

58 - How To Succeed With Video Marketing with Gideon Shalwick

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Brief Background About Gideon Shalwick

- ❖ Gideon is from New Zealand and lived there 15 years ago. He and his wife decided they wanted to start a business, the reason why they moved to Australia.
- ❖ Find more about Gideon and his Business [Splasheo](#) - they can caption your videos within 24 hours.

Elements of a Good Video and What Type of Content Works

- ❖ According to Gideon, it really depends on what platform you are working your content on.
- ❖ For example on YouTube before, shorter videos are doing better but as time changes and so does the viewer's behavior, longer videos seem to be doing much better now. Plus YouTube is rewarding watch time and session time.
- ❖ And when you're video is longer, you have to think about how to make it more engaging to the viewers.
- ❖ Captioning also works for users that wanted to read captions in videos instead of watching them or listening to them



“Hygiene Factors” of a Video

- ❖ Hygiene Factors means the elements that viewers noticed that aren't present in your video and it's really important for content creators to prioritize this.
- ❖ These factors include: poor lighting, pixelated video, messy background, poor angle for the video and children running around your background.
- ❖ Content creators are highly advised to be minded by these “Hygiene Factors” according to Gideon as this will be a big factor whether your viewers will continue watching or go.

Stuff to Get Content Creators Started

- ❖ The most important thing that you need to have according to Gideon is you have to be comfortable with yourself being on camera.
- ❖ High end equipment are not too important. As long as you have a good camera/phone, and microphone you're good. Just always make sure that your background doesn't have too much noise as well.
- ❖ He said these things because they have one client from [Splasheo](#) that consistently sends them content for captioning and the client is not even using fancy equipment but it is recorded nicely and the audio is on point.



About His Business Splasheo

- ❖ He started Splasheo like a year ago and it was all purely start-up
- ❖ Most [Splasheo](#)'s growth is mostly from organic which is the word of mouth to be specific. With the help of Facebook and LinkedIn Ads also.
- ❖ The demand for video captioning already exists and they were just redirecting that demand for their service.