

# VIDEO MADE EASY

How to Supercharge Your Content and  
Get on Brands' Radar







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*8+ years  
social media influencer.*

*Expert on family-friendly media.*

*12+ years marketing and  
project management experience.*

*BS, UCLA  
MBA, Pepperdine University*



Why  
video?





2/3 of creators  
see videos drive  
the best engagement.

Showcases  
products well.

It's a trend brands  
want to tap-into!





Why brands  
want to partner  
with video  
influencers.





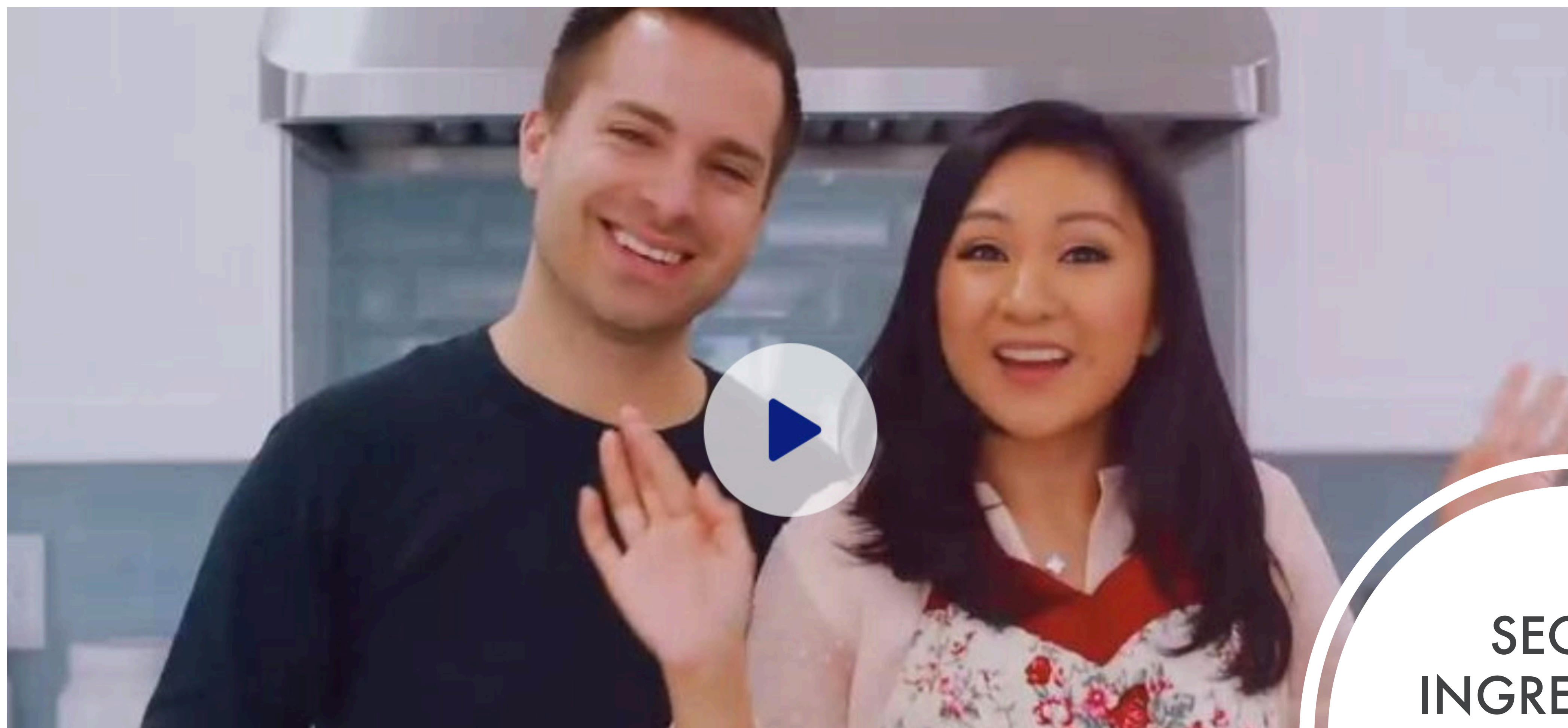
Showcases family lifestyle  
and how products play a  
role.

Shift toward personality-  
driven content vs.  
evergreen recipe content.

Easier for products  
to be shown  
in-action!







**SECRET  
INGREDIENT:**

**Be yourself!**



How  
video?





Select the right camera.

Point and shoot  
vs.  
DSLR

Consider partnering  
with a videographer.

Find a platform strategy  
that works with your  
content style.

SECRET  
INGREDIENT:

Not comfortable  
editing? Hire on  
UpWork!





**Sourcing  
brand  
deals.**





- Make yourself easy to contact.
- Cross-promote channels.
- Sign-up for platforms.
- Add video to media kit.
- Talk to brands you've worked with on blog or stills!

**SECRET  
INGREDIENT:**

**Start  
creating!**



**A brand is  
interested.  
Now what?**





- Find out their goals!
- Discuss:  
Scope, Usage, Exclusivity, Timeline
- Build-in rounds of editing.
- Pricing Guideline:  
Video is usually 50% more than  
a photo or blog activation.

**SECRET  
INGREDIENT:**

Always ask for a  
budget before  
quoting your  
rate.



**What to do  
next week!**

- **FIND INSPIRATION**
- **GET THE RIGHT EQUIPMENT**
- **PRACTICE!**
- **EXECUTE**
- **SELL IT!**



# QUESTIONS?



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