

FTD, LLC

Creating Killer Content (quickly)

December, 2020



About Me: Krista Neher



- CEO of Boot Camp Digital
- 15 years experience
- Author of 6 books
- Created first social media certification program and wrote first textbook
- International speaker and globally recognized expert

Hired By Leading Companies Including:



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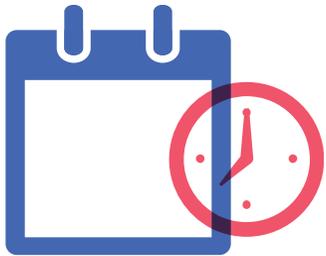
What We'll Cover:

- Why visual content matters and how to get started
- How to craft amazing images
- Tools to fabulous image creation
- How to create great videos
- Video creation tips & tricks
- Types of videos that get results
- Repurposing visuals for maximum impact



BOOT★CAMP Why Visuals Matter
DIGITAL

Mobile feed is different



FREQUENT

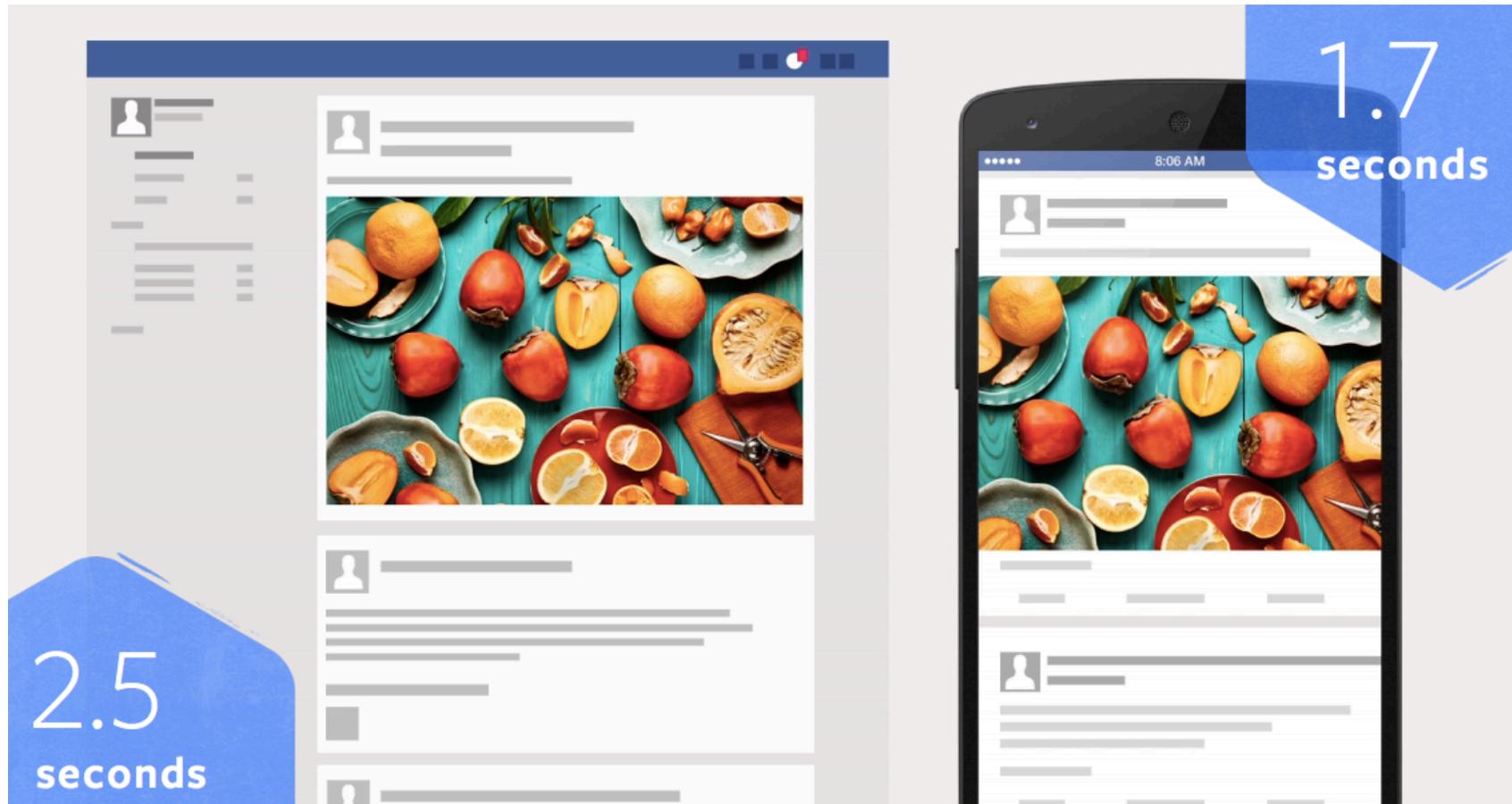


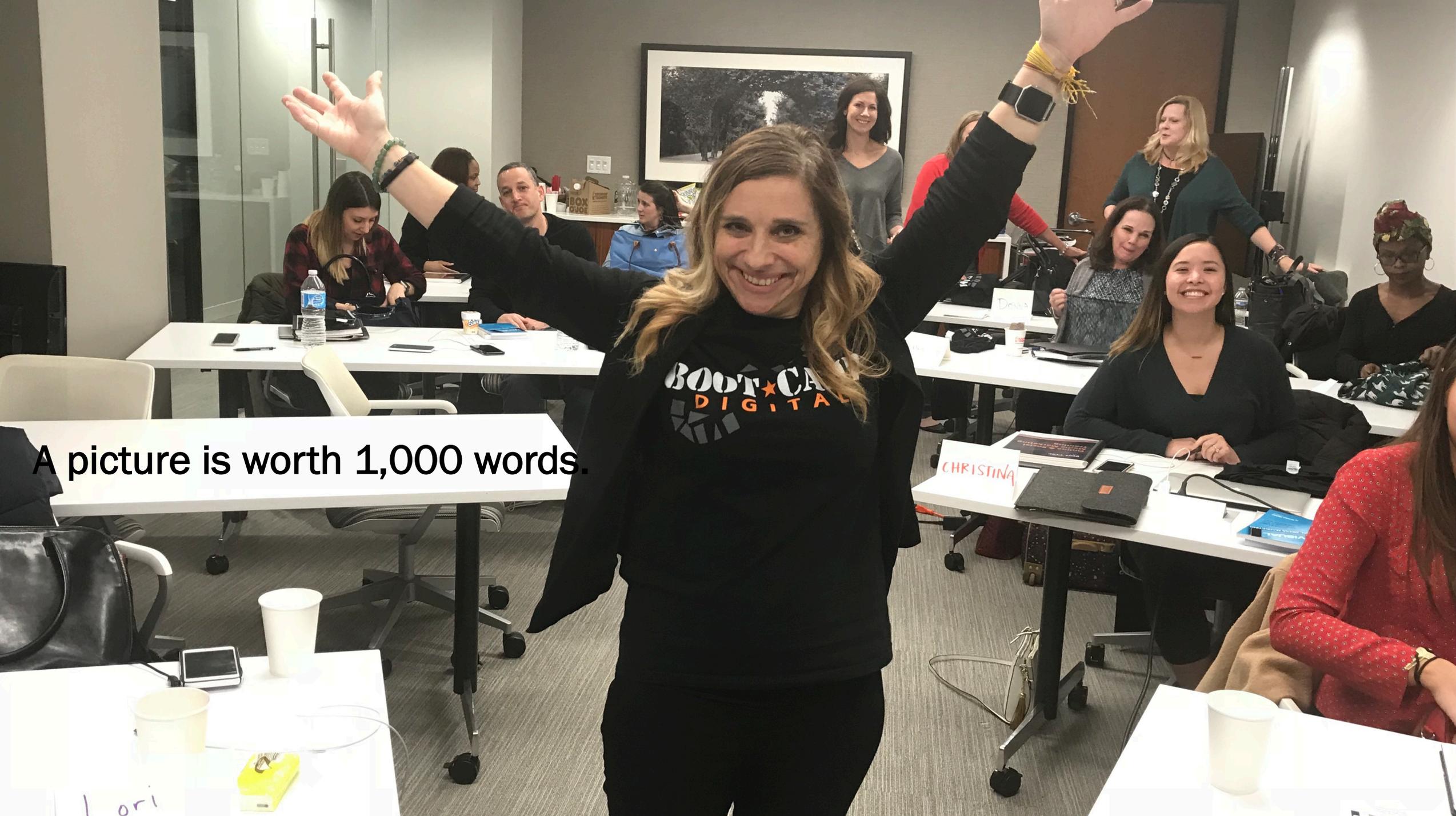
FAST



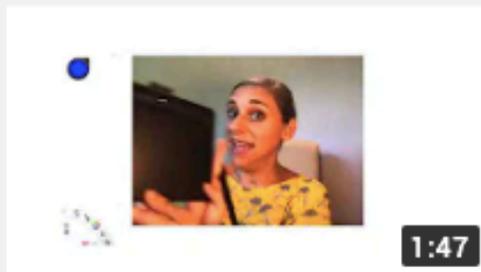
SOUND-OFF

Mobile Newsfeed is FAST





A picture is worth 1,000 words.



1:47

How to Make Virtual Training More Interactive and...

59 views • 3 months ago



1:27

How to Create an Event on LinkedIn with the LinkedIn...

1.7K views • 9 months ago



1:51

Personal Brand Transformation: Day 1

45 views • 10 months ago

CC

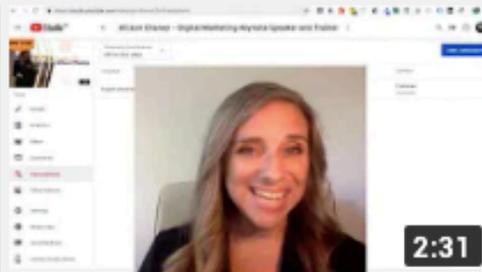


0:58

Boot Camp Digital's Future of Digital Marketers...

44 views • 1 year ago

CC



2:31

How to Add Captions To Video

41 views • 1 year ago

CC



3:26

Digital Marketing and Social Media Marketing Boot Cam...

432 views • 1 year ago

CC



3:39

Allison Chaney - Digital Marketing + Social Media...

