

10 WAYS SMARTPHONE VIDEO CAN HELP YOU CREATE AN

# UNBREAKABLE EMOTIONAL CONNECTION

WITH YOUR AUDIENCE

If you're reading this, you know that the genie is out of the bottle: smartphones have changed how we make videos COMPLETELY.

How can any marketer or content creator look at these devices, and not see an incredible opportunity, right there for the taking?

But the chances are that you're only scratching the surface of what's possible for your organisation. It's time to turn up the volume!

On the following pages, we're going to dig deeper into that potential, and reveal 10 ways smartphone video content can help you create an unbreakable emotional connection with your audience.

Let's go!

# INSTANT AUTHENTICITY

Now don't get us wrong - we love traditional video productions and slick animations. Heck, we spent 15 years making them!

But there's a problem. Because trust is so hard to earn these days, your audience might view your showcase video content as a glitzy, focus-grouped, PR exercise.

That's incredibly frustrating, especially when you really believe in the work you're doing.

Smartphone video gives you an unbeatable shot of authenticity - there's something intangible about it that proves, in a heartbeat, that you're for real.

Best of all, it's incredibly difficult for normal people to come across as 'fake' in this kind of content. There's no huge camera or bright lights stuck in their faces, or producer they've never met firing questions at them, so everything is more relaxed and relatable.

Smartphone video might not look as flashy, but your messaging resonates much more profoundly, straight into the hearts of your audience.

**TRUST IS THE MOST VALUABLE ASSET  
ANY ORGANISATION CAN HAVE.**

**THE INSTANT AUTHENTICITY OF  
SMARTPHONE VIDEO CAN HELP YOU  
BUILD IT IN STYLE!**

But only when combined with point 2...

# 2 UNLOCK YOUR PEOPLE'S STORIES

The heart of any organisation should be its people.

They're the spark that brings the machine to life, the ingenuity that improves the way it functions, and the embodiment of the values that keep it travelling in the right direction.

Think of all the people connected to your organisation, and the incredible stories they're living through right now; the challenges, struggles and triumphs that happen every day as they drive towards their goals.

They're an absolute treasure trove of inspiration, just waiting to be brought to life in the minds of your audience!

Sadly, due to the expense and logistical limitations of traditional video, only a fraction of these stories can be told.

Smartphone video changes all that, helping you unlock a whole new dimension of compelling, people-powered content...

**YOUR PEOPLE ARE PRICELESS.**

**SMARTPHONE VIDEO LETS YOU TELL THEIR STORIES WHENEVER YOU LIKE.**

When combined with point 3, things really start to take off...

# UNLIMITED REACH

Traditional video is fantastic, but there's no escaping the logistical and financial implications of sending a crew out to a far-flung location.

With smartphone video, virtually anyone connected to your organisation can instantly be turned into your own personal film crew no matter where they are in the world.

Opening a new office at the other end of the country? Want to highlight a new initiative in India? Want to hear from people in each of the fifty states in the U.S?? Now you can - at the tap of a button!

As a marketing or comms manager, the rush of being able to direct and gather content from anywhere you please is incredible, and it's here that the true power of smartphone video comes into serious focus.

Of course you can still have your high-quality showcase videos, but now you've got thrilling access to a new world of content.

Once you get started...you'll never want to stop.

**SMARTPHONE VIDEO LETS YOU TURN ANYONE, ANYWHERE, INTO YOUR OWN PERSONAL FILM CREW.**

That means you're suddenly able to achieve one of the most important objectives for any organisation...

# BRING YOUR VALUES TO LIFE

The thing about cliches is: they're true! And none more so than our personal favourite, 'show don't tell.'

This becomes hugely relevant in a world where values are becoming vitally important to your audience.

The problem is simple - any organisation can say they believe in anything. But if it's all just words on a website, newsletter, or status update...then how can anyone truly know if you're for real or not, and really *feel* a connection with you?

So what better way to bring your values to life in the minds of your audience, than by showing them alive and kicking; demonstrated through the actions of your people, week in week out?

When gathered and produced properly, smartphone video gives you the best of both worlds; the authenticity of the content itself, and the ability to shape and curate the messaging to fit your overall values and strategy.

**SMARTPHONE VIDEO LETS YOU HEAD OFF ANY DOUBT IN THE MINDS OF YOUR AUDIENCE, AND BRING YOUR VALUES TO LIFE IN VIVID COLOUR.**

And speaking of vivid: It's time to kick things into a new gear...

# 5 AND...ACTION!

We get it - Zoom is great.

But admit it - aren't you a little tired of seeing people sitting at their desks in comfortable rooms, just talking about stuff? It's a means to an end, but it's far from the best use of video.

The world outside is a vast, thrilling place to be, and the sooner we can widen our horizons once again and capture all the action going on out there, the better.

Giving viewers stimulating, variety-packed content that they can believe in and project themselves into, goes a long way towards keeping hold of their interest once you've earned it.

Even in the pre-Zoom world, videos would too often feature comfortable sit-down interviews showing people talking about things, rather than doing things!

Time to up the ante.

**SMARTPHONE VIDEO LETS YOU BREAK  
FREE FROM COMFORTABLE, BORING  
CONFINES AND WIDEN THE SCOPE  
OF YOUR AMBITION.**

And when you're doing that on a regular basis, another crucial benefit reveals itself...

# DOCUMENT YOUR EVOLUTION

You go to the effort of commissioning a high-end video and choosing the right supplier...you struggle through the rigmarole of arranging shoots...you go through endless rounds of amends to get the end result exactly as you want it...but then a couple of months later, everything's out of date!

