



1



2

Adding videos to your email can
increase click rates by 300%.

Martech Advisor

3

Using videos on landing pages can
increase conversions by 86%.

Wordstream, 2018

4

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

Forbes, 2018

5

LinkedIn users share video 20 times more
than other content.

LinkedIn, 2018

6

96% of U.S. Internet users age 18-24
use YouTube, and 51% of users age 75+.

We Are Flint, 2018

7

Text NERD
to 66866



@NerdyBFF

8

Collages and Video Montages

@NerdyBFF

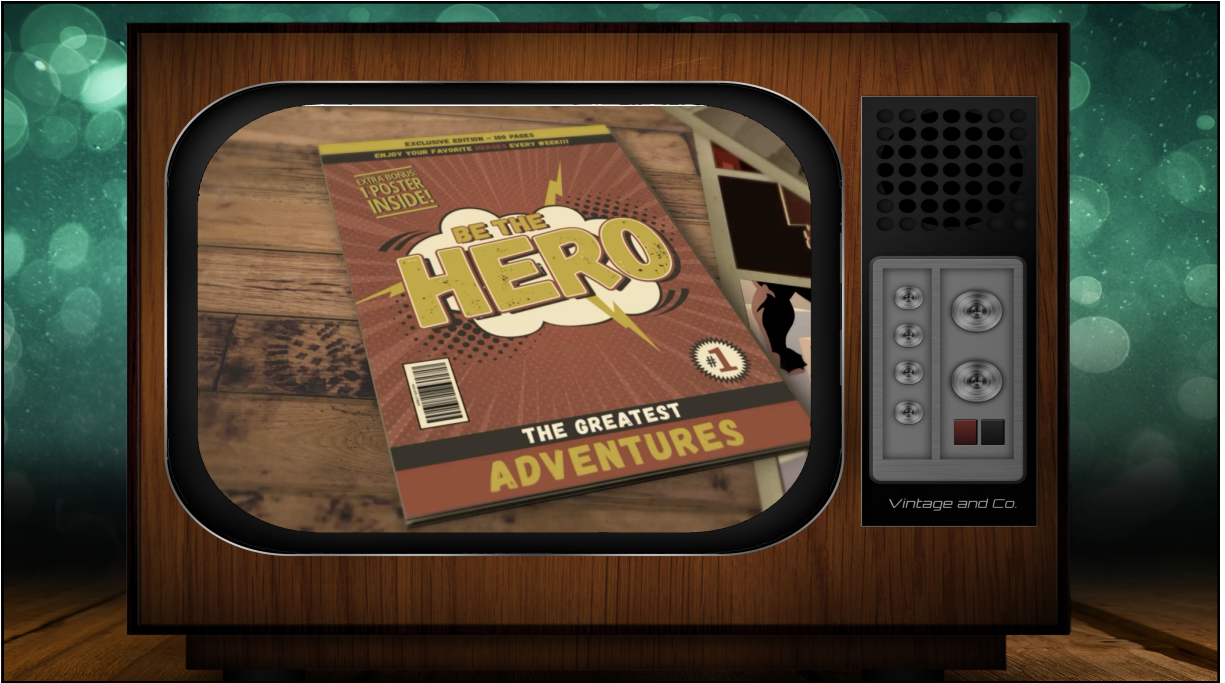
9

- **Animoto**
Very fast video
slideshow
- **Magisto**
AI-powered
video clip
editor



@NerdyBFF

10



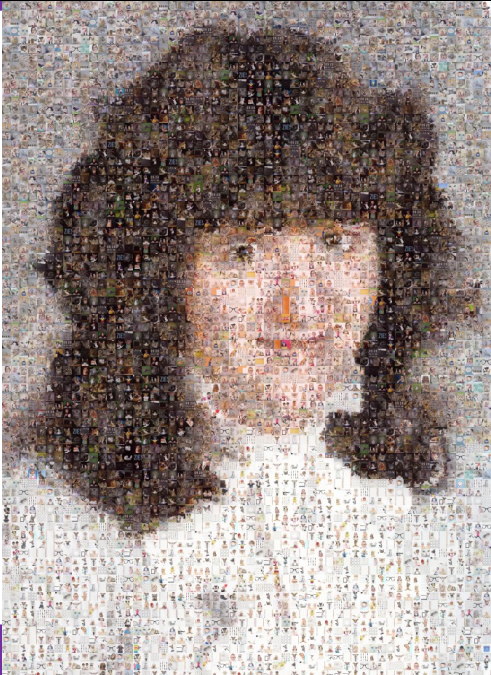
11



13



14



- **EasyMoza**
Cheaper mosaic tool

17

- **Picture Mosaics**

Mosaic video

- **Mosaically**

Mosaic for printing

@NerdyBFF

18

Other Montage Sources

- **Facebook**
- **Apple Photos**
- **Google Photos**
- **Canva**



@NerdyBFF

19

Explainer Videos

@NerdyBFF

20

- **PowToon**
Classic animated video
maker

@NerdyBFF

21

- **Doodly**
Downloadable animated
video maker

22

- **Biteable**
Online animated and
storytelling video maker

23

- **Prezi Video**

Cool slide-over-video tool

<https://prezi.com/v/k4i4ictfofo4i/>

24

POP QUIZ!