97 views • 1 year ago

CC

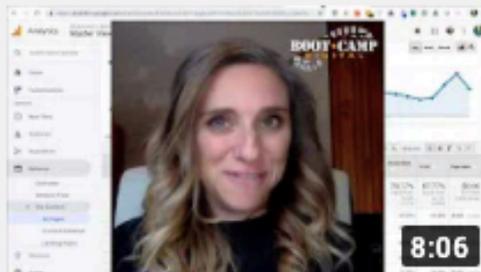


1:28

How to Invite Connections to Follow Your LinkedIn...

54K views • 1 year ago

CC



8:06

Best URL Structure for Your Blog

83 views • 1 year ago



1:54

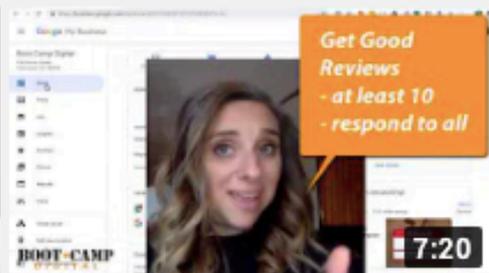
5 Proven Tips to Create the Best Profile Photo or...

106 views • 1 year ago



4:30

Boot Camp Digital - Big news



7:20

2 Tips for Google My Business



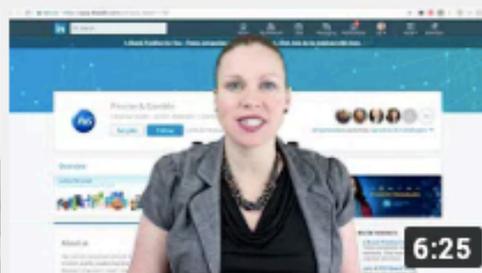
30:52

Digital Marketing Trends for 2020



7:28

Getting Started on Instagram



6:25

LinkedIn for Business - What



BOOT★CAMP Creating Outstanding Images
DIGITAL

Which is better?

A



B



Which is better?

A



B



Which is better?

A



B



Which is better?

A



B



Which is better?

