



Content Control Summit

Using 1 Video to Create 30 Days of Content



Beth Livingston



**WP Roadmaps
and Coaching**



A Little About Me

- WordPress ***Solution Provider***
 - WP Roadmaps and Coaching
- WordCamp/Conference ***Speaker***
- Local ***Educator***
- GoDaddy Pro ***Ambassador***





At the end of this session, you will be able to:

- Determine:
 - What types of video you want to create
 - What type of video equipment to use based on your budget
 - The video format that is best for you
- Repurpose:
 - a full length video to other video channels
 - parts of a video to other forms of video
 - the audio portion of a video to audio channels
 - the audio portion of a video to text
 - parts of the video to social media channels





Types of Content

- Video
- Images
- Blog Post
- Podcast
- Social Media Posts





Types of Videos You Can Create

- Product Reviews
- FAQ
- How To/Webinar/Tutorial
- Interviews
- Webinar
- Behind-the-scenes
- Promotional



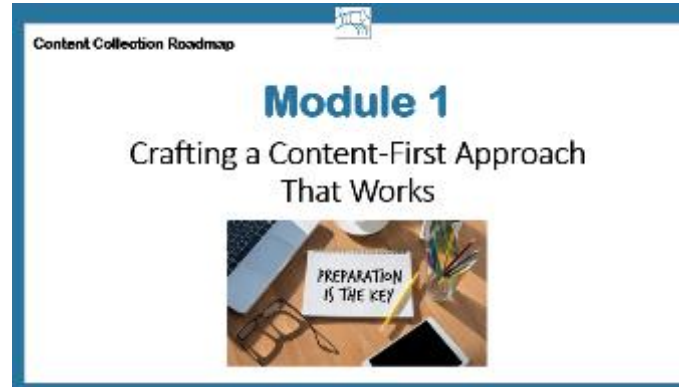


Videos Formats You Can Use

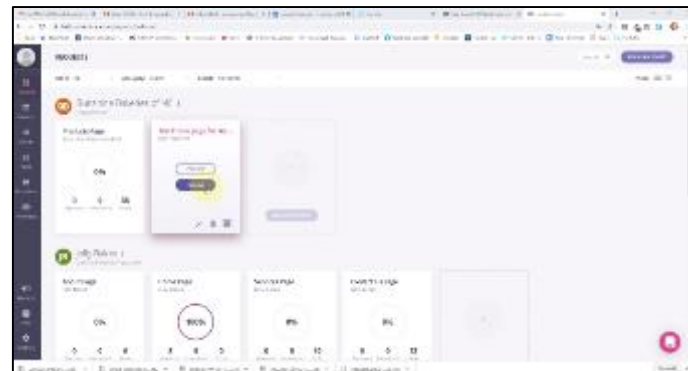
Direct-to-Camera (DTC)



Slide Presentation



Combination



Screen Cast



Basic Equipment on a Super Low Budget

Camera (your phone)





Basic Equipment on a Super Low Budget

Lightweight Tripod (and/or selfie-stick)

Example for price only – not necessarily a recommendation



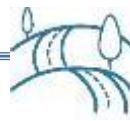
Acuvar 54" Inch Aluminum Extendable Monopod Tripod/Selfie Stick with Universal Smartphone Mount + Wireless Remote Control Camera Shutter for All Smartphones

★★★★★ [48 reviews](#) [Acuvar](#)

\$16.99 List \$27.99

Qty: [Add to cart](#)

[Feedback](#)



Basic Equipment on a Super Low Budget

Lavalier Mic

Example for price only – not necessarily a recommendation

Sponsored (i) **SoLID (TM) Lavalier Lapel Microphone 2 Pack Complete Set** Omnidirectional Mic for Desktop PC Computer, Mac, Smartphone,...
★★★★☆ ~ 560
Electronics
\$20⁹⁹
Save 5% more with Subscribe & Save
FREE Delivery for Prime members

Sponsored (i) **Movo Sevenoak Universal USB Microphone for Computer with USB Adapter** Compatible with Laptop, Desktop, PC and Mac, Smartphone...
★★★★☆ ~ 30
Electronics
\$19⁹⁵
FREE Shipping

Sponsored (i) **Lavalier Lapel iPhone Ipad Microphone - BluQbt Professional High Audio Quality Clip On asmr Microphone Lav Mic for YouTube...**
★★★★☆ ~ 73
Electronics
\$27⁹⁹
FREE Delivery by Sat, May 16 for Prime members

