



RULES OF THUMB FOR FILMING

OVER 80% OF ALL TRAFFIC WILL CONSIST OF VIDEO BY 2021. TODAY, VIDEO IS ONE OF THE MOST POWERFUL MARKETING STRATEGIES YOUR BRAND CAN UTILIZE, SO LET US HELP! PHOCAL IS A FULL-SERVICE VIDEO PRODUCTION AGENCY SPECIALIZING IN BRANDED CONTENT, CORPORATE VIDEO, AND ANYTHING ELSE CREATIVE!



- 1** Always keep the camera rolling, even after a slip!
- 2** Stay on auto-focus at all times!
- 3** Remember to do a mic check before filming!
- 4** Format your SD card before filming.
- 5** Frame your shot from belly button up!
- 6** Use eye catching text & graphics on the edit.
- 7** Keep it short & concise.

Questions? Don't be afraid to ask!

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OUR FAVORITE PRODUCTS

Click on the product below, everything is linked!



EMART Green Screen
\$28.99

EYON 12" Ring Light
\$16.99

Movo VXR10
\$39.95

PoP LAV Mic
\$39.99

OUR CAMERA

● RECS

Click on each to check them out

- Newer iPhone
- Sony Alpha a6000
- GH5
- Canon EOS series
- SD Cards & Hard drives

PHOCAL



Check out more of our favorite products here!