

How to Use Video to Bring Your Story to Life

June 5, 2020

Today's Webinar

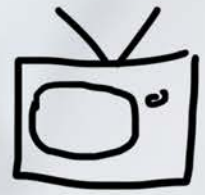
- Approved for 1 Hour for CE – Academy of Professional Funeral Service Practice
- Use “Q&A” button at the bottom of your screen
- Use “Chat” button for comments

Today's Webinar

- Share current trends in video and storytelling
- Discuss why video is an important option to consider
- Discuss why a storytelling model can be effective
- We will also have a few tips for creating engaging video content.



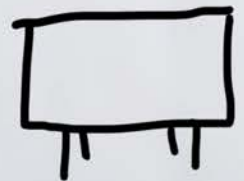
radio



television



newspaper



billboard



internet



leaflet



magazine

advertising



Video Statistics

According to the latest video marketing statistics, YouTube is the most popular social media platform for marketers to publish videos on.

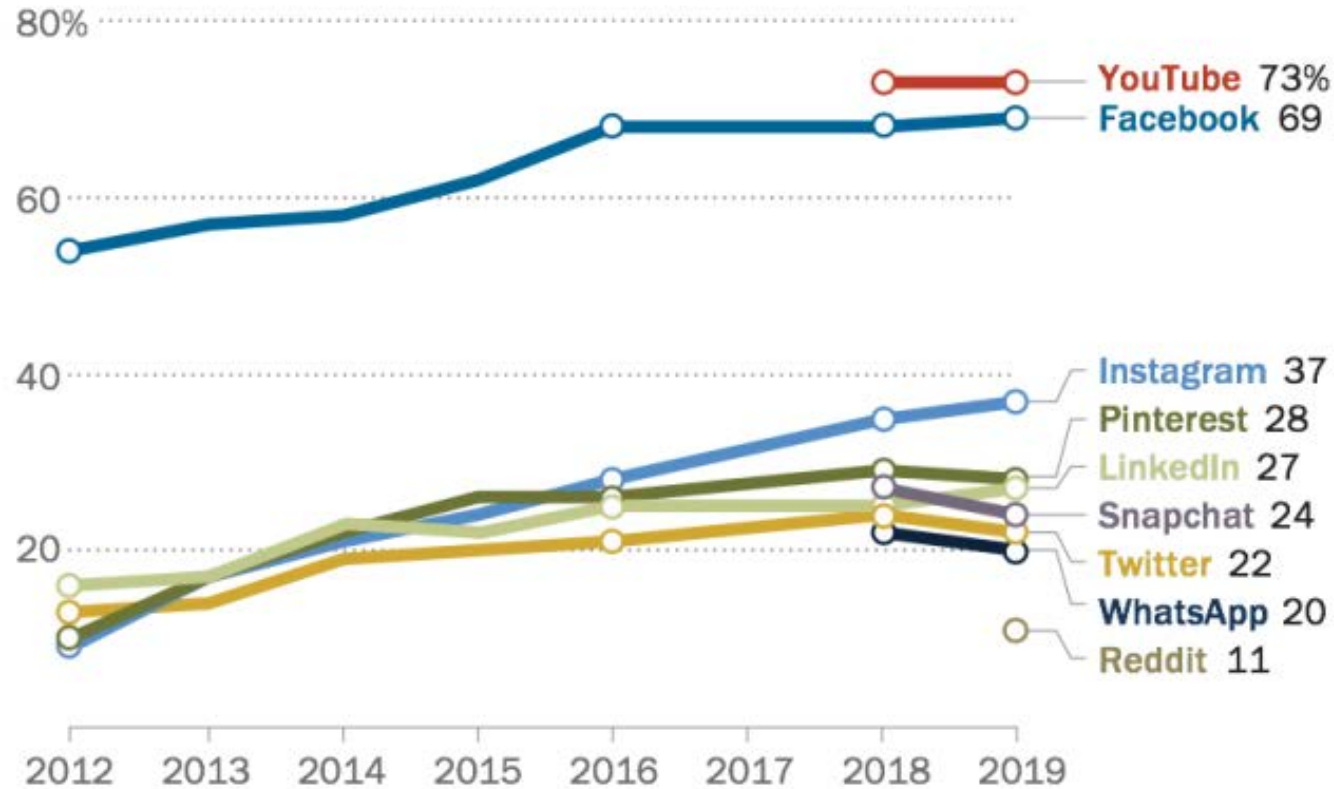
According to MerchDope, almost 5 billion videos on YouTube are watched every single day (that's 3.25 billion hours every month).