Amazon's Choice
PoP voice Professional Lavalier Lapel Microphone Omnidirectional Condenser Mic for iPhone Android Smartphone, Recording Mic for...
★★★★☆ ~ 3,178
Electronics
\$16⁹⁹
FREE Delivery by Sat, May 16 for Prime members
More Buying Choices
\$15.63 (5 used & new offers)

Lavalier Microphone, Omnidirectional Condenser Lavalier MIC for Recording YouTube Interview (Suitable for...
★★★★☆ ~ 97
with 79 inch extension cord
\$14⁷⁶ ~~\$39.99~~
FREE Delivery by Sat, May 16 for Prime members
Price may vary by color



Basic Equipment on a Super Low Budget

Lighting

The sun



Face a window





Basic Equipment on a Medium Low Budget

- Alternate Lighting Option





Basic Equipment on a Super Low Budget

Video Editor

Lots of free options



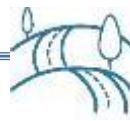


Basic Equipment on a Super Low Budget

Video Editor – check for these things

- Export/Save as .mp4
- Export audio as .mp3 (if using for podcast)
- Free version watermarks or ads

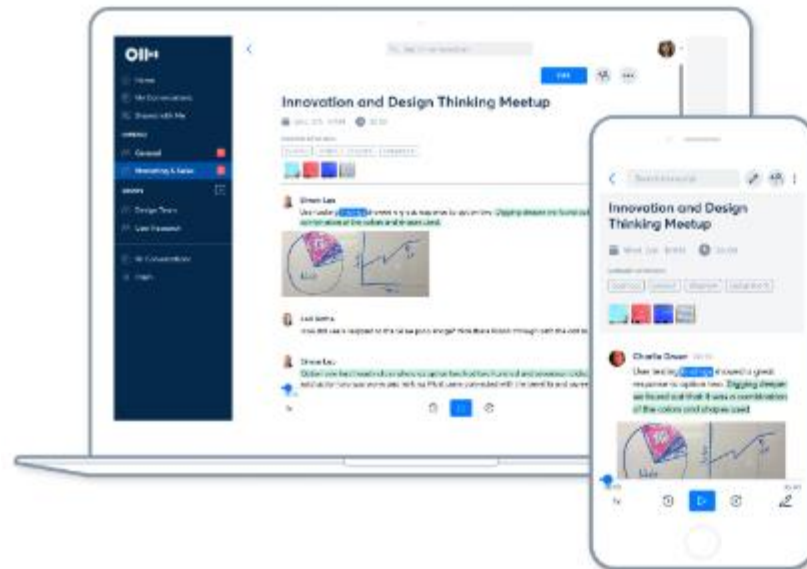




Basic Equipment on a Super Low Budget

Transcription Service

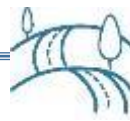
600 minutes per month free



Otter is where conversations live

Generate rich notes for meetings, interviews, lectures, and other important voice conversations with Otter, your AI-powered assistant.

[Get started](#)



Basic Equipment on a Super Low Budget

Graphic Design Tool

Canva grows with your brand
Choose the right Canva plan for you

PLANS	Free	BEST VALUE Pro	Enterprise
	for individuals and small groups working on quick projects	for individuals and small teams who need more customization and productivity	for larger teams who need advanced brand and collaboration control
	\$0 /forever	\$9.95 /user/month, billed yearly <small>Or \$12.95 user/month, billed monthly</small>	\$30.00 /user/month, billed yearly <small>or contact sales ></small>
	Start now	Try for free	Try for free
TOP FEATURES	8,000+ free templates 100+ design types (social media posts, presentations, letters, and more) Hundreds of thousands of free photos and graphics	Everything Free has, plus: Create your brand's visual identity with logos, colours and fonts in 1 Brand Kit One-click design resize 60,000+ free templates	Everything Pro has, plus: Establish your brand's visual identity with logos, colours and fonts across multiple Brand Kits Control what team members can see, access, and upload in Canva with brand



Basic Equipment on a Super Low Budget

1. Camera (your smartphone = free)
2. Tripod - \$20 or less
3. Mic - \$25 or less
4. Lighting = the sun (free)
5. Video Editor (free)
6. Transcription Service (free)
7. Graphic Design Tool (free)

Total = <\$50



Basic Equipment on a Medium Low Budget

1. Camera (LG webcam) = \$90+
2. ~~Tripod~~ ~~\$20 or less~~
3. Desk Mic (Yeti Nano) - \$99+
4. Lighting – Viltrox LED Light Panel or similar = \$30+
5. Video Editor (Camtasia or other depending on purpose) - \$250
6. Transcription Service (free) – Otter.ai
7. Graphic Design Tool (free)

Total = <\$500



What to Do if You're Not Comfortable on Camera

PRACTICE!

