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# VLOGGING FOR BUSINESS

*The Ultimate Guide*

# VLOGGING FOR BUSINESS

In today's era, video blogging, more known as **vlogging** is emerging fast and becoming more popular than we ever imagined. Every person who has access to the internet probably has watched more than 1 vlogs in his/ her life.

It has also become a very powerful marketing tool for businesses to promote products and services online.

If you are an entrepreneur who wants to explore vlogging for your business, this guide is for you!

We have compiled a lot of tips and advices to help you get started.





# VLOGGING FOR BUSINESS



## What is vlog?

- A **video blog** or **video log**, sometimes shortened to **vlog**, is a form of blog for which the medium is video, and is a form of web television.

*-wikipedia.org*

- A **video blog**; a record of your thoughts, opinions, or experiences that you film and publish on the internet

*-https://dictionary.cambridge.org*

## Why use vlogging for business?

- **It's RAW and authentic.**

Most of the vloggers shoot videos that revolve around the things that they love and that they enjoy doing. People will see your natural side and will relate to you, your products, and your services. Your viewers will feel that you are showing your real self and personality. Videos let the people feel the emotions behind every word. They have the ability to let the viewers catch the heart of the message and would let you create stronger bonds and relationships with them naturally.

# VLOGGING FOR BUSINESS

## *Why use vlogging for business?*

- **It's easy to produce.**

Whether you are going to use vlogs for your personal channels or for your business, you don't need to be an expert to get started. There is no major production and editing required. You don't need professional skills to be able to produce high-quality vlogs. It's very easy to conceptualize an idea, to write a personalized script, and to shoot yourself. You can actually do it all by yourself.

- **It's inexpensive.**

You don't need a huge amount of budget to be able to release your vlog. You can actually use the equipment or gadgets that you have in your hands right now. You can also ask for the help of some friends or relatives to help you in the shoot or editing. It would surely cost you less.

You can also be able to reach a lot of people especially your target audience for free by maximizing the use of your social media accounts.





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# VLOGGING FOR BUSINESS

## *Why use vlogging for business?*

- **It's entertaining.**

When you use vlogs for your business, they will not only help increase your customer brand awareness but people will be entertained also.



Most of the people who have access to the internet are interested in watching videos. In fact, adults spend an average of 11 hours per day on screen; may it be their phone, computer, television, or others. Maximize your reach by reaching them through informative and entertaining vlogs.

- **It's organic.**

Through vlogs, you will be able to reach the right people at the right place. You will be able to attract them naturally if you can capture their hearts with your message. Find out the interests of your target market, give value to them, and they will be your loyal customers in no time.

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# VLOGGING FOR BUSINESS

## *What do you need to get started?*

You finally decided to start your first vlog.

You are now ready to share your journey and your business to others through the use of videos.

With that, we would like to help you get started.

Here are the things that you will be needing to finally get it rolling.

- **An idea**

First, you should think of your **content**.

A fresh, unique, original (and sometimes crazy) idea would go a long way.



**Start with your purpose.**

What do you want to achieve with your vlogs?

Do you aim to educate? Do you want to inform your viewers about your products and services? Are you doing it to entertain them?

Make sure that your content idea will serve your vlog's purpose and objectives. Think out of the box! You can be as creative as possible.



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## VLOGGING FOR BUSINESS

### *What do you need to get started?*

- **A script**

Once, you got the “AHA moment”, you can now start writing your script. An interesting and appropriately written copy will capture the ears and hearts of the viewers.



The voice and tone of your script should depend on your target audience. Imagine that you are really in front of them and that you are really speaking to them. Let your script be as natural as possible. Don't use confusing and profound words.

You should also consider your goals when you are writing your script and adjust your tone to it. Also, you should remember to include a compelling introduction and a strong closing statement. Do not forget to include a clear and concise call-to-action to your script.

If you are not confident in writing your script, you can hire a copywriter to do the work for you especially if you are targeting a large audience.

