



Online Marketing Webinar Series: Using Adobe Spark to Market Your Business

David Yates
UT Extension

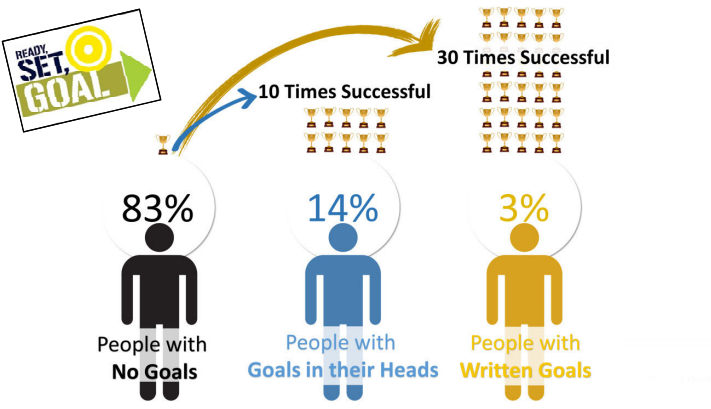
October 23, 2018

This series is supported by USDA/NIFA under Award Number 2015-49200-24228.




United States Department of Agriculture
National Institute of Food and Agriculture

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READY, SET, GOAL

83% **No Goals**


14% **Goals in their Heads**

3% **Written Goals**

10 Times Successful

30 Times Successful

<https://www.linkedin.com/pulse/why-only-few-super-successful-people-naveen-raju/>

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Sharing Marketing Impacts

- Advertisements
- Billboards
- Word of Mouth
- Social media
- Have you used video?



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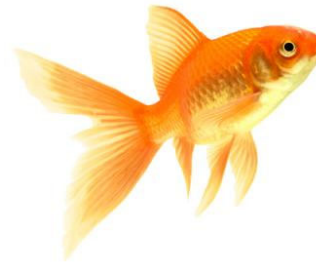
How long is your attention span?

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How long is your attention span?

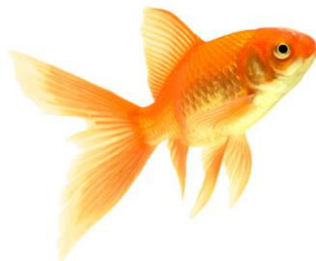
- The average attention span for a goldfish is **9 seconds**



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How long is your attention span?



- The average attention span for a goldfish is **9 seconds**
- People generally lose concentration after **8 seconds**
- Create short videos to tell your story/impact that keep attention

Source: Microsoft Corp. 2015
<http://time.com/3858309/attention-spans-goldfish/>

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What is Adobe Spark?

- *Free* online and mobile graphic design app
 - Apple App Store, maybe to Google Play Store
 - <https://spark.adobe.com>
 - Create free short videos with still images; add text; royalty-free music
- Create and share visual content
 - Posts for social media (Adobe Spark Post App)
 - Graphics (Web version)
 - Web stories (Adobe Spark Page App)
 - Animated videos (Adobe Spark Video App)

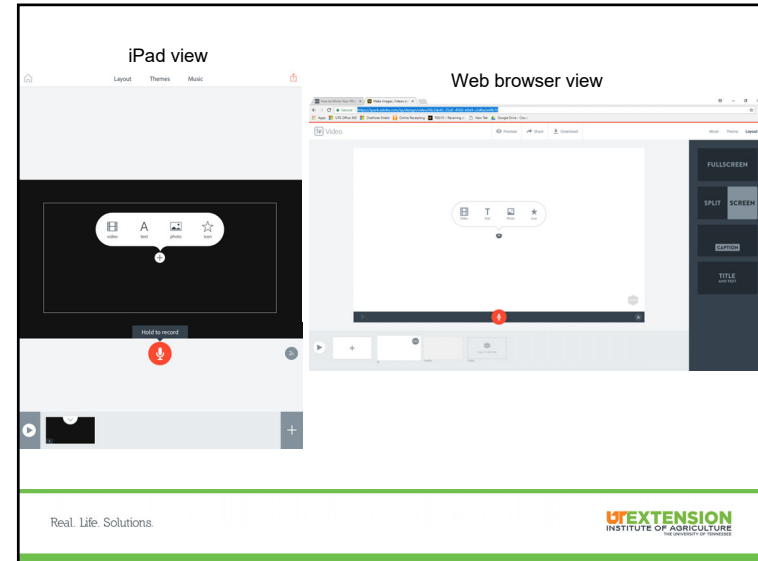
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Free vs. Premium Version

