

6TH ANNUAL NATIVE CDFI  
CAPITAL ACCESS CONVENING



# USER FRIENDLY HIGH-TECH FOR REACHING LOW- TECH COMMUNITIES

Russ Seagle, Presenter

 **SEQUOYAH FUND**  
LENDING AND TRAINING FOR BUSINESS OWNERS

# What we'll cover



- Sequoyah Fund's digital journey
- The importance of digital outreach
- Creating a digital outreach strategy
- Looking dynamite on a firecracker budget
- Creating a digital content creation calendar
- Troubleshooting tips for dealing with tech gremlins



Russ Seagle

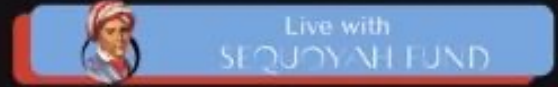


Shawn Spruce



**Sequoyah Fund** was live.  
Published by LIVEpigeon · June 1 at 7:00 PM ·

Learn about affordable home services on the Qualla Boundary. Russ will interview Sean Lawless, Construction & Facilities Manager at Cherokee Boys Club, Inc. Join us on Facebook or YouTube & find out how you can fix up your home without breaking the bank!



Russ Seagle, Sequoyah Fund



Sean Lawless, Cherokee Boys Club Construction

# 3-D Marketing

- Digital Visibility
- Digital Reach
- Dynamic Storytelling



# Why Video?

No better way to tell your stories.



- Brains are wired for video
- More ways to consume video
- Can watch video anywhere
- Great for CTA (Calls to Action)
- Establishes relationships

