

Tool Box

Promo Videos



Extension
UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

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Farmers Market Guide to Promotional Videos

Promo Videos

Guide to Creating a Farmers Market Promotional Video

BEST PRACTICES FOR SHOWCASING YOUR MARKET

1. DEFINE YOUR PURPOSE

- Are you promoting vendor diversity?
- Do you want to highlight community engagement?
- Is your focus showcasing seasonal produce or special events?
- Will your video include spoken or written messaging, or will it rely solely on visuals?

2. PLAN YOUR STORY

- If you are using a script, draft a simple script or storyboard: introduction, market scenes, interviews, and closing message.
- Decide whether to include a voiceover or captions to improve accessibility.

3. CAPTURE KEY ELEMENTS

- Wide shots showing the market's layout and atmosphere.
- Interactions between vendors and shoppers, as well as product close-ups.
- Happy shoppers, families, and pets enjoying the market.
- Special activities such as live music, cooking demonstrations, or children's events.
- Short interviews with vendors or market managers.

4. KEEP IT AUTHENTIC

- Use natural light and ambient sounds whenever possible.
- Capture real, unscripted moments to show genuine local character.
- Highlight the unique personality of your community.

5. OPTIMIZE FOR EACH PLATFORM

- Film in horizontal format for YouTube and websites.
- Create vertical or square clips for platforms like Instagram and Facebook.
- Keep the main video under 2 minutes if you're targeting social media.

6. QUESTIONS TO ASK BEFORE HIRING A VIDEOGRAPHER

Goals & Vision

- What is your experience with community or farmers market videos?
- Can you assist in developing a storyboard or script?

Asking about experience and support in developing a storyboard or script ensures the videographer understands your purpose and can help shape the narrative to reflect your unique goals. For community or farmers market projects, this is crucial to capture authentic moments and highlight local stories.

Scheduling & Logistics

- Are you available during market hours?
 - How long will filming and editing take? Agree to a delivery or due date with your videographer.
- Confirming availability during market hours and asking about timelines for filming and editing helps you plan ahead, avoid scheduling conflicts, and ensures the project stays on track. Clear logistics prevent last-minute surprises and facilitate a smooth production process.



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Style

- Ask for samples of their work. References from people they've done videos for. Ask for their perspective on style.
 - Can you provide drone footage or slow-motion shots if needed?
- Inquiring about camera and audio gear, as well as specialized capabilities like drone footage or slow-motion shots, lets you gauge the quality and versatility of the videographer's work. The right equipment can elevate your video, while stylistic choices affect storytelling and audience engagement.

Editing & Delivery

- Will the video include music, captions, and branding elements?
- Can you deliver different versions (such as a full video and shorter clips)?

Questions about music, captions, branding, and different formats ensure the final product aligns with your communication needs. Whether you require full-length features or short clips for social media, knowing what's included avoids misunderstandings and maximizes the value of your investment.

Budget & Rights

- What is your pricing structure?
- Who owns the final footage?
- Can we use the video for grants, social media, and print materials?

Understanding pricing structure and ownership of the footage protects your interests, clarifies legal boundaries, and prevents disputes. Confirming your rights to use the video for grants, social media, or print materials ensures you can leverage the content across platforms to achieve your outreach and funding objectives.

EXAMPLES

Promo Videos



STEP 2



STEP 3



STEP 5



STEP 5



STEP 6



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