Watch others for inspiration





How To Repurpose the Video

Full Length Video

1. Live on Facebook Page
2. Repost to Facebook Group(s)
3. Re-post to YouTube
4. Instagram Story (use story split app)





How To Repurpose the Video

Video Snippets

- 5. 60 Seconds = Instagram Feed
- 6. 15 Seconds = Instagram Story
- 7. 2 min 20 sec = Twitter





How to Repurpose Audio

8. Podcast

9. Website





How to Repurpose the Transcript

10. Blog Post

11. Twitter (x 10)

12. Instagram (x 10)



Can We Talk About Your WordPress Requirements Definition and Management Plan?

JANUARY 11, 2020 (16:00)

This is Episode 9 of our video series called "Can We Talk About Your WordPress Projects?" In this episode we're going to talk about your **requirements definition process** and why you need to have that defined and in place.

Even though it was several weeks ago, in recent episodes of this series we've been talking all about the essential processes that you need to have in place for your agency or your business, if you were in an individual provider. So far we talked about:

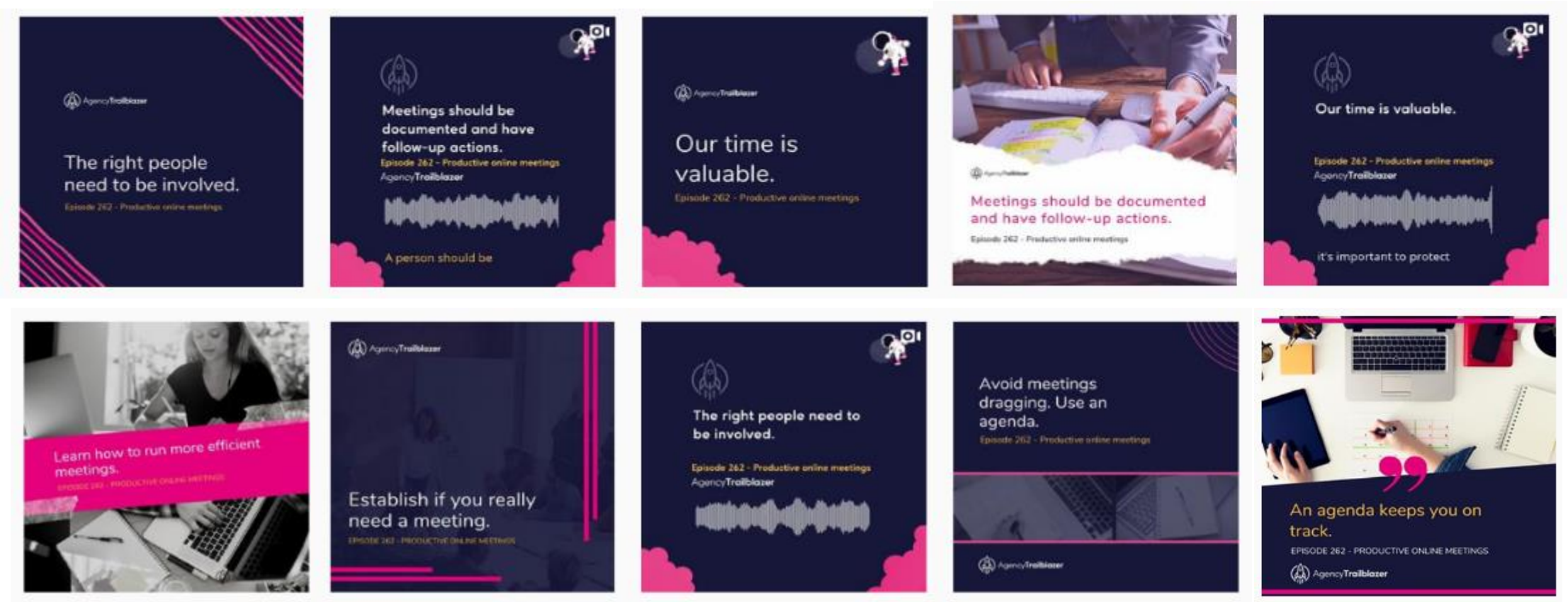
- Acceptance Management
- Client Management
- Issues and Risk Management
- Change Management
- Your Estimating Process
- Communication Management