- Free
- Where to start from
- Desktop, iPhone & iPad
- Sync projects across devices
- \$9.99/month \$99.99 yr
- Replace Adobe Spark logo with own
- More brand options including graphics, colors, fonts, templates

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Adobe Log In

- Adobe Spark requires user to log in
 - Use Facebook credentials
 - Use Google credentials
 - Create/use Adobe ID

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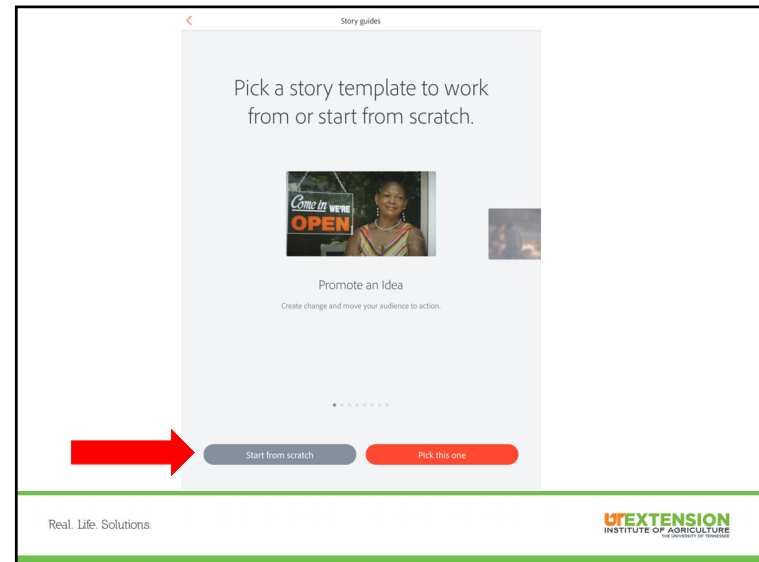
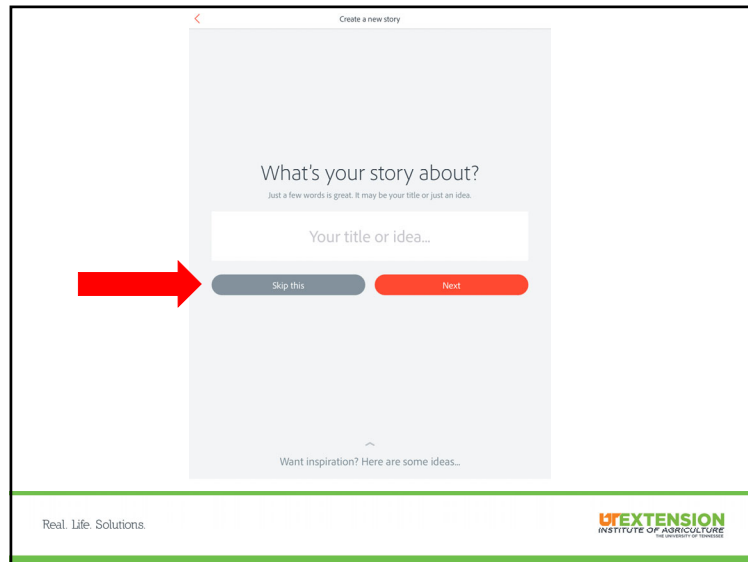
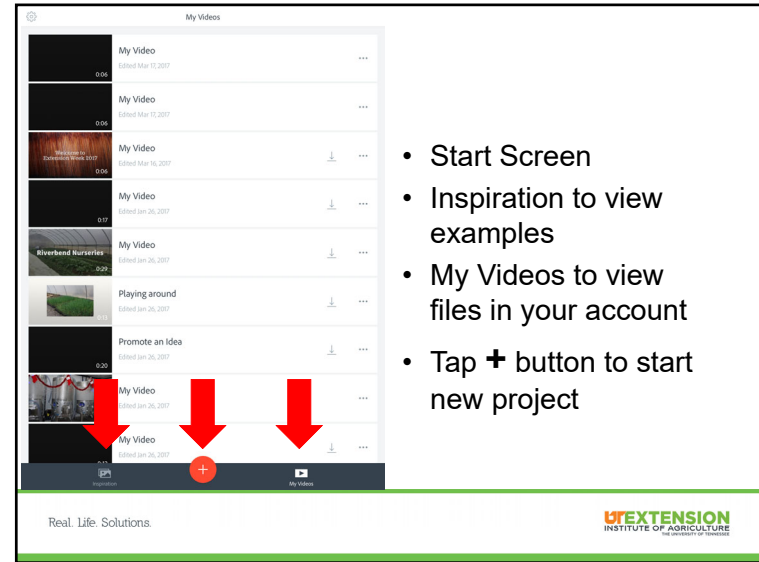