Video Statistics

This is followed by the king of social media, Facebook, with more than three-quarters (76 percent) of marketers planning to do video marketing on the platform.
(Wyzowl, 2020)

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



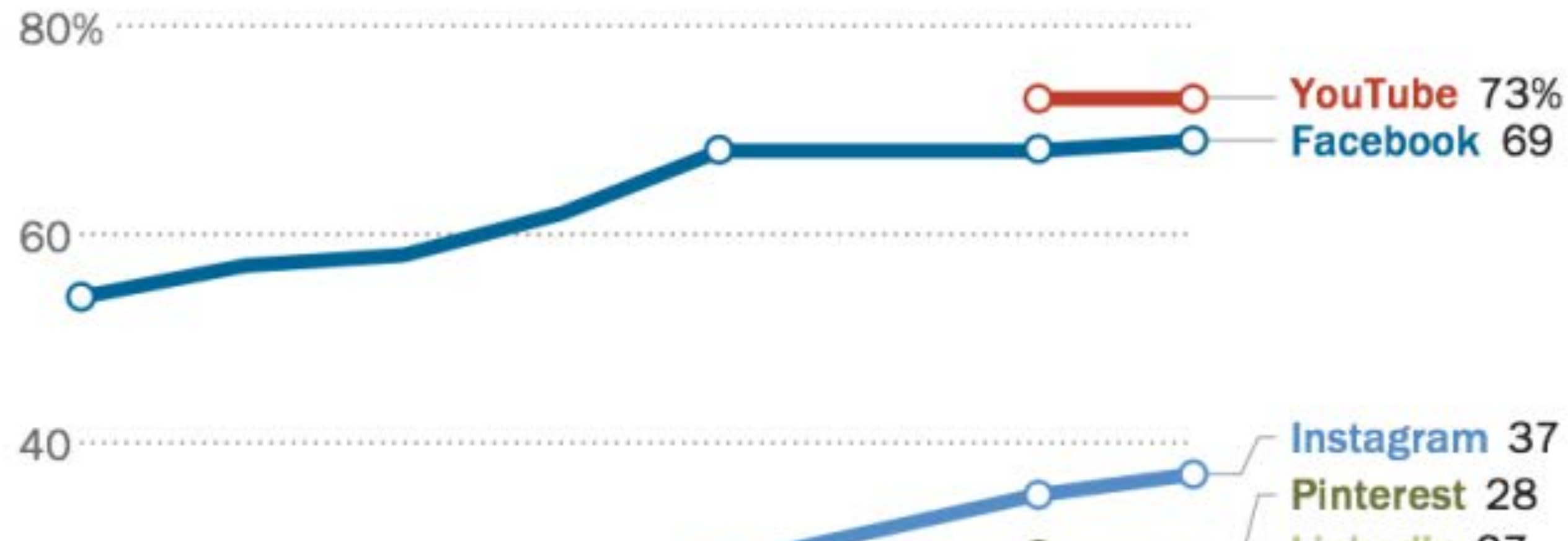
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

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A Shift in Thinking



Objections of the Past

- It's too expensive
- Not sure it works
- Don't know where to start



"Your customers are bombarded with more than three thousand commercial messages per day..."

— Donald Miller, Building a StoryBrand

“In every line of copy we write, we’re either serving the **customer’s story** or descending into confusion; we’re either making music or making noise. Nobody remembers a company that makes noise.”

— Donald Miller, Building a StoryBrand

Storytelling

The Why



Dr. Alan Wolfelt
Grief Counselor, Educator, Author

Center *for* Loss
& Life Transition[®]

Transcendence

Meaning

Expression

Support

Recall

Reality

Reality: Funerals help us begin to truly acknowledge the reality that someone in our life has died.



Recall: Funerals encourage us to remember the person who died, and share our unique memories with others; creating hope for the future.



Support: Funerals bring together people who care about each other in an atmosphere of love and support.



Expression: Funerals allow us to express our inner thoughts and feelings about the life and the death.



Meaning: Funerals mark the significance of the life that was lived. They also help us find meaning and purpose in our continued living – even in the face of loss.



Transcendence: Funerals help us embrace the wonder of life and death.



Center *for* Loss & Life Transition[®]

Dr. Alan Wolfelt
Grief Counselor, Educator, Author

<https://www.centerforloss.com>



What a good story might look like:

- A character (hero) who wants something
- A problem the hero cannot solve on his own
- A guide who understands the problem
- Who has a plan
- And calls the hero to take action
- That ends in success for the hero
- And helps him avoid failure

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

SOURCES:

New York Times, Your Brain on Fiction

Buffer.com, What Listening to a Story Does to Our Brains

Content Marketing Institute, B2C Content Marketing Benchmarks, Budgets and Trends 2014: N. America

<http://socialmouths.com/blog/2013/07/15/how-to-help-your-content-rise-above-the-noise/>

<http://www.business2community.com/content-marketing/how-content-marketing-helps-demonstrate-thought-leadership-and-boosts-seo-0193245#!OGZnY>





VIDEO PRODUCTION

TIP#1

Your tools shouldn't keep you from getting off to a good start.



TIP#2

One video won't cover it all (so don't even try).

TIP#3

If you're creating video, use social media.

TIP#4

The customer testimonial is KING.

TIP#5

Involve everyone. Be REAL.



Q&A



Continuing Education Credit

- Approved for 1 hour of funeral director continuing education by Academy of Professional Funeral Service Practice.
- Today, after the webinar, you will receive an email with a link to a survey. You must complete the survey **within 5 business days** to receive a certificate of completion. **Your certificate will be emailed to you in 7-10 business days.**
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