

# How to Make Better Videos

*Cinematic Techniques  
for the Average Person*

Step 1 – Watch your light!

Open faced windows provide excellent lighting. Use them whenever possible!

Step 2 – Sound Better!

Upgrade to a lavalier microphone and capture better audio. Be heard!

Step 3 – Stabilize and Organize!

Get a decent tripod and write a script!

# Did You Know?

Social video generates 1200% more shares than text and images combined.

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

One-third of online activity is spent watching video.

Blog posts incorporating video attract 3x as many inbound links as blog posts without video.

Video on a landing page can increase conversion by 80% or more.

An initial email with a video receives an increase click-through rate of 96%.

The average user spends 88% more time on a website with video.

85% of Facebook videos are watched without sound.

Video attracts two to three time as many monthly visitors.

51% of marketing professionals worldwide name video as the type of content with the best ROI.

Source: [https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics\](https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics)

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