

The Dental Video Revolution: Video Setup

Did you know that YouTube, if it were a standalone site, would be the second largest search engine in the world? Well, that's a fact according to Comscore, who also claims that, "Video search on YouTube accounts for a quarter of all Google search queries in the U.S."

That means that YouTube gets more searches than Yahoo and Bing combined!

That's a LOT of searches. So, as you might guess, Internet video is becoming increasingly important for even the average dental practice's marketing plan.

In addition to the already knock-out stats given above, 13 hours of new video are uploaded to YouTube every minute. Hollywood would have to release 57,000+ full-length movies every week to equal what is being uploaded to YouTube!

It doesn't take a dental marketing genius to see that online videos are the next big thing. Video clips are rapidly becoming part of the successful dentist's marketing toolbox.

Videos personalize your website or Internet Dental Alliance web marketing portal and **increase the conversion rate of visitors to patients in your chair.**

Do they work? Absolutely! Is it expensive? Not anymore. Is it easy? With the right HD video recorder, it's darn near brain-dead simple!

We are all part of the video generation. We've grown up with an average of 2.3 televisions in our homes.

Our culture idolizes the people we see on video. Done properly, videos give prospective patients visiting your web marketing portal a sense of your personality and credibility. It helps you gain their trust, and the medium extends a sense of authority and "celebrity" to the doctor.

All of this contributes to our ultimate New Patient Marketing Machine goal: **converting your Internet visitor to a patient in your chair.**

The cost of producing a web video is negligible relative to your return-on-investment. With camcorder and website, it's virtually free! One additional new cosmetic / implant / ortho / sedation / etc. patient is worth is easily worth \$3,000 to \$10,000 or more in net contribution to your bottom line. Just take a look at our **Dental ROI report** which you can view for free here: http://www.internetdentalalliance.com/roi_chart.htm

Historically (as recently as two years ago), we suggested you use a professional local videographer. These are the same people who video weddings and bar mitzvahs. For between \$700-900, they will come to your office for two to four hours with all the right lighting, audio equipment and a digital camera.

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But today's technology has advanced so rapidly that we now have simple-to-use High-Definition Video Cameras. And with the easy-to-implement video tips I'm going to give you today, you can become your own web videographer!

Now let me give our step-by-step guidelines for Doctor Web Marketing Videos.

I've also prepared a special PDF download of all these techniques with the verbal skill scripts and setup diagrams.

Camera Placement

Attach your video recorder to a simple tripod. Place the camera and tripod slightly in front of your computer monitor, usually to the left. You can lower your monitor or raise your tripod, whichever is easier.

Your goal is to be able to read your script right alongside the camera as it records your video. This will give the appearance that you are talking right into the camera – an important communications point.

By keeping your scripts short (20 to 30 seconds maximum) they will fit easily onto one page. This means you will not have to scroll the script while you talk. This is the next best thing to a professional teleprompter, and it's considerably less expensive.

Recently a nice set of High-Definition (HD) web cams that you can attach to the side or top of your monitor have come onto the market. These generally run about \$100 and can give you a fairly good picture with reasonable sound quality. The only disadvantage is that they are not easily portable and are difficult to set up in an operatory or at the front desk for patient testimonials that we talked about in our last video tutorial.

Fade-ins/Fade-outs

Your video clips should **NOT** have fade-ins at the beginning or fade-outs at the end.

When taping, you should hold a 2-3 second pose at the start of your video clip ... and also hold a 2-3 second pose at the end of your clip. This means you start with a smile while the video loads and end with a smile that stays on the screen. This will allow for easy editing.

Lighting

Three Point Lighting is the recommended lighting technique for your video clips. with the light sensitivity of the latest HD video recorders. If you really want to look good, use a Fill Light... but let's be honest, you can easily get away with a single Key Light.

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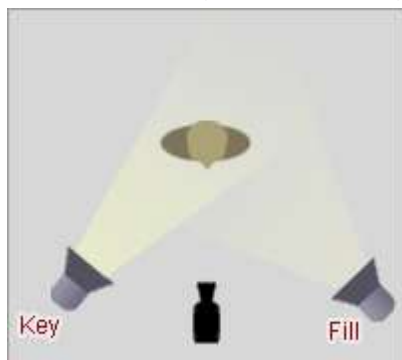
Both of these lights can be desk lamps. If your office has good natural light, let Mother Nature do the job for you. If you spend more than 15 minutes working on lights, that's 10 minutes too many. You are not producing a Hollywood epic.

In a three point system the first light is the Key Light.

