

# BREAKOUT SESSION 2B

## Capture the Journey

*Presented by*

**Peter Mackey, Mackey Photo & Video Inc.**

**&**

**Matt Smith, Take One Productions**

# Why DIY Content Creation Matters

- Brand awareness
- Engaging your customers
- Staying top of mind

# Why DIY Content Creation Matters

- The more content you produce and post on social media, the more content we will have to be able to promote your business through the PMVB.

# DIY Photography Tips for Stunning Visuals

Composition Techniques – Lighting Tricks – Background & Props – Action Shots & Lifestyle Photos

# Composition Techniques

- Rule of Thirds
- Leading Lines
- Framing

# Lighting Tricks

- Golden hour
- DIY Reflectors
- Avoiding harsh shadows

# Background & Props

- Simple setups for product photography

# Action Shots & Lifestyle Photos

- Showcasing products in use



# DIY Video Creation for Engaging Marketing

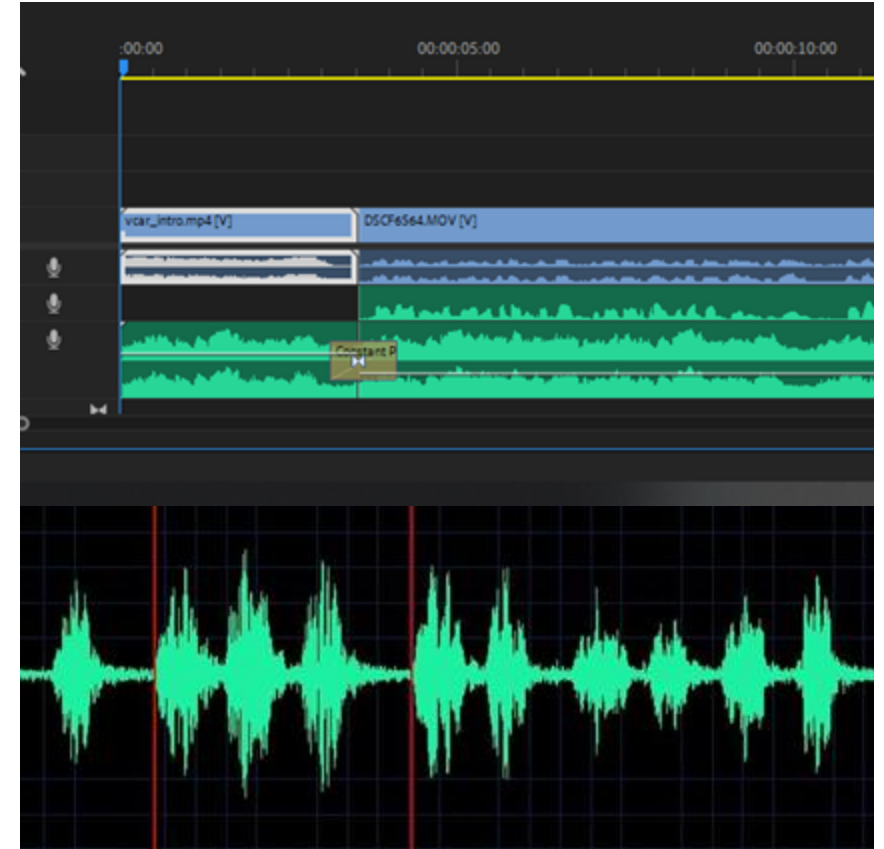
Types of Videos – Building a Library – Short-form Video Tips – Basic Editing & Videography Tips

# Basic Videography Tips

- Wide Shot establishes, Medium Shot informs, Close Up shows off
- Don't be afraid to move the camera
- Utilize different footage speeds
- When shooting a product try to use 2 lights
  - One hitting the front of the subject and one hitting the back

# Basic Editing Tips

- Adding music and branding
- Editing to the beat
- Quick Cuts
- Tell a story using your footage
- Cater to your brand



