

## Wow-Worthy Video for Tourism Pros

### August, 2019

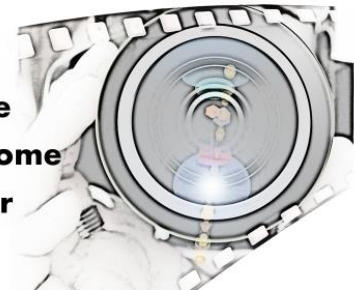
#### Video Elements

- Story
- Solution
- Surprise
- **Emotion**



#### Video Strategy

- Short
- Simple
- Awesome
- Humor



#### What would you do?

1. At your table brainstorm opportunities for video slideshows or animations to be used in your company
2. What's working?
3. What would you like to do?
4. Jot down your ideas

#### Video Content

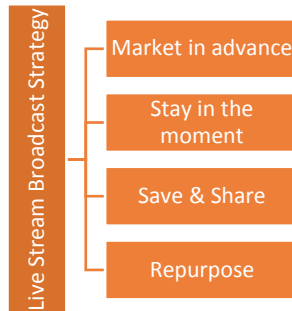


#### Content: Go Live

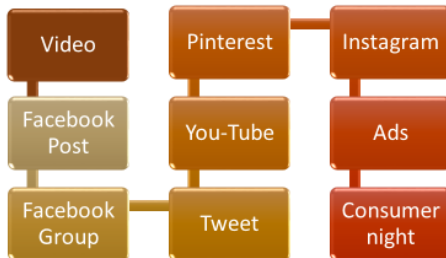


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### Video Repurposing Path



What else?



## Let's Chat



### Let us do the work for you!

*Know you need social media? No time? Here's the solution.*

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Many tourism pros and industry leaders find they don't have the time or talent to allocate to develop their social media marketing platforms. The fact is that while social media marketing is an indisputable leader in awareness, engagement and opportunity, many don't understand the strategy or the ways to incorporate this key element into their business plan.

**Customized Management Solutions** can help. Strategy, Design, Implementation, Analysis, Consultation. We'll **build your social sites**. That's not all....we'll also **post directly to your sites for you!** All this for a reasonable investment.

Need some help building or tweaking your strategy? We can work together on a **coaching** basis to create or update your marketing strategy and integrate your social & traditional marketing.

### Additional Resources

|                                |   |
|--------------------------------|---|
| <b>Video Editing Tools</b>     |   |
| VSDC                           | Super simple                            |
| Screen Cast-o-Matic            | Simple to record & edit                 |
| Camtasia                       |   |
| Adobe                          |   |
| <b>Video Tools</b>             |   |
| iMovie                         | Movie creation and editing              |
| Movie Maker                    | Movie creation and editing              |
| ShowBox                        | Movie creation and editing              |
| Magisto                        | Movie creation and editing              |
| Adobe Spark                    | Slideshow & Movie creation and editing  |
| Animoto                        | Slideshow & Movie creation and editing  |
| Flip A Gram                    | Slideshow & Movie creation and editing  |
| Photo Grid                     | Slideshow & Movie creation and editing  |
| Facebook                       | Slideshow creation tools                |
| <b>Animated Graphics Tools</b> |   |
| Promo                          |   |
| Wave                           |   |
| Crello                         |   |
| Canva                          |   |
| Adobe                          |   |
| <b>Cool Tools</b>              |   |
| Filmora                        | Time Lapse Video                        |
| Loom                           | UseLoom.com – Video & Screenshare Email |
| <b>Desktop Video Tools</b>     |   |
| Ecamm Live                     | Live Broadcast tool - Mac only          |
| OBS Studio                     | Live Broadcast tool                     |
| Be Live.tv                     | Broadcast live to Facebook              |
| <b>Hardware &amp; Tools</b>    |   |



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|  |   |
|--|---|
| I-Rig lav microphone                       | External mik for phone  |
| Samson Stage PxD1                          | External mik with USB for laptop  |
| Neewer Lighting                            | Lighting kit and stands   |
|  |   |
| <b>360 Cameras</b>                         |   |
| Instax360OneX                              |   |
| Samsung Gear 360                           |   |
| Go Pro                                     |   |
| Ricoh                                      |   |
|  |   |
| <b>Industry Resources</b>                  |   |
| Social Marketing for travel & tourism pros | Customized Management Solutions<br><a href="http://www.cmsspeaking.com">www.cmsspeaking.com</a> |

|                   |
|-------------------|
| <b>Your Notes</b> |
|-------------------|