Whether the CEO's left, the branding's changed, or that particular initiative has ended, there's always a risk that infrequent, showcase video content starts to sprint towards its sell-by-date the moment it's finished.

We're living in an era of relentless change, with organisations having to react to fast-moving situations and pivot at the drop of a hat.

Fortunately, smartphone video gives you the gift of speed.

Now you can regularly engage your audience with content that shows the ongoing evolution of your organisation, effectively in real time.

Rather than coming across as large, unwieldy, and set in your ways, you'll be vital, active, and alive in the minds of your viewers.

**CAPTURE THE CUTTING-EDGE DEVELOPMENTS WITHIN YOUR ORGANISATION, AND BRING YOUR VIEWERS ALONG FOR THE RIDE!**

Worried you haven't got enough stuff to actually film? Point 7 has you covered...

# MULTI-DIMENSIONAL VARIETY

You might think you'd struggle to put out regular video content, but the sky really is the limit when you can turn anyone, anywhere, into your own personal camera crew!

The best place to start is by showing a problem being solved. If the problem is something relevant to your audience and the solution can excite them, then you're well on the way.

Just think of all the problems being solved every day in your organisation - they're all right there, just waiting to engage and inspire your viewers.

Beyond that, there are countless different kinds of videos just waiting to be put to work.

Campaign films, employee stories, project showcases, event videos, stakeholder updates, product demos, brand awareness films, the list is endless!

**WITH SO MUCH POTENTIAL, YOU'VE  
GOT A NEVER-ENDING SUPPLY  
OF WAYS TO KEEP YOUR  
AUDIENCE ENGAGED.**

And there's one particular kind of video we love so much, we've given it a section to itself...

# 8 REAL RESULTS, REAL SOCIAL PROOF

If you were only going to make one kind of smartphone video, we'd urge you to start by trying to capture the voice of a beneficiary, customer, or client that you've helped.

Call it a case study or a testimonial; there's no better way to demonstrate the impact you're having on the world, and build trust in your brand in the process.

If the people who benefit from your service are spread out all over your country, or even the world, then smartphone video makes it possible to hear from different people time and time again. You no longer need to rely on occasional showcase videos to tell these stories!

It's the kind of content your viewers will never get tired of seeing, and you'll be able to dive deeply into specific areas of your service rather than trying to sum the whole offering up in one go.

Time to give your audience a much truer, nuanced picture of why you're so special.

**OK, THOSE EIGHT POINTS FORM THE BASICS!**

The NEXT two points focus on the bigger picture.

For us, they're the most valuable aspects of ALL, and they're the reason we get out of bed every morning thinking about smartphone video...

# INCLUSIVITY

The soundbite is true: smartphone video gives you the power to gather stories from anyone, anywhere.

As a project manager, this not only gives you incredible power, but a measure of responsibility, too.

When you're in control, you can choose to hear from people who would be first in line to feature in a traditional video; confident folks who know their way around social media, and are used to putting themselves out there.

Or, you can shake things up.

What about the folks who don't always have their hands raised? Who don't believe that what they have to say is of any value? Or people who know their experience or knowledge can make a difference...but have never been asked?

Sometimes what people want, what they need, is to be heard.

When you're not held back by limitations, you can celebrate people who have been silent, and show them their voice can make a difference.

Powerful stuff indeed.

**THE ABILITY TO GIVE A VOICE TO  
PEOPLE WHO WOULD NEVER  
PREVIOUSLY HAVE BEEN FEATURED IS  
THE MOST THRILLING ASPECT OF  
SMARTPHONE VIDEO.**

Ok, maybe the second most thrilling...

# 10 INSPIRATION THROUGH AMPLIFICATION

Right then - we hope we've painted a compelling case for smartphone video. The benefits are clear for all to see.

But the fact is, this kind of content needs a little extra care and attention if it's really going to soar. While it's true that everyone has a story to tell, as a project manager you're in a position to shape those stories and make sure they're told properly, so they can inspire your audience.

Captain's co-founders have been in the video business for 15 years each. As a result, we've got an unshakeable belief in the creative process, and the way it can elevate basic building blocks of video and turn them into something that can really move people.

It's the final piece of the puzzle that most people neglect, but also the one that sparks the true emotional connection with your audience.

Sometimes it doesn't take much - some subtle editing, or adding the right music and graphics. But when the potential for telling complex stories featuring multiple participants from all over the world is so vast, creative oversight and narrative direction can elevate basic content to levels you wouldn't believe.

## READY TO TAKE THE NEXT STEP?

Do you want to make the whole process of gathering smartphone video 10 times easier, and make the results 10 times better?

Then it's time to give Captain a free spin!

## Want to make directing and collecting smartphone video an absolute breeze?

### Direct it



Set up interview questions ahead of time, along with lists of all required shots. You can keep it simple, or add detailed instructions.

This forms a Story Code, which is sent to the people doing the filming, and acts as a detailed brief that takes the pressure off them.

### Collect it



In the Capture Captain app, the Story Code becomes a task list that walks contributors through the entire filming process on their smartphone. No training required, and no wasted time.

As soon as they're recorded, clips are sent back to you automatically, so no technical headaches for you or your contributors.

### Perfect it



Captain neatly labels all your clips, and guarantees they're all the right file-type no matter who did the filming, making editing an absolute breeze.

You can take care of shaping the final product yourself, or we can lend a hand.

Try Captain FREE right now at  
[www.capturecaptain.app](http://www.capturecaptain.app)

# Captain

Blake House  
18 Blake Street  
YORK  
YO1 8QG

United Kingdom

(+44) 01904 819 128  
[capturecaptain.app](https://capturecaptain.app)