@NerdyBFF

25

Other Videos

@NerdyBFF

28



29

- **Adobe Spark Videos**
Stop-motion-ish video templates

30

- **Lumen5**
Buzzfeed-type videos from blog posts

31



- **Placeit**
Product Mockups
and Social Media Posts

32



33

Personalized Videos

@NerdyBFF

34

Video Email Tools

- Loom
- CloudHQ
- Dubb
- Bombbomb

@NerdyBFF

35

Screencapture Tools

- **Snagit**
- **Camtasia**
- **Awesome Screenshot (Chrome)**
- **Reflector (mirror devices)**

@NerdyBFF

36

85% of Facebook videos are watched with the sound off.

What effect does closed-captioning have?

Source: 2018 Instapage A/B Video Captioning Tests

@NerdyBFF

37

What happened when captions were added?

- A** Average reach increased 16%
- B** Reactions were 17% higher
- C** CTA clicks were 26% higher
- D** All of the above

@NerdyBFF

38

Closed Captioning

- **Temi and Rev.com**
Easy, super fast
transcription
for super cheap
- **Otter.ai**
- **Facebook**
- **YouTube**



@NerdyBFF

39



Video Studio

yournerdybestfriend.com/2019/01/11/building-a-video-studio/

@NerdyBFF

40

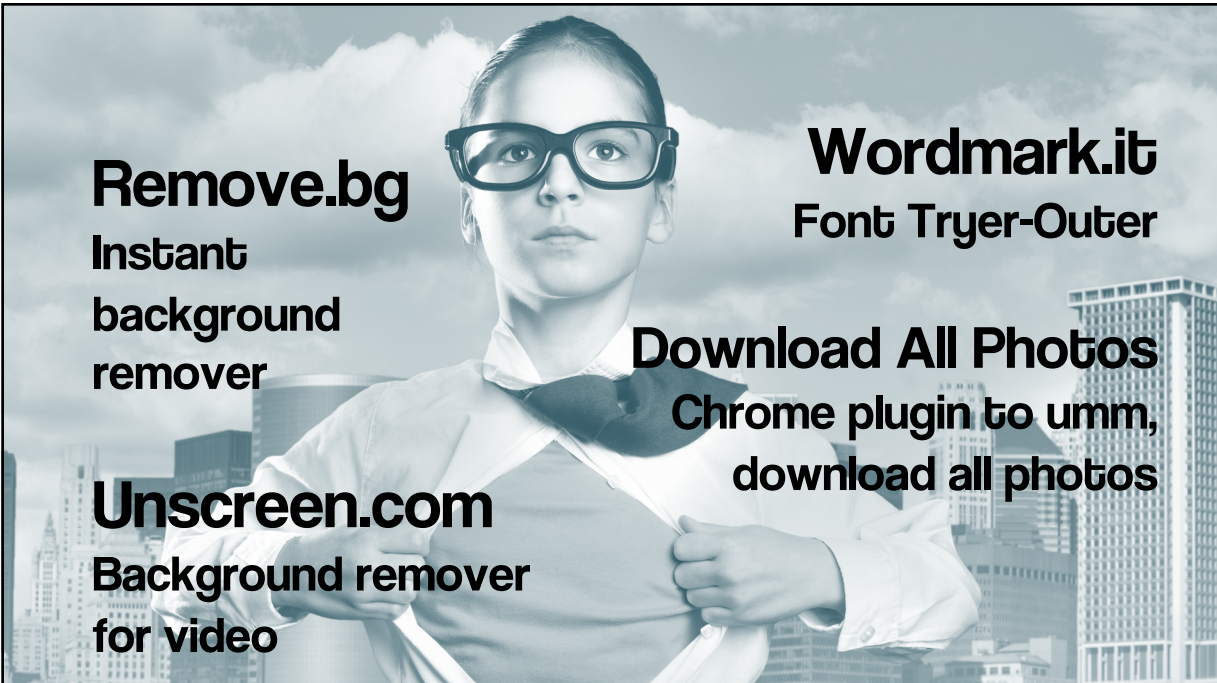


Multimedia Organization

- Google Photos
- Apple Photos

@Nerdy

41



Remove.bg
Instant
background
remover

Wordmark.it
Font Tryer-Outer

Download All Photos
Chrome plugin to umm,
download all photos

Unscreen.com
Background remover
for video

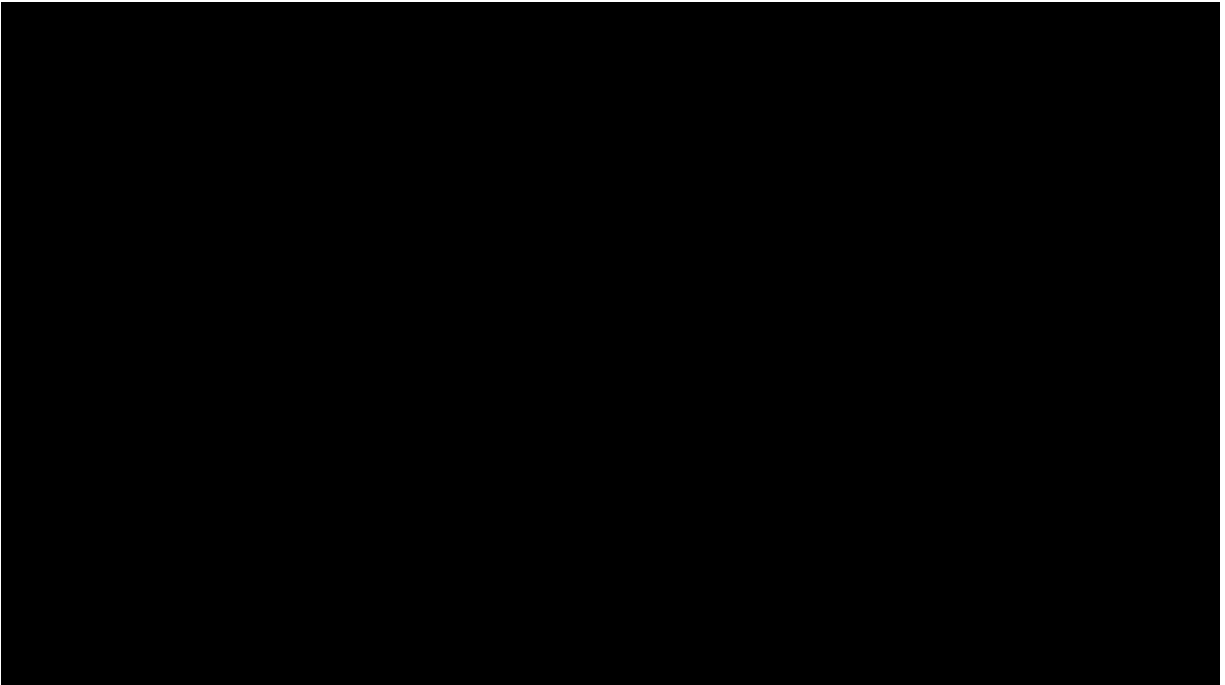
42



**The Ultimate
Tool**

@NerdyBFF

43



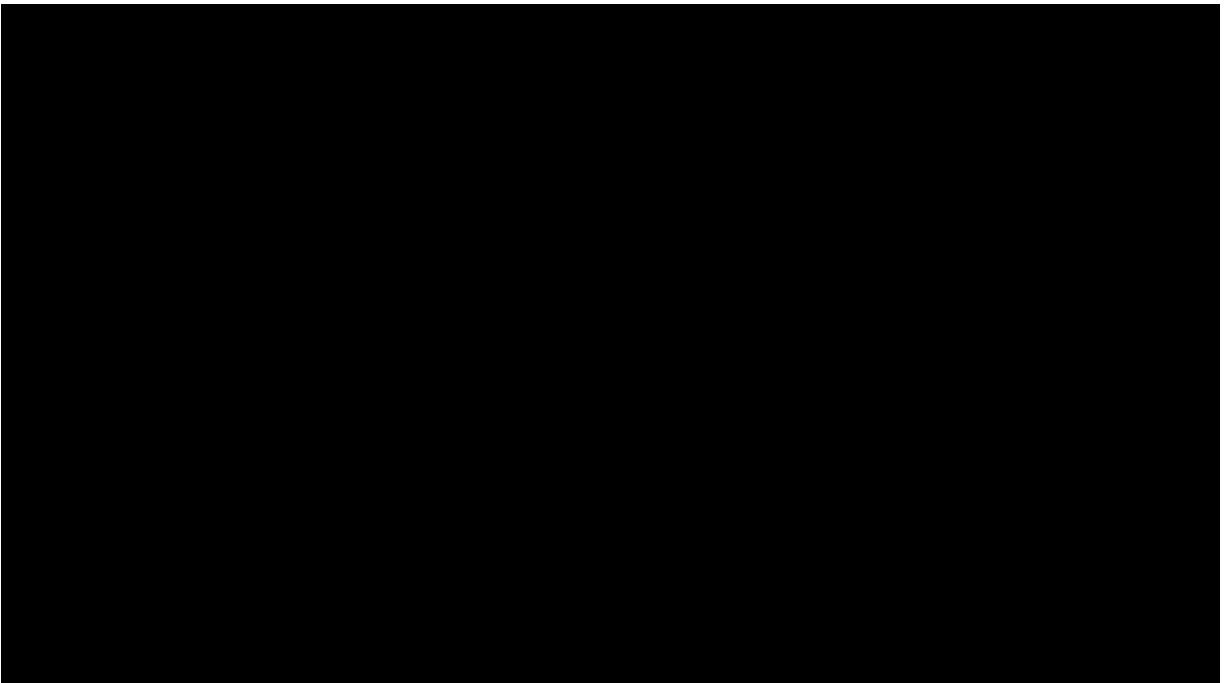


46





48



49



@NerdyBFF