

Level up your Dealership's in-house video production!

Mobile video consumption rises by 100% every year, 6 out of 10 people would rather watch online videos than TV and 72% of customers would rather learn about a product or service by way of video. Video production is a fundamental of Dealership Social Media Marketing, let's make sure you're equipped to produce high quality videos, quickly, confidently and frequently.

1. Camera Equipment

A good quality DSLR Camera is nice, but not required. Most modern mobile phones are able to shoot in High Definition and can easily switch between Landscape and Vertical video.

If using a mobile phone just make sure you know how to transfer the video files off the phone onto a computer to be edited.



2. Microphones

A good quality microphone is going to be the most important purchase to improve the quality of your video production.

We recommend a wireless lapel microphone but a standard lapel microphone on an extension cord can be just as effective.

Make sure you choose a microphone that is compatible with your phone or you acquire the adaptors to fit your phone.



3. Gimbals & Tripods

No one likes a shaky video. If you are going to be stationary look into a tripod. Going to be moving around? Purchase a gimbal to get that smooth look.



Mobile Equipment List

1. Camera Equipment

iPhone 10x - Records 4K video at 60fps

Samsung S10 - Records 4K video at 60fps

2. Microphones

Wireless Lapel Microphone Setup

Premium - Rode Wireless Filmmaker Kit - Estimated Cost \$499.00

<https://djcitty.com.au/product/rode-rodelinkfm-wireless-filmmaker-camera-microphone-kit/>

Note. Adapter required for smarphone - <https://djcitty.com.au/product/rode-sc4-adapter-cable/>

Budget - Saramonic Blink 500 B1 Wireless Kit - Estimated Cost \$279.00

<https://www.digitalcamerawarehouse.com.au/saramonic-blink-500-b1-wireless-lav-microphone-system>

iPhone Adapter - Estimated Cost \$15.00

<https://www.officeworks.com.au/shop/officeworks/p/apple-lightning-to-3-5mm-headphone-jack-adaptor-apmmx62fea>

Long Cable Lapel Microphone Setup

Standard Lapel Mic - Estimated Cost \$79.00

<https://djcitty.com.au/product/rode-smartlav-plus-smartphone-lapel-microphone>

6m Extension Cable - Estimated Cost \$29.00

<https://djcitty.com.au/product/rode-sc1-extension-cable-6m/>

iPhone Adapter - Estimated Cost \$15.00

<https://www.officeworks.com.au/shop/officeworks/p/apple-lightning-to-3-5mm-headphone-jack-adaptor-apmmx62fea>

3. Gimbals & Tripods

DJI Osmo Mobile 2 Gimbal - Estimated Cost \$169.00

<https://www.kogan.com/au/buy/dji-osmo-mobile-2-dji/>

Multiuse Smartphone Tripod - Estimated Cost \$99.00

<https://www.teds.com.au/joby-griptight-telepod>