

Creating the **KEY** **VIDEOS** Every Practice Needs

| BY LAURA J. NADLER



So, you're ready to take your marketing game to the next level, and know video is the way to go. Many types of videos can and should be part of your marketing mix. Let's cover the major ones.

"Evergreen" videos, like the name implies, are always there—on YouTube, your website, etc. It pays to spend some time—and maybe money—on these videos, since they are your brand and practice calling cards. While you may still need to update them over the years, these themes generally stay with you.

If you never create any other videos for marketing your practice, make these Evergreen videos:

- Meet the Doc
- Meet the Team
- Patient Testimonials
- Your Top Five Services
- Office Tour
- "Hero" Video

HOW TO SIMPLIFY THE PROCESS

I want to share some tips to make creating your videos easier, whether you're managing it yourself or hiring a pro.

I know, shooting video is the most uncomfortable part of the marketing process. We may use Instagram and Facebook in real life, but talking about ourselves to a camera is not what we do every day. Planning in advance will make this painless for everyone involved.

Begin that planning well before your video day (aka "shoot"). Evergreen videos shouldn't be spur of the moment. You have decisions to make, lists to prepare, and people to invite for those testimonials, so allow at least a week or two.

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THERE ARE FIVE KEY STEPS TO PREPARE YOUR EVERGREEN VIDEOS.

1. *Appoint a Producer.*

Think of this person as boss to the process—likely, that’s going to be you. The producer finalizes the Shot List (see #3) and uses it to lay out the day’s timeline. The producer ensures all the footage on the Shot List is captured and backed up.

The producer should not be the camera person. Each of you has enough to think about.

2. *Decide On The Tone Of Your Videos.*

Your videos should represent your brand and the reality of your practice. A super intense, stuffy pediatric video will feel off-putting to parents and kids. If you are a serious, buttoned-down practice, being goofy for the camera will be jarring to patients when they arrive and learn that’s not the practice’s vibe.

Look at other practices’ videos. Select a few that mesh with your brand and style. Have everyone watch so they understand what you’re looking to achieve.

3. *Decide What Footage You Want To Capture and Create A Shot List.*

You don’t want to forget someone. The producer uses the shot list to manage the day so everyone knows where to be and when.

4. *Decide On Your Best Locations To Film.*

Take test videos to see where people are best lit. Avoid harsh overhead light or direct sunlight. Neither is flattering and both create dark shadows. Beware of fluorescents—they can give things a greenish hue on video—NOT a good look.

5. *Set Aside A Day When The Only Patients In The Office Are The Testimonials.*

Trust me—you want a day. Juggling patients will burden everyone, which will make no one want to do it. Many docs find #5 hard to swallow, but it’s an investment in their practice—just like going to a course. Make it count.

DECISIONS, DECISIONS

Who will be filming? One person? Everybody? Limit the role of videographer to one or two people. Not everyone will be comfortable with the technology,

and shoot day is no time to be learning to use equipment. Speaking of equipment...

Will you be using a video camera, dSLR or point and shoot camera, or a phone? There are pros and cons to each, but the single most important factor is the comfort level of the operator. Use what you’ve got. If you’ve got a high-quality phone—like that iPhone version bazillion—there is no reason to buy expensive equipment.

Talk to your team. You might learn that one of them (or one of their kids!) is an excellent photographer/videographer with a great camera. This could be a fun opportunity for them to showcase their skills!

THE DAY BEFORE THE SHOOT

Put all that stuff away! You know what I mean—The Stuff.

Just because it’s a dental practice, we don’t need all the stuff of dentistry on the counters. Jars of 2x2s, carpules, swabs and such should all be tucked out of sight. They read as clutter on screen (even in still photos!). Put them away.

Same for brochures and magazines in the reception area and charts on the front desk. Yes, it’s fake clean, but you will be so much happier with the result. Who knows—it might even inspire you to edit permanently!

Do NOT leave this for the morning of the shoot. You don’t want to be rushed tomorrow.

IT’S SHOOT DAY!!

Breathe. You’re prepared! The key is to keep it upbeat and light. Pressure and negativity will show in the finished product.

Anytime we do something outside our comfort zone it takes more of our concentration and wears us out faster. Schedule breaks and lunch. A post-shoot team party can’t hurt either!

- First, have the Producer review the Shot List with everyone and answer any lingering questions.
- Turn off things that make noise: suction, phones, background music, TVs. Your camera’s mic will pick these up and ruin your footage.

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...KEY VIDEOS CONTINUED

- Film individual footage first when everyone is FRESH! And remember, unless you're in front of the camera—quiet on the set!
- Hit record and take a beat before speaking. Better to edit out the quiet than miss a word if the recording hasn't quite started.
- Breathe between sentences. Those little pauses make editing easier and make your video more pleasurable for the viewer.
- People will make mistakes. That's the beauty of digital—just start over! Get more than one take and choose the best version when you edit.
- Get shots of the outside of your building (if appropriate) and the practice entrance. It's good to grab these toward the end of the day. Outdoor footage captured in "The Golden Hour"—the hour before sunset—is beautiful and welcoming.
- Whether you're using a phone or a camera, make sure you're backing up during the day. Nothing is worse than losing all that work.

Did you get everyone? Did everyone survive? See, I told you this would be painless. Now go have that party!! ■

MEET THE AUTHOR



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Laura J Nadler has been having a blast in dentistry since 1993. She is the founder of WorkingCat, a Marketing and Consulting firm, serving dental practices and companies alike. Laura speaks internationally on Marketing in Dental, including at the

ADA, Tufts and Boston University.

She is the author of Lights! Camera! YOU! – A Practical Guide to Creating and Using Video to Market Your Practice, and a member of SCN and AADOM's ASCA.