



# Chat Summary and FAQs

## Did You Know Webinar: February 2025

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### **Ideas shared by webinar attendees:**

#### **What is your biggest marketing hurdle?**

The poll on video marketing hurdles reveals that the most significant challenge is post-production/editing, with 29% of respondents identifying it as their primary obstacle. Close behind, 28% of participants struggle with getting viewers, particularly on platforms like YouTube and social media. Feeling confident on camera is a hurdle for 24% of respondents, highlighting the personal aspect of video production. Meanwhile, 18% face difficulties with setup and equipment, indicating technical barriers. Additional comments point to issues such as compliance, finding AI narration, ensuring quality content and delivery, managing time for recording, and persuading team members to engage in video marketing efforts, suggesting a complex array of challenges beyond the primary categories.

#### **What's your favorite tool for videos?**

- Respondents mentioned a variety of tools, including:
  - Descript
  - Vidyard
  - Loom (noted for embedding motion thumbnails)
  - Movavi

- Adobe Premiere Pro (which can delete filler words)
- Opus Clip
- CapCut
- Canva
- Final Cut Pro
- OpenReel
- Veed (recommended for creating shorts from long-form videos).
- Some prefer outsourcing to a video editor, with platforms like Fiverr being popular choices.
- Additionally, YouTube Shorts are highlighted as a great way to publish practice content, and TubeBuddy is praised for enhancing video SEO.

### **Share your videos (YouTube, LinkedIn, Facebook)!**

[YouTube - Szarka Financial](#)

[YouTube - Atterbury Investment Management](#)

[YouTube - Hoffman Wealth Management](#)

[YouTube - Jacob Vande Voort](#)

[YouTube - Wealth and Tax](#)

[YouTube - Prostatix Financial](#)

[Facebook - Prostatix Group Reels](#)

[YouTube - Wealth Cycle Advisors](#)

[YouTube - Alloy Silverstein](#)

[LinkedIn - Holly Green](#)

[YouTube - Kaizen Financial Advisors](#)

### **How do you manage your video production?**

Respondents shared various strategies for managing video production. They suggested breaking down topics into smaller sections to make them less daunting to memorize or discuss. Tackling one section at a time and then editing them together was recommended to address the overall topic. Recording practice rounds and using an AI coach for feedback on strengths

and areas for improvement were also advised. Additionally, respondents emphasized focusing on key points, practicing brevity, using prompts, and rehearsing. They suggested studying different speakers, like comedians or professionals, to learn about timing and word usage. For further tips on creating engaging videos, they recommended checking out Justin Schuman on TikTok, who offers free content.

### **How do we create videos without using terms compliance advises against?**

One attendee suggested a strategy for creating videos without using terms that compliance advises against. They recommended writing out the content and then using ChatGPT to review it in the role of a compliance officer. This approach helps adjust the content to remain interesting while being more compliant with language guidelines. For instance, you can provide a prompt like, "I am posting a video on XYZ," and ask ChatGPT to assume the role of a compliance officer to ensure the hook is not overly promissory or otherwise non-compliant.

## **Q&A**

### **I would like to check out the Video of the Month before using it. Where can I find a sample?**

Our Video of the Month automation is a simple way to stay connected with your contacts and establish your firm as a source for award-winning content and financial guidance. This campaign is available to our Connect, Attract, Elevate, Marketing Suite Premium, and Marketing Suite Do It For Me clients. The video is sent on the third Tuesday of each month. Here's an example of the latest video sent: "[Top 5 Things to Tell Your Financial Pro.](#)" Additionally, here's a [how-to article providing an overview of our campaign](#), including samples of all our automations.

### **Do you have a recommendation for a video editing platform that is reasonably priced?**

A few of our beginner-friendly favorites are Veed and Canva. Descript can also help with compliance editing.

### **How many short videos should I post a week?**

For social media, posting 1-3 short videos per week is a good balance, allowing you to engage your audience without overwhelming them. Mixing these videos with graphics or pictures can add variety and keep your content fresh. Remember to consider the format and dimensions suitable for each platform to ensure the best presentation. You can find more details on sharing videos here: [Sharing Video on Social Media](#).

### **How do I integrate my Instagram account?**

Here's a how-to article on our [Instagram Integration](#).

### **How can I learn how to upload a video to my social post?**

You can now share videos directly to your social media accounts from your FMG admin! [Learn more](#).

### **How do I embed a video into my email?**

Our Email Builder lets you easily add videos to your emails using our Video Widget. You can upload your video to your email, and a thumbnail image will be inserted into your email, linking to a page on your website where the video is embedded and can be played. [Learn more](#).

### **When we post a video to social, does it go to Compliance first?**

It depends on your Compliance process. Please check with your firm's Compliance team.

### **How do I add marketing automations to my account?**

Contact FMG at 858-251-2400. To learn more about what's available, here's a [campaign overview how-to article that includes samples](#) of all of our automations.

### **Does FMG provide video scripts?**

The Do It For Me program provides scripts for videos and podcasts. In addition to having a dedicated concierge, someone to help with strategy and execution, and someone to take the heavy lifting off your plate, Do It For Me is a great solution you may want to check out. If you'd like to learn more about Do It For Me, contact FMG at 858-251-2400.

### **How do I sign up for Do It For Me?**

Give FMG a call at FMG at 858-251-2400 to learn more and to sign up. We can review how our 5-star, top-tier Do It For Me service works and answer any questions you may have.

### **Can you send videos through MyRepChat?**

Yes, MyRepChat does support video sharing, but it handles videos differently than regular messaging apps. Instead of embedding the video directly in the chat, MyRepChat converts videos into secure links (*like s3.amazonaws.com*).

When you send a video, the recipient will see a clickable link rather than a preview of the video itself. The recipient simply needs to tap the link to open and play the video in their browser or download it if needed. This approach helps maintain compliance while still allowing you to share video content with clients.

## **Links FMG Shared During the Webinar:**

- How to articles:
  - [FMG Knowledge Base](#) - Main page

- [Sharing Videos on Social Media](#)
- [Embedding a Video on Your Website](#)
- [How to Add a Video to an Email](#)
- [Instagram Integration](#)
- FMG YouTube:
  - [FMG's 'Did You Know?' Webinar Playlist on YouTube](#)
  - [January 2025 Workshop Replay: From Website Clicks to Clients](#)
  - [FMG YouTube Page](#)
- FMG's mobile app
  - Download here: [Apple](#) or [Google](#)
  - [More information](#)
- MyRepChat (Compliant Texting Tool)
  - [Here's more information](#)
- If you would like to learn the basics of your tools:  
[Schedule a meeting with our service team](#)
- Following FMG on LinkedIn:
  - [FMG LinkedIn](#)
  - [Elise's LinkedIn](#)
- Additional links:
  - [March 10-Minute Marketing Calendar](#)
  - [5 Steps to Get Started with Video](#)
- Idea Decanter
  - [Sign Up for Video for Their Services](#)