Tips & Tricks to Create Your #MFGDay20 Video!

Brought To You By:

barcelona creative group
BRAND IS IMPORTANT.
Your brand is the result of every interaction people have with you. Everything your company says and does. Inside and Out.

WE BUILD BRANDS.
WE GROW BUSINESSES.

CORE
At its Core, your Brand is the purpose of your organization. It’s the reason you come to work and why people should come to work for you.

PULP
Your principles, approach and corporate culture are what make your organization awesome. They are the Pulp of your Brand.

ZEST
The Zest is everything the outside world hears and sees. It’s how you tell the world who you are and what you do.

What is the best way to build the brand you desire?
Start from Within.
We harness the power of creativity to build brands inside and out. Brands that connect with both your people and your marketplace.
Manufacturing Day is Very Important!
This day is meant to inspire the next generation of manufacturers and educate the public at large on the importance of the role manufacturers play in our daily lives and the growing skill shortage expected over the next decade.

- An opportunity for manufacturers to highlight their work
- It’s a day to highlight your workers
- Improve public perceptions
- Energize a future pipeline of skilled workers

In 2019 Manufacturers:
- Hosted over 2,600 Open Houses and events
- Welcomed over 400,000+ students, parents and community members

Celebrating Manufacturing Day 2020
In a recent webinar, The Manufacturing Institute suggested:

- Provide a welcome message from senior leadership.
- Offer an overview of the importance of manufacturing to the economy in your community.
- Lay out what your company does and give participants a sense of its career offerings.
- Film a video tour of your facility to show viewers the technology and tools you use every day.
- Record interviews with employees or host a panel conversation to allow young people to hear from those who work in the business.
- Create a survey to track how the event changes your audience’s perceptions of manufacturing.
The Power of Video
Why Is Video So Impactful?

- Easy to digest, entertaining and engaging
- Creates a consistent message
- Tells a very visual story
- Puts a face to a name for your audience
- Allows you to showcase your organization
- Gives a potentially huge multi-channel return on investment
- It is one of the top shared pieces of content on social media
Content is King – Even in Video

Videos come in all shapes and sizes – from 15 seconds to 15 minutes. You can use an iPhone or bring in a production crew. But relevant and engaging video content is still a huge key to success.

- Corporate Videos
- Facility Tours – Live or Pre-Recorded
- Video Brochure & Custom Branded Mailer Boxes
- Employee and Customer Testimonials
- 15s and 30s Video Ads
- Product and technology features
- Video Blogs or Podcasts
How to “Do It Yourself”
Live streaming from your phone directly to a Facebook Business page is a simple and cost-efficient approach.

A Few Things to Consider:
- Camera Options
- Live vs. Pre-Recorded
- Video Length
- Depth of Field
- Lighting
- Sound
- Consider a Tripod
- Talking on Camera
- Try a Test First
Tips for a Successful Live Event

- Set a time to “air” the video. Then promote, promote, promote and promote some more!
- Introduce yourself multiple times throughout the video
- Don’t get hung up on mistakes – just roll with it
- Have a co-pilot to respond to comments
- Engage with your audience
- Make sure you have an end and a call-to-action
- Consider having a team member handle editing
While there are many types of videos that you can create on your own, here are some tips when it’s time to seek outside help.

- **Experience.** Ask what productions, like yours, that they’ve worked on.
- **Specialty.** Make sure their experience is going to match your needs.
- **Examples.** While their examples may not be exactly what you’re looking for, you will get an idea of lighting, camerawork and editing quality.
- **Equipment.** Even with the awesome quality of today’s smartphones, those devices might not have the features and tricks you need.
- Then contact Barcelona Creative Group! (sorry, had to do it!)
The Wonderful Wheel of Digital

Your Business
Celebrating Manufacturing Day 2020

4.6 MILLION MANUFACTURING JOBS WILL NEED TO BE FILLED.

Keep the Momentum Going Beyond #MFGDay20!
Facebook & Instagram Advertising

Videos ads are shown across all devices on Facebook and Instagram and on any of the Facebook advertising platforms:

- FB News Feed
- FB Messenger
- FB Audience Network
- FB Instant Articles
- FB Marketplace
- FB Stories
- IG News Feed

“When advertising across the entire Facebook family of apps, conversion rates were 8x higher than audiences only exposed to placement on Facebook.”

Source: Facebook IQ Study, “Optimizing Direct Response Campaigns”

I have a Facebook page – why would I need to do Facebook advertising?

- On average only 2% of your fans will ever see one of your posts on their Facebook page! There will come a day when that will be zero!

Think Perception & Recruitment!

- Use your list of emails, name, zip and show ads to only those people on FB and IG.
- 1,000’s of Targeting Categories – College grad, Graduation Date, In High School, Name of School, New Job, and so many more!
Online Audio Advertising

Audio ads (think radio commercial!) are served to targeted online listeners who are consuming audio content across all types of devices. Includes music, news, sports, and podcasts!

You tell us the geographic area you want to reach and we layer in Behaviors and Artificial Intelligence Targeting - the power combo!

Opportunities for Recruiting the Next Generation are Endless!

- Adult Education
- College and Admissions
- Colleges & Universities
- College Intenders
- College Preparation
- College Students
- Collegebound High School Senior in Household
- High School Student in Home
- Level of Education – 2 year degree
- Levels of Education – College degree, HS degree, Some College, No College
- Moms of High School Kids
- Online Degree Seekers
- Part-Time College Students
- Parents of Teens Going to College
- Prospective College Students
- Researching Community/Junior Colleges
- And the list goes on and on!
Connected TV & YouTube

Videos ads are shown across all devices, on websites or apps, using targeting strategies for pre-roll and Over-The-Top (OTT) content.

69% of teens say they watch online video every day.


YouTube Targeting

Showing your 15s or 30s pre-roll ads on YouTube to specific categories of people we want to reach.

- Ages 18 – 24
- Ages 25-34
- Ages 35-44
- Career Resources & Planning
- Colleges & Universities
- Jobs & Education
- Student Loans & College Financial
- And so many more!
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Amazon Targeting

Using Amazon targeting data to reach people with your display, video or OTT ads on Amazon.com, Amazon owned properties and 1,000’s of websites and apps Amazon has partnered with, on all devices.

Behavioral Targeting

Product Targeting

Custom Audience Matching & Lookalike

Amazon Retargeting

Display, Video, OTT

Amazon Publisher Services

Beyond Amazon.com
On #MFGDay20...

LET’S TELL STORIES THAT ARE...

THANK YOU!

For More Information:
Juli Barcelona, Principal
Barcelona Creative Group
juli@barcelonacreative.com
708.670.7932

Connect With Us: