone's library. Hard drives further allow you to transfer massive files quickly and effectively

from your computer to another. Therefore having this piece of equipment is a must for a video marketer.

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