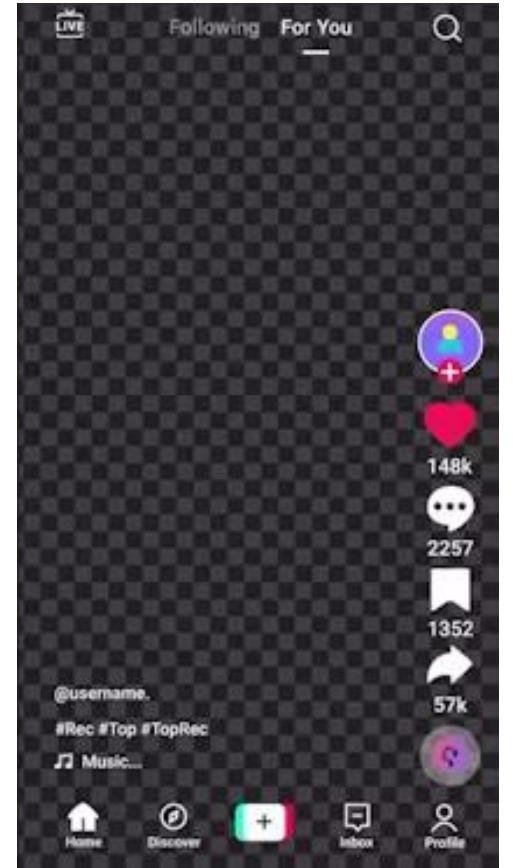
# Types of Videos to Create

- Behind the scenes
  - Workspace, process, or team
- How-to or tutorial videos
- Customer testimonials
- Product showcases & demos

# Short-Form Video Tips

## For Instagram Reels, TikTok, YouTube Shorts

- Attention grabbing
- Trending audio
- Captions
- Optimizing for TikTok, Instagram, and Facebook



# Building a Library

- Build a footage library
- Shoot vertical and horizontal
- Think about reusable content
- Turn a single photoshoot or video session into multiple posts

# Essential Tools for DIY Content Creation

Smartphone Camera Tips - Lighting Hacks - Affordable Accessories - Editing Apps

# Smartphone Camera Tips

- Settings & features for pro-level quality





# Lighting Hacks

- Ring lights
- Pocket LED lights
- Reflectors
- Natural light



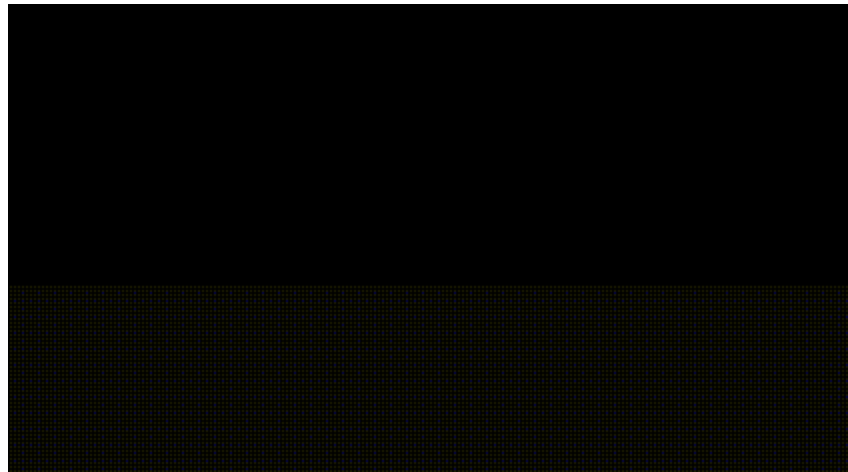
# Affordable Accessories

- Tripods, gimbals, and microphone options
- DJI Osmo Phone Gimbal
- Tabletop Phone Tripod



# Editing Apps

- Free and low-cost apps for photo and video editing



# Free & Low-Cost Resources

Royalty-Free Music & Graphics – AI Tools – Templates & Automation

# Royalty-Free Music & Graphics

- Pexels
- Unsplash
- Pixabay
- Canva
- YouTube Audio Library

# AI Tools for Content Creation

- ChatGPT for captions
- Jasper for marketing copy

# Templates & Automation

- Canva templates
- Social Media Scheduling tools
  - Meta Business Suite, Later, Buffer



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