- **A camera (or your mobile phone will also do)**

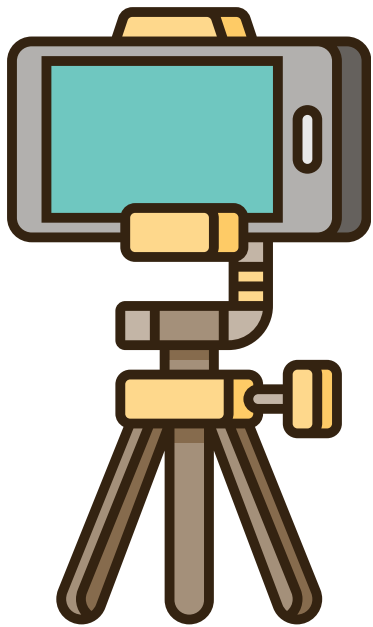
One of the reasons why people prefer watching a video is because it's **VISUAL**. Because of this, the quality of your vlog really matters! The better the video quality, the more you can attract the audience.

You can start with your mobile phone if you don't have any camera yet. Mobile cameras can already produce high quality videos.

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# VLOGGING FOR BUSINESS

## *What do you need to get started?*



- **A tripod**

This is optional but it is better to have one so that you won't have a shaky video, which will somehow distract your viewers. Shooting a video without a tripod would also cause you a lot of inconvenience.

To avoid the hassle, you can buy a tripod for less than \$20 and would surely be worth your penny. It would be a good investment you'll have for vlogging.

- **A video mic or lavalier mic**

A mic is also optional but is a very useful tool.

A good audio can level up your vlog and will help you deliver your message clearly.

You can consider buying a mic especially if you want to avoid any unnecessary noise from your environment. You can have one under \$100.





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## VLOGGING FOR BUSINESS

### *What skills do you need to have and develop?*

As a newbie in vlogging, some of the questions that you might ask yourself are “How can I be a better vlogger?” “What skills do I need to have and develop?”

And yes, we always need to level up in every task that we do in order for us to be able to give more value to our audience. We need to invest in ourselves and upskill as we go on.

These are some of the basic skills that beginners should know. Some experienced ones might know these already but can also serve as a good reminder.



#### **Communication Skills**

When vlogging, you should be able to deliver your message clearly and concisely to your audience. You need to learn how to be an effective communicator for you to achieve your goals and purpose on why you are doing it.

Learning the strategies of communication will help you go a long way. But since vlogs are usually authentic and entertaining, it shouldn't be that strict when it comes to your grammar and pronunciation. Your English is enough. But you can always practice as often as possible if you want to improve on it. What's important is that you can deliver the message in the way people can understand.

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# VLOGGING FOR BUSINESS

## *What skills do you need to have and develop?*

### **Research Skills**

When researching for your content, you must be willing to conduct surveys and to reach out to your target market, your clients, followers or friends. Ask them if they would be interested in the topic that you want to explore in your vlogs. Discover your target audience's pain points and think of how you can offer solutions to them. Solving their problems would really do the trick. Study their common interests. Find out where they are hanging out. Know as many details as possible and develop your ideas and strategies. Doing an intentional research for your vlogs would not only benefit you but would surely be valuable and captivating to your audience.

### **Video Editing Skills (The secret sauce to an engaging vlog is awesome editing!)**

Since vlogs are visual, your video editing is one of the most important factors to consider when starting. As a newbie, you may actually ask some experienced or professional video editor to do it for you but along the way, learning to do it yourself will give you a lot of advantages. You can quickly add some clips, change the effects or do a quick edit while you are travelling! The possibilities are endless and you would actually save a lot of money also if you will learn the skill. Watch your favorite vloggers on YT and see how they use b-rolls, music, sound effects, transitions, and cutting scenes. When you get to know these techniques, you'll surely attract more viewers and potential customers in no time!





## *The WH Questions of Vlogging*

Do you feel like there's something that you need to change on the way you do your vlogging for your business?



Don't worry, it's never too late to evaluate (or re-evaluate) your purpose and your strategies. Doing so will help you set the direction for your future contents in your platforms. We are here to give you 5 significant WH-questions which will help you in the process.

### **1.) Why do you want to do it?/ Why are you doing it?**

#### **Know your purpose.**

You should first determine the reason why you would like to do vlogging for your business. Or if you have already started, you can still re-evaluate your purpose. Is it for brand awareness, to have an increase in your sales, or for website traffic?

Discovering your purpose will determine your next steps. It is your starting point. Once your "why" is clear, it would be easier for you to set the direction of your vlogs, to plan your contents and to determine your strategies.

## *The WH Questions of Vlogging*

### 2.) Who is your target audience?

**Identify your target market.** The demographics of your target market is an important factor to consider. Yes, you can have everyone watch your vlogs, but you need to tell your message to specific people who might be interested with your products and services. You need to target the right people.