A



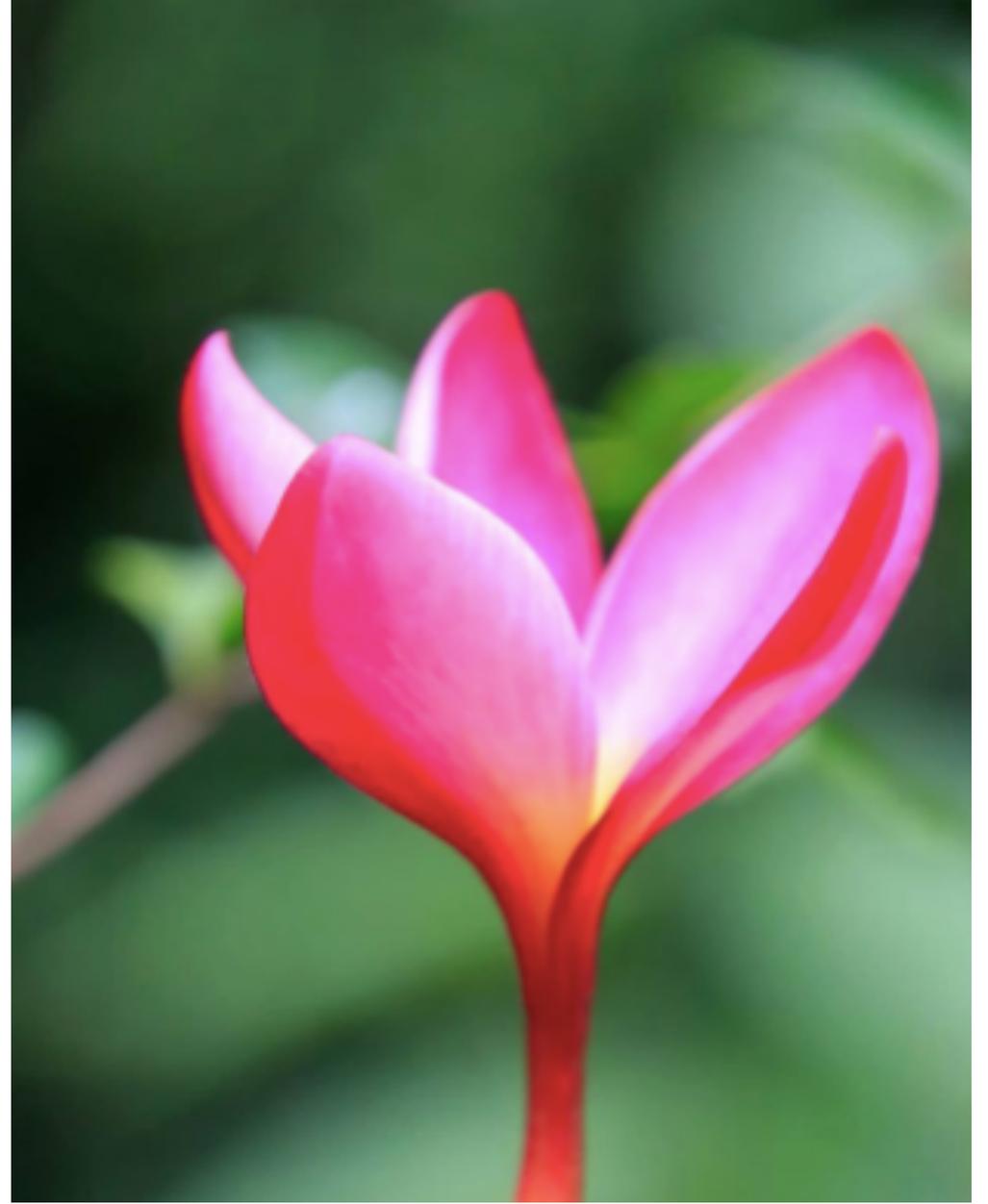
B





BOOT★CAMP Pro Tips for Photos
DIGITAL

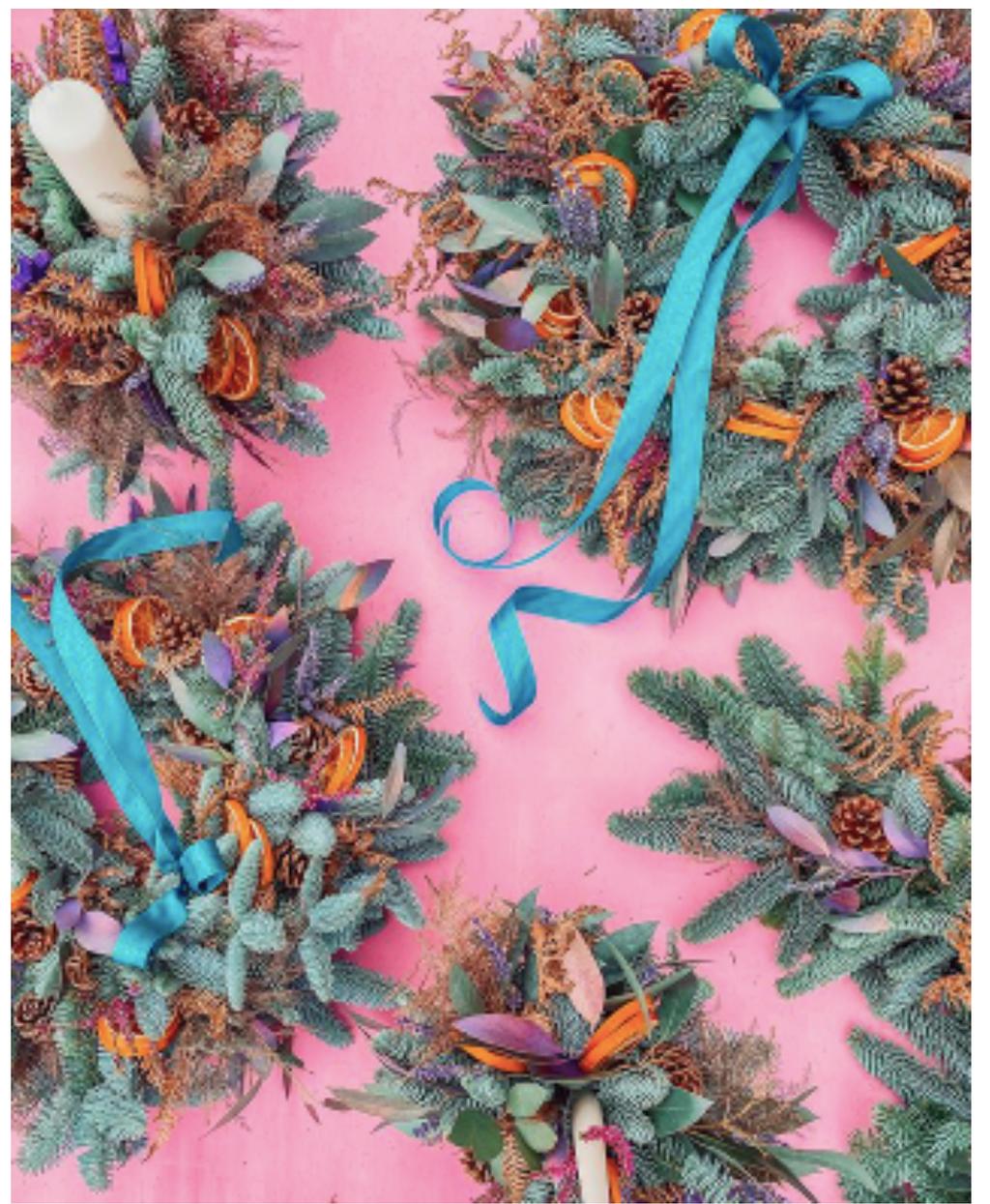
Get Close



Change Your Perspective



POP with Color (and contrast)



Contrast



Go Overboard



Include Natural Branding



Natural Setting



Cute + Fun



Show Yourself



Shadows are Your ENEMY



Depth of Field Focus/Blur



Clear Single Focus



Photo Tools

- Phone
 - Share your favs?
- Photoshop
 - Picmonkey
- Canva

Get Inspired
[https://www.ftdi.com/
christmas](https://www.ftdi.com/christmas)



[All Tools & Resources](#) | [Planning Guide](#) | [Recipes & Cheat Sheets](#) | [Social Media / Marketing](#) | [Communications](#)





BOOT★CAMP Video
DIGITAL

How to Create Great Videos

- Big Idea
- How to Bring to Life
- Record
- Edit
- Upload

Types of Videos to Create

- Fun + Easy
 - Boomerang
 - Time lapse
- How to
- Event
- Pro Tip
- Interesting Facts