Meet Adobe Spark Video



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Ready to create video

- Navigation buttons at top of screen
- Microphone button to record voice-over
- Slide length button (1-10 seconds)
- Play preview
- Add slide
- Tap and hold to reorder

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- 4 different screen layouts
- A “thing” refers to
 - Video
 - Text
 - Photo (from your device)
 - Icon (clipart)

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- 32 theme selections
- Selects the background and transitions
- Can customize a theme

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- NEW
- Choose display format of video
- Widescreen
- Square

- 37 royalty-free music selections
- Can upload from iPad/iPhone or computer
- Do not use copyrighted music on videos

- Video files can be
 - Downloaded
 - Shared directly on social media (Facebook and Twitter)

Have A Plan

- What do you want to convey in your video?

Have A Plan

- What do you want to convey in your video?
- What is your take home message?

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Have A Plan

- What do you want to convey in your video?
- What is your take home message?
- What is the call to action?

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Have A Plan

- What do you want to convey in your video?
- What is your take home message?
- What is the call to action?
- Use a storyboard to map out video

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12 Easy Ways to Make Better Video*

1. Think in shots
2. Don't shoot until you see the whites of their eyes (get in close)
3. Keep your shots under 10 seconds long (use editing software to put shots together)
4. Zoom with your feet

*"How to Shoot Video That Doesn't Suck", Steve Stockman

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12 Easy Ways to Make Better Video

5. Stand still! Stop fidgeting! And no zooming during shots!
6. Keep the light behind you
7. Turn off the camera's digital effects
8. Focus on what interests you. Really interests you
9. Don't use amateurish titles

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12 Easy Ways to Make Better Video

10. Keep your videos short
11. Use an external microphone
12. Take the quality pledge

Think about how to make quality video for my audience at the same time as how to get my point across. I won't make anyone watch anything so crappy-looking that I wouldn't watch it voluntarily if handed to me.

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What ideas do you have for using Adobe Spark?

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Facebook 101 for Direct Farm Marketers



- November 14 – Kingsport
- November 15 – Knoxville
- November 28 – Jackson
- November 29 – Nashville
- December 5 – McMinnville



- Learn more at
ag.tennessee.edu/cpa/Pages/workshops.aspx



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Please complete the session evaluation at <https://tiny.utk.edu/WebinarEval>

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