



How to Create a Virtual Video Tour

The virtual video tour is an additional way to get customers to see your business, store or restaurant, especially when customers are hesitant about physically going out. Businesses doing video tours are becoming more and more popular and customers are happy to watch and listen from the safety of their home. Some customers view the video before they visit your store so it's the first impression they have of your business.

Why create a virtual video tour?

More customers can see what you have to offer. They can shop virtually and spend as much time as they need deciding what they want to buy. They spend less time in the physical store once they decide what they want to buy allowing you to keep your store compliant to Covid-19 rules and allowing more customers to come in and out. Make new videos as your seasonal merchandise changes. Customers can tour before they decide on where to hold a special event at a venue or restaurant.

Options for style of video

- Photo video: Take images and put them into a video; add in background music
- Narrated video: Walk through your shop or restaurant and describe what viewers are seeing.
- Panorama video: Google 360 Virtual* tour, for example created with 360 Panorama
- Gif style video - short video with no sound

SHORTCUT: 3 Steps to Creating a Virtual Video Tour

1. Write out a script, story or plan.
2. Take video on your smartphone.
3. Take photos of your product or customers.
4. Upload it to your social media account, YouTube channel or your webpage.



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Video Tips

1. Lighting - use natural light or shoot near a window -- The most important part of your video.
2. Smile - if you are going to be on the video then smile or have people that are smiling.
3. Music and sound - sets the mood, has to match what the video is showing
4. Editing - if you choose to edit your file know the features or get someone that does
5. Motion - keep the camera moving to keep it interesting
6. Location and time of day - put the camera in front of you at eye level, clean up the area around with stuff that does not apply. Light is best at early morning or in the evening before sunset (colors will be the best).

Hot Tips

Keep it short, 3 seconds to 3 minutes
Images should be in focus and clear
Keep camera steady
Cheap affordable mic for sound

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](http://www.ilovemv.org/digital-dictionary). You can also access it at <http://www.ilovemv.org/digital-dictionary>.

The Business Recovery Kit is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.