The Making of Kathy + Matthew's Wedding



Show What you Got



What Brides Should Know about Floral Designers



Behind the Scenes + Final Product

Time-lapse

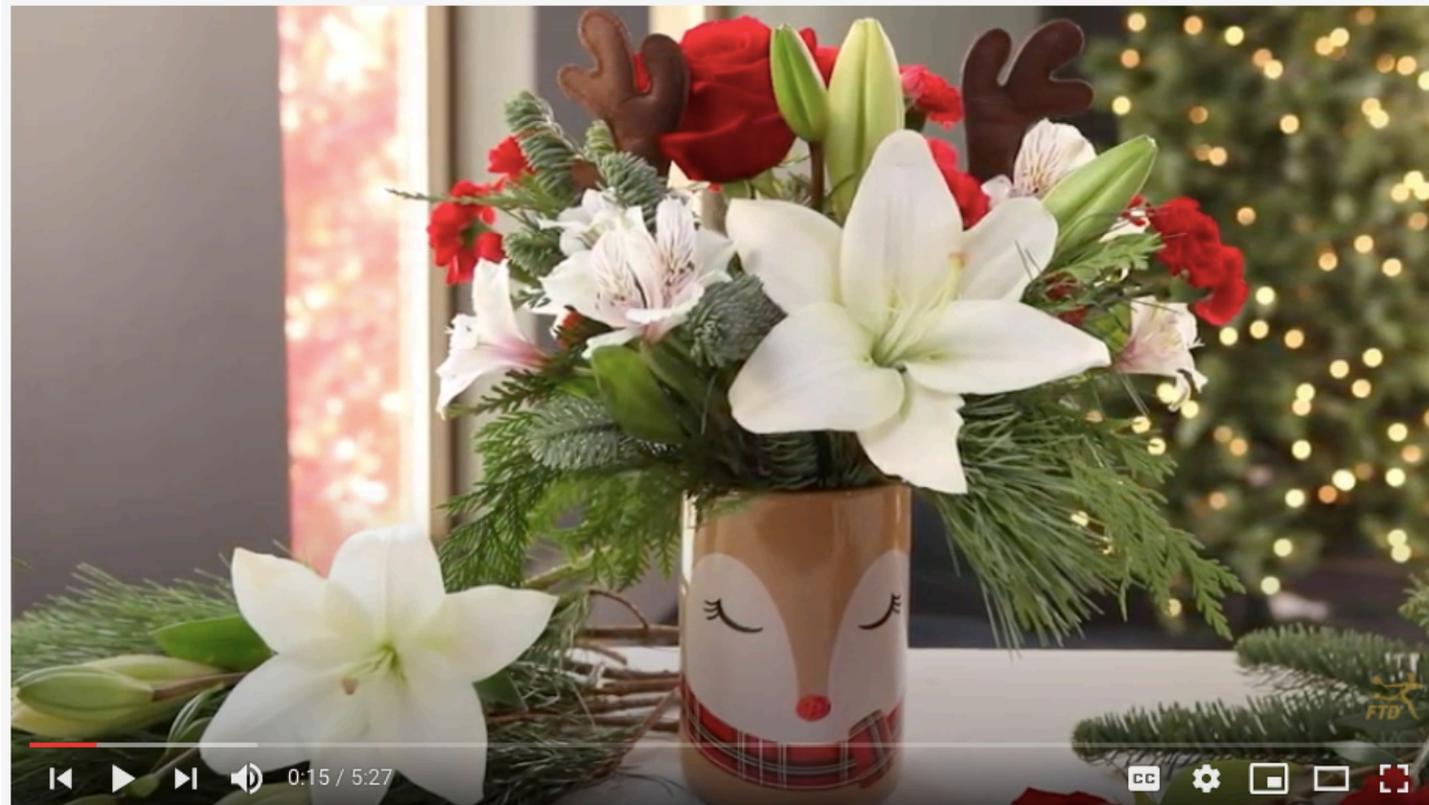
Ian Prosser
Productions



Florist: Hand Tied Bouquet



Show them HOW



How to Make the FTD Shine Bright Bouquet

How to Make Flowers Last Longer



Inspiration



The Flower Market Behind Every Great Florist



Get In Front of the Camera



What do you REALLY do?