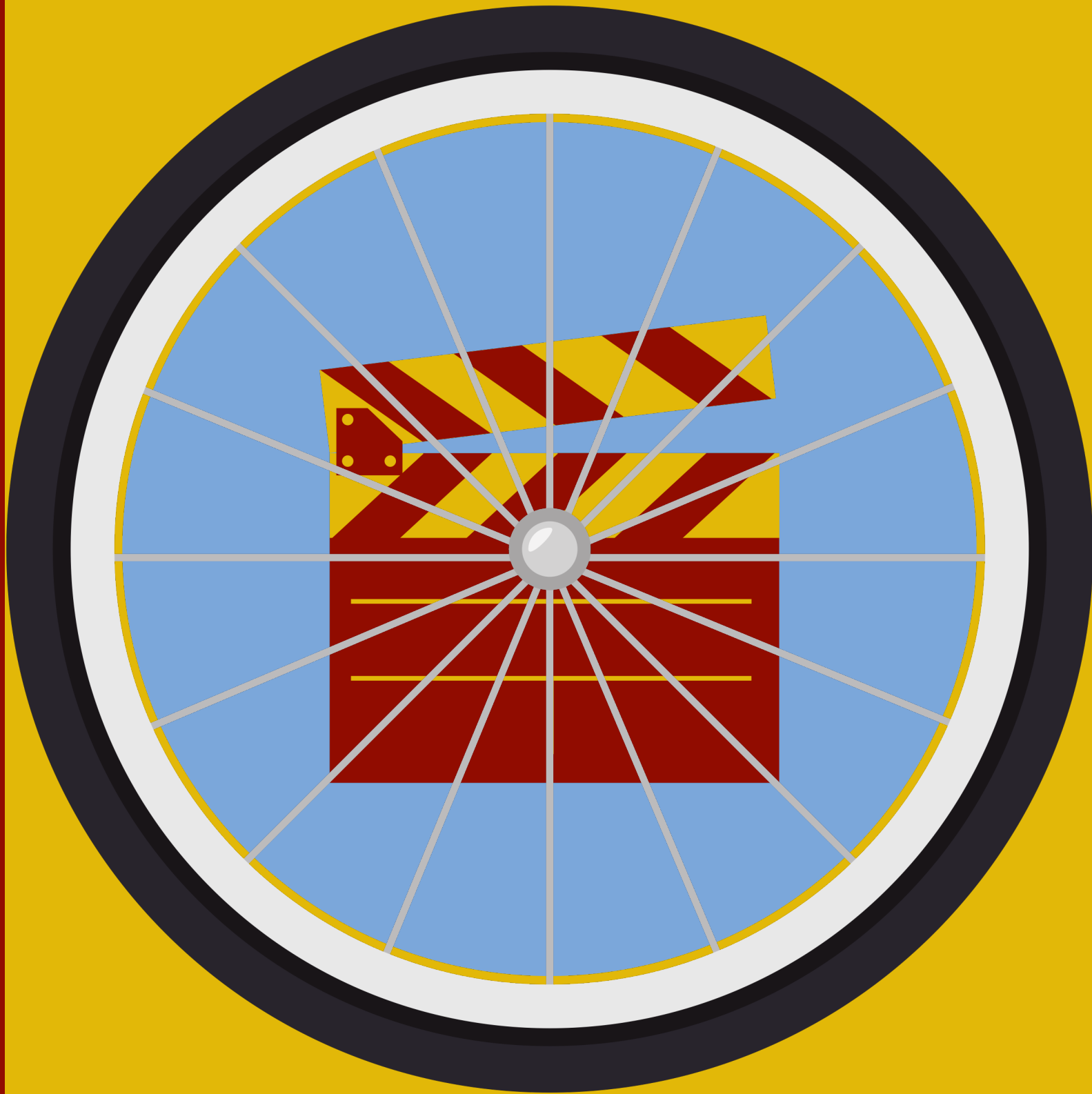
# Different uses for video

- **How-to**
- **Talking head / Explainer / Interview**
- **Announcement / Welcome / Invitation**
- Chronicle / Serial
- Updates to older videos
- Opinion / Contrarian
- FAQs
- Live Events
- Client Spotlights
- Spontaneous



# DON'T REINVENT THE WHEEL!

REPURPOSE CONTENT TO / FROM VIDEO



- Blog posts
- Speeches
- Articles
- Podcast Interviews
- Training courses
- Social posts & commentary
- Email promotions
- Live events

# Principles of Effective Video

- Simple is better
- High production value not necessary
- Good video is good, but good audio is a MUST
- "Evergreen" content



- Relevant Thumbnail & Title
- Try doing everything in ONE TAKE
- Adequate & appropriate lighting
- Script what you're going to say
- Practice looking into the camera
- Be you. Be real.
- 3-5 minutes
- Don't have to include EVERYTHING







# How to look good on Camera

Video is (wait for it...)  
**VISUAL**

- Presence
- Posture
- Preparedness

# Looking good



## WHERE TO LOOK

- Look at the camera unless it's an interview
- Shoot in bursts & piece together in editing
- Buy or build a tele-prompt-er (\$35 - \$3,500)

## WHAT TO DO ABOUT BLOOPERS

- If you mess up, finish the sentence anyway
- Start again from the last sentence
- Keep moving - don't dwell on it
- Clap or wave your hand to signal an edit

## VIDEO FORMATTING

- Consistency creates trust
- Establish a rhythm
- Your format is a skeleton or checklist for content - follow it every time

# TECH TO UP YOUR GAME



FREE!

- Zoom
- iMovie
- Windows Movie Maker
- Storyblocks (\$360/yr)
- TubeBuddy (\$86/yr)
- Viddyoze (\$65 one-time)
- Snagit or Camtasia (you don't have to be on camera!)
- Auphonic (removes background noise) (FREE)



# Dynamite Results on a Firecracker Budget

## HOME STUDIO KIT

\$89 - \$200 on Amazon.com

Sets up in a spare bedroom, garage, basement

## DO-IT-YOURSELF LIGHTING

Shop lights from Lowe's or Home Depot

Neutral-colored bedsheets

## OUTDOOR SHOOTS

Free lighting and backgrounds

More difficult to control

May need to edit out background noise



Andoer Softbox Photography Lighting Kit, 20"x28" Softbox Kit with 6.6ftx10ft Background Stand Backdrop Support System+Carry Bag for Photo...

★★★★☆ ~ 104

\$129<sup>99</sup> \$199.99



\$89.99

# MAKING SURE YOUR VIDEOS GET SEEN

1

## YouTube

Biggest kid on the block  
Advertising options

2

## Vimeo / Wistia

Vimeo = aesthetics & customization  
Wistia = analytics & branded player

3

## Social Media

Fastest growing video platforms  
"Native" is better than links

4

## Your Blog / Site

More intimate relationship builder  
Longer formats / different types



## Dealing with Gremlins

- Use a producer
- Hardwired connections
- Back-up computer
- Battery back-up
- Test, test, and test again
- Expect problems & plan your recovery

# Let's Stay in Touch

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