The Requirements Definition Process

Today we're going to talk about requirements definition or requirements



Twitter and Instagram





30 Days of Content

1. Live on Facebook Page
 2. Repost to Facebook Group(s)
 3. Re-post to YouTube
 4. Instagram Story (split app)
 5. 60 Seconds = Instagram Feed
 6. 15 Seconds = Instagram Story
 7. 2 min 20 sec = Twitter
 8. Podcast
 9. Website
 10. Blog Post
- PLUS**
- 10 Twitter posts
- PLUS**
- 10 Instagram posts



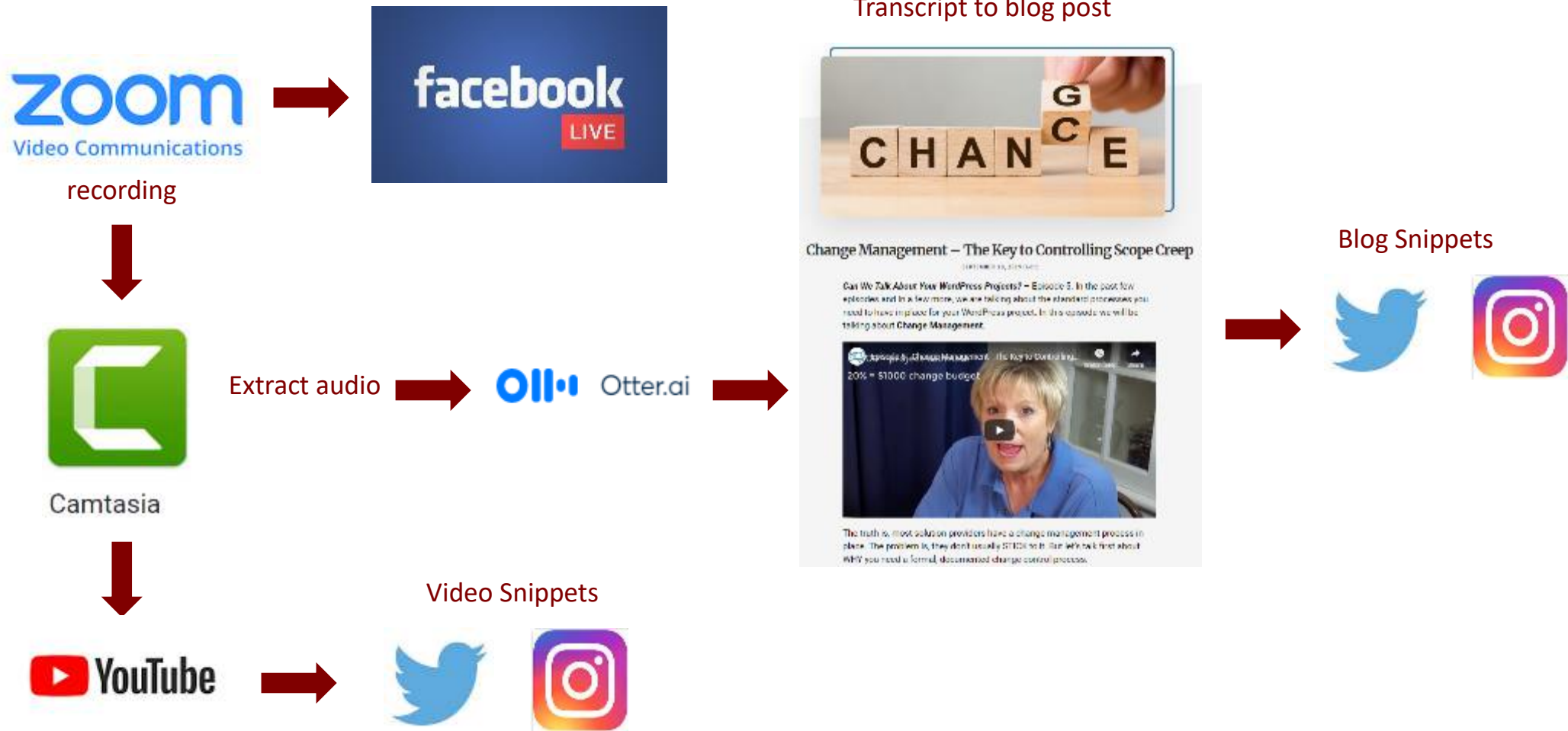
BONUS - How To Repurpose the Video

Still Images

Capture a single frame

- Use in Social or to promote the video







Downloads

1. Resource List
2. Slides



WPRoadmaps.com/slides



Beth Livingston



Learn How to Manage WordPress
Projects More Effectively

wproadmaps.com/joinus