This light is usually the strongest and is focused on the speaker in front at a 45 degree angle from center.



The second light is the fill light. This light is placed opposite of the key, also at a 45 degree angle. It is softer than and not as bright as the key light and is responsible for filling in the shadows created by the key light.



The combination of the stronger key light on one side and the softer fill light on the other provides for a more rounded look with depth.

The third light is an optional Back Light.

This light is set up above and behind the speaker. This allows for the edges around the speaker to be more defined and also sets the speaker off from the background.



Now, let's talk about background and props.

Since you will most likely be seated at your computer with your monitor facing you (remember, you're going to be reading your script from your computer monitor), your background is whatever is behind you. Since you are going to take up most of the video frame, this is usually not a problem.

Try to keep your background simple and clean. Most doctors use their private office, treatment presentation room or home office as a setting. Don't have a lot of awards or plaques behind you. It will look cluttered and be distracting.

Keep any plants from being directly behind your head... they could have an unintentionally humorous effect.

If you don't have an appropriate background, the simplest solution is to hang a light-colored sheet, preferably blue or gray, behind you. No need to get fancy. Test it out to see what works best.

And no props. Don't hold an articulator. Don't try to explain a Cerec machine. The shot should be tightly centered on your upper body and head. Put your hands in your lap or, if you use gestures, keep them small and well within the video frame.

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Now, let's talk about how to dress.

There are two schools of thought on this: formal or dressy casual. I'll do my best to explain the difference, but if you have any questions, ask your spouse.

Formal Dress

Traditional marketing surveys have told us that the consumer prefers an upscale professional who respects them enough to dress well.

Men should wear a dark suit or sports jacket, white shirt, and dark tie. Women should wear a dark suit with a light blouse.

For both sexes... no patterns (checks, plaids, polka dots or big stripes) on clothes. Also, no black suits. They're too dark. They become a flat black area that lacks detail and dimension.

Dressy Casual

For men, this means a blue blazer or sports coat, shirt and tie. Since you're seated, no one is going to see your pants. Optionally, you might want to lose the tie. Alternatively, you can keep the tie and lose the blazer or sports coat.

But if you take off the coat make sure you are not wearing a white, yellow or any light pastel colors. The rule of thumb is that the colors should contrast with your skin. For women, this usually means wearing solid colors, although it's okay if you skip the tie!

Things that you shouldn't wear include operatory scrubs. I know some of you think they make you look sexy like all those people on TV, especially the fancy black scrubs, but just don't do it.

Don't wear the white lab coat. Even more importantly, don't wear the white lab coat with face mask pulled down under your chin like you just popped out of the operatory to chat.

And, if you really want to scare the crap out of your web visitors, go for the scrubs, mask and glasses and have your magnification lenses pushed up on your forehead. This is what we call the Alien verses the Predator look.

Audio

Most ultra-small HD camcorders have a built-in microphone that will work just fine for your website scripts and patient testimonials. Run a few test shots to be sure your speaking voice is loud enough. Try to minimize background noise and echoes – no one needs to hear dental drills and children crying!

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In addition to the speaker's voice, some editing software gives you the option of adding a music track behind your voice. We don't recommend this, because it detracts from your message.

How long should your video be?

Individual video clips should be no longer than 20 – 25 seconds in length. From a marketing point of view, you want to keep your message short.

Remember, 15 to 30 second commercials are what your audience is used to. They have a very short attention span, plus they don't have your passion for dentistry. Further, not everyone has lightning fast Internet connections; if they have a slow connection, they will be long gone before your video ever loads and plays.

How many video takes should you do?

Personally, it usually takes me about five takes before I get one that I feel comfortable with. I've been known to go up to ten before I'm relaxed and comfortable enough to get one right.

The nice thing about the latest HD video and web camcorders is that you can just leave them running. You've got at least 60 minutes of high-definition video. Then just snip out the takes that you want to post to your website.

The important thing is to relax.

The number one thing is to relax and be natural. Smile. I know this can be tough if you're not used to doing this. Remember, the world will not come to an end if you don't look and act like a trained spokesperson. Your web visitors are not expecting a professional actor. They are looking for a warm, caring doctor who is natural, relaxed and confident.

Our next video in this New Patient Marketing Machine series will walk you through our easy fill in the blank script building process to personalize your presentation. We will give you all the tools for a quality video that will put more new high-value patients in your dental chair.

Now I would like to ask you a personal favor. If you could take a minute and give me your thoughts on this video and our New Patient Marketing Machine educational series, I would sincerely appreciate it.