Share Insights



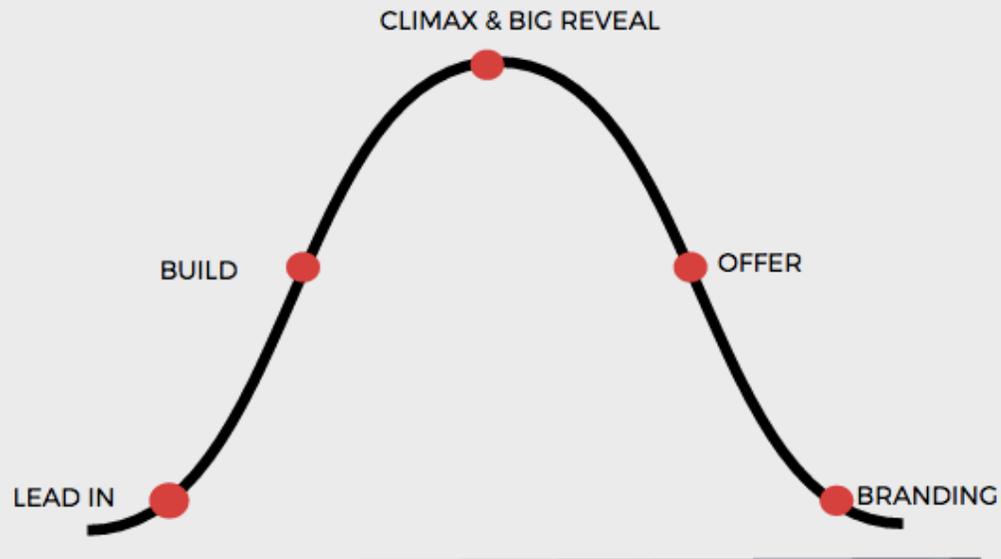
Need Ideas?

- Look at what is popular
- What “wow” moments do you have
- FAQ from customers
- FAQ from prospects
- Pro-tips
- Behind the scenes

Facebook Video Story Arc

PASSIVE ENVIRONMENT STORY-ARC

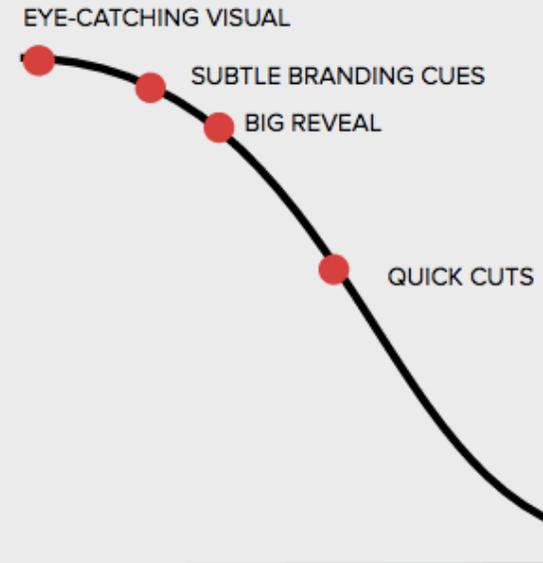
Forced view allows us to maintain a traditional story-arc narrative



Allows us to repurpose TV assets

ACTIVE VIDEO STORY ARC

Thinking about how to use the first 3 seconds is crucial to capturing attention in a cluttered environment



Build custom creative or adapts

Lighting



Sound



Stability



Background



Camera



Edit the Video

- Phone
 - Any favorite apps to share?
- Computer
 - iMovie
 - Windows Movie Maker
- Pro
 - Premier

Thumbnail



Day in the Life of WEDDING Florist

2.4K views • 4 months ago

The Floral Guru

Today I'm taking you behind the scenes to show how our prep for an intimate wedding at the Four Seasons in W DC.



How to Make a Bridal Bouquet with Fresh Flowers in 2020 | Wedding DIY

3.6K views • 5 months ago

The Floral Guru

Today I'm sharing an easy DIY tutorial on how to create a bridal bouquet for a wedding using fresh flowers . This



Bohemian Wedding Flowers | Hall & Co. Event Design

15K views • 1 year ago

Hall & Co. Event Design

The brief: Boho meets English country garden. Relaxed yet dramatic. 6 months of planning, meeting & organizing set off ...

Share the Video

- Instagram
 - Short + fun
- Facebook
 - Grab attention in feed
- Pinterest
 - Visually stunning
- LinkedIn
 - Relevant for corporate
- YouTube
 - Optimize for search

PRO TIPS

- Done is better than perfect
- They get better over time
- Try new things
- See what people respond to

**YOUR CHALLENGE: Create 1 video this week.
Tag me in it @KristaNeher**

Let's Connect!



Krista Neher

Training
Strategy
Speaking
Consulting



Boot Camp Digital



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#BootCampDigital



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