

DIGITAL DEALER TRAINING

How to Produce a Boat Model Walk-Through Video

Allow your customers to experience all the features of your boat models in inventory from the comfort of their living room. Review this brief guide to successfully producing an impactful boat walk-through video.

BEFORE YOU BEGIN

- All you need to make a boat walkaround video is two people* and a smart phone.
- Write out brief talking points on a notecard. No need to memorize a script.
- Clean and wipe down the boat, trailer, and tires, and check compartments for surprises.
- Check the visual background of your video so that everything appears appropriate.
- Listen to the ambient sounds in the room before and as you record to avoid interference.
- Think of a brief intro and outro before you start. Say your name and the business name at the beginning and the end. Examples:

Intro: Hello, I'm Jane Jones with Jane's Boat Shop, and I'd like to show you the new...

Outro: Thanks for watching. I'm Jane, and we hope to see you soon at Jane's Boat Shop.
- Video length can vary, but brevity is important. Recommendations:
 - Instagram: 20 seconds to 1 minute
 - Facebook: 1 to 3 minutes
 - YouTube: 1 to 10 minutes

FILMING THE VIDEO

- Leave a 2-3 second pause at the beginning and end of every video. It's easy to trim, but you can't add.
- Speak clearly and confidently, but don't shout. Keep the phone within 10 feet or so for clear sound.
- Speak like you would to a customer who has never seen the boat before, but don't talk down to them.
- Start at the bow or stern and discuss features in order as you move through the boat.
- Use transitional language to keep the video moving. Examples:
 - Here you can see the...
 - As we move into the cockpit...
 - Back at the stern you will find a...
 - Under this lid is a large...
- Gesture toward features as you talk, and demonstrate them if possible. Open and close doors, etc.

POST-PRODUCTION

- Basic video editing is easy on most phones—just check the help section for your device.
- Review your video for errors before posting, but don't be too hard on yourself—and have fun!
- When posting videos on social channels, use a brief, descriptive caption that invites the viewer to participate. Examples:
 - Check out the new Model A1 boat! What do you think of the new design?
 - The new Model A1 boat features two huge livewells! What kind of fish will you put in them?
- Monitor comments online and address them as soon as possible.

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* Please follow all CDC, state, and local health guidelines. To minimize contact, consider using a selfie stick to conduct the walk-through alone.