

— AUGUST 16, 2022 —  
**LEVEL UP!**  
BY  TechSmith

# VIDEO THAT WORKS EVERYWHERE

Create and distribute video across contexts



# Who am I?



## Dee Kapila

Head of Scaled Customer Experience  
at Miro

Early Camtasia user

Paid YouTube  
Subscriber

Former public radio leader  
tasked with taking "the  
voice of NPR" and making  
it visual and on the web  
via video (in the 00s)

Lover of "tiny tv" - I watch  
a LOT of videos on my  
phone :)



# Agenda



## WHERE ARE WE?

## 5 STEPS TO CREATE & DISTRIBUTE VIDEO THAT SCALES

### Housekeeping

Ask  
Qs!

Engage  
in the  
chat

Find me  
on  
Linked In





# We are here



Ave # of tools in an enterprise

Guess in  
chat!

Our competition



Our Reputation



and yet...

- People want video
- It is the key to breaking through





# GAME ON!



# 1 - Find your voice & vibe



## Start by getting the team together

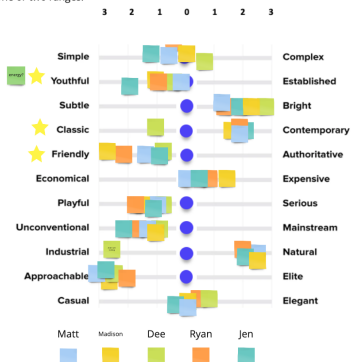
- Brand tone & voice workshop
- Spend time on your identity

ONLINE STATEMENT

WHAT IS THE ONE THING THAT ONLY YOU CAN SAY ABOUT YOUR BRAND?

OUR [Type here...] IS THE ONLY [Type something...] THAT [Go on, don't be shy... say it loud and proud.]

There are good reasons to be on the left or right of any of these lines, and it's even okay if some of your sliders end up in the middle. But it's helpful to be strongly opinionated on at least one or two ranges.



## Think about your design vibe

Is your product in a heavily regulated industry or a more creative one? What creative constraints might that infuse into your identity?

What sort of music or sound effects might become special details to make your content easily recognizable?

Define delight - what does it mean to you?

Pick a beginner concept and write. Scripts scripts scripts.

THE GOLDEN CIRCLE

IDENTIFY YOUR PURPOSE, HOW YOU DO IT AND WHAT YOUR OFFER IS

What

How

Why

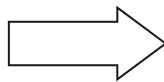
## 2 - Build a simple studio



This does not have to be expensive! Our team spent a couple of hundred dollars and went to thrift and craft stores.



From mockup stage



to IRL

Refine over time...

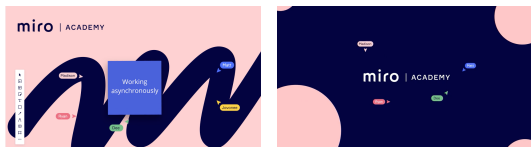


# 3 - Create your building blocks

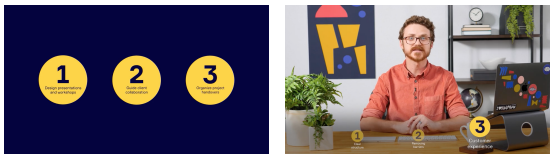


## Anatomy of a Miro video

- SET TONE with bumpers, music, recognizable product elements



- Add guidance for organized flow + retention



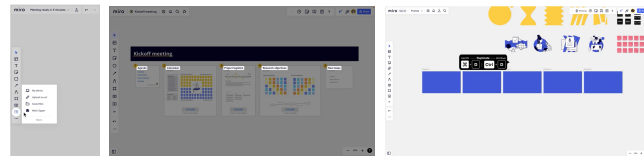
- Add delight via illustration and fun moments with team



- Mix talking head and screencasts for warmth



- UI highlights, tooltips & hotkey pop-ups





# 4 - Prep for scaled distribution



## Language

- Avoid continuity statements "In the next video..." - so that videos work in a course or by themselves.
- Colloquialisms, sports metaphors don't translate well globally (and auto-translations will struggle)
- Even business jargon doesn't always translate - ie "use case"

## Accessibility

- WCAG + WC3 standards
- Write and practice scripts out loud
- Captions
- Narrate what is taking place visually on screen
- Scrutinize color, size for visual elements and mouse movement, readability for screencasts

## Humor

- Not all type of humor is universal - be mindful of creating inclusive delight
- Sarcasm is tough - doesn't work everywhere and can come across awkward or even cynical
- Physical humor works well



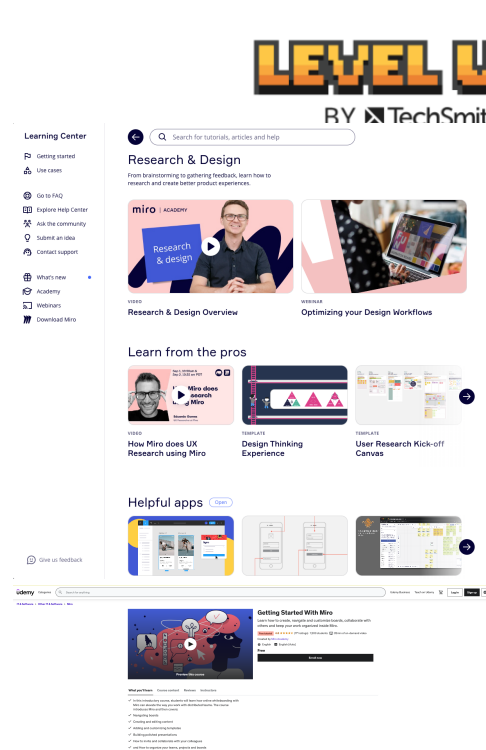
# 5 - Distribute

## Internal Sources [where you are]

- Your homepage/sales pages
- Your Academy, help center, community
- CS resource center, onboarding welcome packet, playbooks - anywhere with prescriptive guidance
- In-app
- Email campaigns

## External sources [where users already are]

- Udemy/Linkedin Learning
- Social media and relevant communities
- Integrations with LXPs/LMSs like Degreed, Cornerstone



# Final thoughts: Embrace the craft, enjoy the journey



It's all about the craft

Perfection is the enemy of progress

Measure and iterate