If you are going to use vlog for your business, you need to determine who they are. Who are the specific people that you want to reach with your vlogs? What is their age range? Where are they located? What are their interests?

These are some of the important questions to ask for your target audience research. Your style and your message will depend on this. The better your understanding about your target market is, the more likely you are going to reach them.





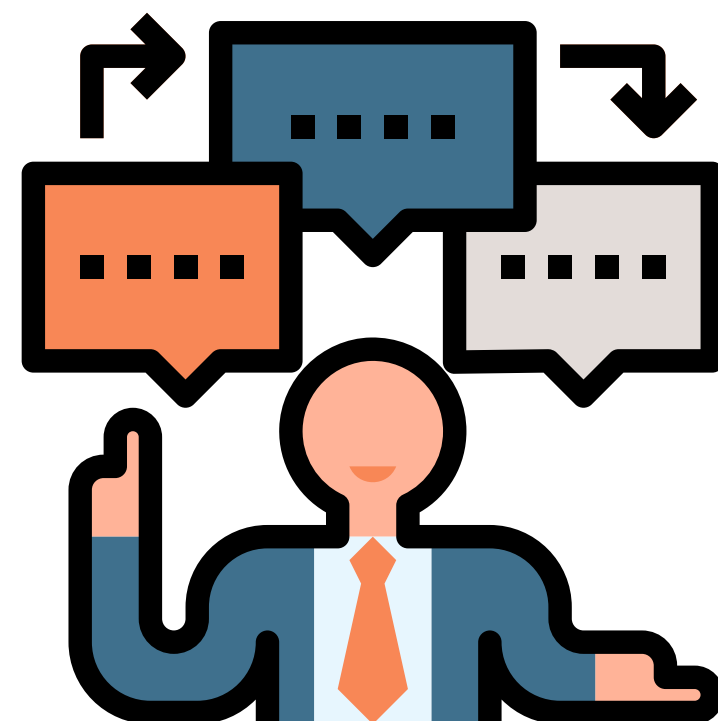
## *The WH Questions of Vlogging*

### 3.) What is your message? / What type of vlogs will you do?

**Plan your vlog.** After determining your purpose and target market, plan the message that you want to deliver and how you will do it.

What is the key message that you want your audience to know about you and your business? How will you do that content?

Different vlogging styles would fit different messages. You can have a “talking-head” kind of vlog where you can talk about your topic with your camera on a tripod or a “follow-me-around” kind of vlog where you can hold and take your camera with you. You can do “how-to” videos, product reviews, testimonials and a lot more! Be as creative as possible, always explore and be open to different strategies.



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## *The WH Questions of Vlogging*

### 4.) Where will you upload your vlogs?

**Study the digital platforms.** Research on the benefits and the trends on different social media platforms. Where do your target audience mostly hang out? It is better if you would be visible anywhere and accessible to everyone.



### 5.) How would you improve?

**Evaluate your vlogs' performances.** Once you have released a couple of vlogs, you should know how to evaluate their performances and analytics. Examine your key metrics. Study the patterns. What contents are bringing more traffic and more views? What type of vlogs are helping you reach your KPI's? From here, you can plan and experiment on how you could improve and sustain your vlogs in the future.

Answering these 5 WH questions would give you remarkable results not only in converting your vlogs into sales but also in providing more value to your business and your clients.

## *7 Types of Contents for your Vlogs*

Doing different vlog contents will help you attract more viewers, reach a wider audience and develop more loyal clients. We understand that working on various styles or videos may require you to stretch your creativity and go outside your comfort zones but it will surely be worth it :) Here are 7 types of contents that you could use for your vlogs.

### **1) Product Review**

This kind of content is beneficial for both the business and viewers. It would help sellers or businesses in promoting the benefits or the features of the products/services that they are offering. Here, you can highlight why the viewers should consider your products/services. The viewers on the other hand would benefit because this kind of content will help them decide whether or not they should buy the product or consider your services. Win-win! :)

### **2) Content Marketing**

Who doesn't like valuable contents? We are all a fan of it, for sure! Content Marketing is a strategy which focuses on creating and distributing relevant contents that would attract leads. Videos take content marketing to a higher level. Why not give it a try and watch a significant increase in your loyal followers.



