

Using Adobe Spark to Market Your Business

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Sharing Marketing Impacts

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



How long is your attention span?

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

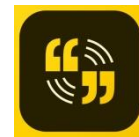
Source: Microsoft Corp, 2015. <http://time.com/3858309/attention-spans-goldfish/>



What is Adobe Spark?

Free & subscription online and mobile graphic design app

- Available in the 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; graphics; web stories; animated videos
- Free version is where to start, works on desktop, iPhone & iPad, syncs projects across devices
- Premium subscription is \$9.99/month, \$99.99/year
- Can replace Adobe Spark logo with your own
- More brand options including graphics, colors, fonts, templates



Adobe Log In

Adobe Spark requires user to log in

- Use Facebook credentials; Use Google credentials; Create/use Adobe ID

Video files can be downloaded and/or shared directly on social media (Facebook and Twitter)

Have a plan for your video

- 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

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
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 interest you
9. Don't use amateurish titles
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.*

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

What ideas do you have for using Adobe Spark? Please share those below?