



## **THE BASIC TOOLS OF ONLINE MEDIA MARKETING**

### **RECOMMENDED VIDEO TOOLS**

While there are many different types of native webcams of varying resolution available on your desktop computer or laptop R2 Visual Studios recommends that you find an HD webcam that's right for your business. We use the Logitech C920 HD cam that is tuned for HD resolution on Skype. It works extraordinarily well for any marketing videos, small studio production, or set production such as the Bottled Business Sense Show. We use two Logitech C920's as isolation cameras for our hosts, along with an iPhone 5 as a wider angle overhead camera that shows both Bill and myself. I also use one of the best video apps available for \$5 called Filmic Pro. It basically gives your iPhone high end camera control.

***The Logitech C920 (USB HD webcam available for Mac or PC) can be purchased at:***

<http://www.logitech.com/en-us/product/hd-pro-webcam-c920?crid=34> ~ \$100

[amazon.com](http://amazon.com) ~ \$72 - \$90 and under \$60 used

[ebay.com](http://ebay.com) ~ \$65 - \$80

***iPhone 5 with the Filmic Pro app (\$5)***

#### ***GoPro Hero 3+***

We use this camera a lot for outdoor active video productions, aerial photography and videography, underwater applications, etc. While the GPH3+ works well in just about any outdoor lighting situation, it does suffer a bit indoors especially if you're in a low light situation or if you or your set is not lighted correctly.

***NEXUS 7 (this is our backup camera that works very well as a secondary camera for indoors.)***

### **RECOMMENDED AUDIO TOOLS**

While content is king when you're promoting online, the way you deliver it in a video is just as important. However, nothing will kill a good video quicker than bad sound! Even if a video is of a C+ quality (which I would never recommend you settle for less than a B in quality) a viewer will turn their attention elsewhere (like your competition) if your sound is less than an A. Think about it. We're driving in our car listening to a radio station and at the first sign of static what do we do?



Change the station! Your viewer will do the same if you don't pay attention to this frequently overlooked detail. An easy way to overcome bad sound is to avoid relying on the mic that's on your camera or on your webcam and get it close to your mouth.

It's an important part of your production so I'll share a little in detail about mics.

### **Lavaliere Mics**

There's several inexpensive options that you can consider to improve the sound on your video. The least expensive is to use a tethered lavaliere mic. You can pick one up from Best Buy or Radio Shack for under \$20. Run it inside your shirt and clip it at about or slightly below the level of your collar bone. From there, you can run it to your computer's mic input or directly into your video camera.

I use the Rode SmartLav that I tether to my iPhone and record with an app call Rode Rec. I use the pro version, however, the free version works just fine. The only caveat to capturing sound separately from the camera is that you'll need some kind of video editing software to sync them together in post-production. Another option with the SmartLav is to record your video with your iPhone or Smart Phone. That way everything is synced and you don't have to worry about messing with it in postproduction.

As a side note, I frequently use my iPhone with the SmartLav for quick video tutorials or updates. In addition, I use an app called FilmicPro (\$6.99) since it gives me the flexibility of using my iPhone like a DSLR camera. You don't have to use FilmicPro to get good video and sound as the native app in an iPhone will work just fine. I like to have the extra camera controls and that's just how I roll.

If you do a lot of video from your desktop or laptop, I'd still recommend using some sort of lavaliere mic to improve your sound. The mic that's on a webcam/desktop or laptop is typically 18-24" away from your mouth. It tends to sound a bit "tingy" from the sound reflection off of the glass computer screen. If you have a huge monitor like the 27 incher on the iMac it'll sound much worse.

If you do quite a bit of desktop production, I'd also recommend you consider a USB mic such as the Samson CO1U condenser mic, Blue Yeti or Blue Yeti Pro like the mic that I'm usually speaking into on the show. It gives a sweet, rich, deep radio announcer sounding audio. Both are great desk mics and depending on which model you consider, the sound field that they pick up can be adjusted so it will dampen extraneous sound coming from the back or sides of the mic. This means much cleaner sound and less "tingy" audio coming from computer monitor reflections. The Sampson CO1U USB mic runs around \$79 on E-bay and Amazon and the the Yeti and Yeti Pro can be found for about \$90 and \$130.



### **Wireless Mics**

Now you're stepping up with the production big boys and it can cost you a lot more depending the type of production that you're doing. If you typically don't work on a set or don't do a lot of public speaking on stage where you may need to provide your own sound gear, it's probably not necessary to go this route. It can cost you several hundred dollars for a wireless mic setup and, quite frankly, it's really not necessary for desktop or small set applications. But, if you have the money and like the convenience of a wireless setup, then go for it. If this is an option you're considering there's a whole host of information you can learn from if you Google "best wireless mics". Some of the top brands include Azden, Audio Technica, Sony and Sennheiser (probably considered the top of the line to sound guys) and for the better RF mics, plan on spending \$400- over \$1000 depending on the distance range and features

### **SUMMARY**

Regardless of which way you decide to go with an HD webcam or a tethered, desktop, or wireless mic, choose the one that fits your budget and makes sense for any video production that you're putting out on the web. Start off with improving the quality of your sound with a simple tethered mic. Your viewers will thank you for it vs. standing 10 ft away from your camera and getting audio that sounds like.....you're standing 10 feet away from the camera.

Alternatively, for your next video try using your iPhone (and tethered mic) the next time you're out in the field. It does a great job. Remember, though, to stabilize any camera that you use with a tripod. The last thing that you'll want is a "Blair Witch" effect when you're trying to impress your viewers with value based content.

Feel free to reach out to me if you have any other questions regarding cameras and sound @ [rick@r2visualstudios.com](mailto:rick@r2visualstudios.com) or 949.667.1182.

Good shooting! Rick