## 7 Types of Contents for your Vlogs

### 3) How To (buzzfeed or tasty style)

Everybody is searching for an answer and a solution for everyday struggles. This is why “How To” vlog is indeed one of those contents that you should try to explore. These are the go-to resources for every person on the internet. Think of your target audience’ pain points and offer quick solutions.

### 4) Instructional Videos

Just like “How To” Videos, Instructional Videos are also worth trying especially if you are offering a product. This kind of vlog's primary aim is to educate the viewers about a particular subject or topic, may it be your product or other interesting things. Here, you would help and guide them. This would give so much value to them and may cause them to become loyal customers.

### 5) Tips / Hacks

One of the types of content that attract more viewers are the “tips/hacks”. These are videos that show "quick" and "easy" tips or hacks on anything under the sun.



Not only are they educational but interesting and entertaining as well.

## *7 Types of Contents for your Vlogs*

### **6) Motivational Videos**

This kind of content is very famous. Their objectives are to inspire and encourage the viewers. Motivational videos not only catch the attention of your target audience but it would also capture their hearts and will make them remember you and your business!

### **7) Update / News / Promo**

Every person wants to be updated on what's happening around them and what's trending at the moment. This is why these kinds of contents are timeless. Viewers don't want to be left behind the news and current updates. And for the promos, everyone loves it! This will surely drive engagement to your platforms. These types of contents are worth trying if you want to achieve your goals and targets in your vlogging journey.

Experiment and go out of your comfort zones to know which type of content would attract your target audience the most.



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## *We want to help you ...*

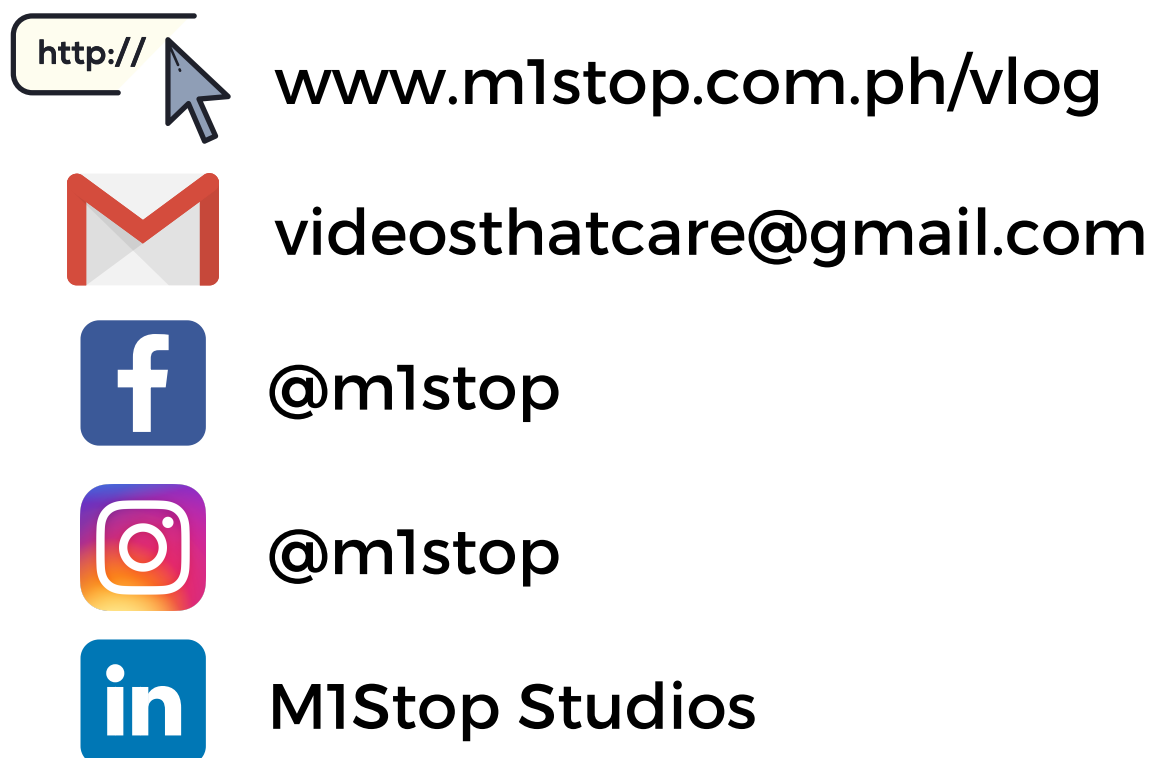
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