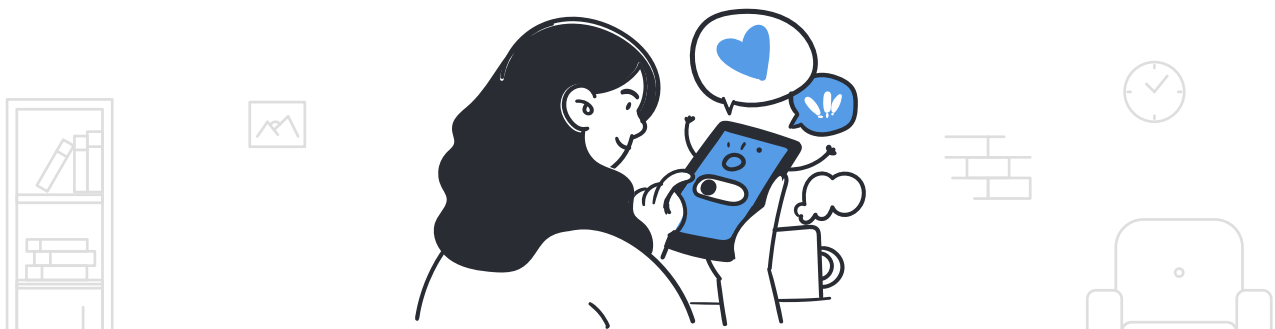


How to shoot a great video story for Bitrix24

Your video should consist of two main parts:

- Part 1 (where you sit/stand in front of the camera and answer the questions about your company)
- Part 2 (where you film your team members as they go about their daily life in the office)

Part 1



Film this part on one main camera in the normal (1x) mode, vertically, with the camera being fixed in place. Position the camera opposite yourself, film from the waist up. You can either be standing or sitting in the frame, whichever works best. Just make sure you're positioned in the center of the frame, not too far from the camera.

Answer the questions below, make it 2–3 sentences per answer. Speak in a calm, friendly voice, with a bit of healthy optimism, confidence, and lightheartedness – but don't make it a school drama rehearsal, keep your emotions down.

Don't try to repeat the answers word-for-word from the paper or screen. Instead, make it sound more natural, like you're telling your friend a story. After each question, make a short pause and take a breath before answering the next one.

At the beginning of each answer, repeat the question, so it would sound something like this: "What challenges did we have to face? Well, the biggest challenge was...". We'll add the questions in the text format during the editing process.

Questions for Part 1:

- Where are you from and what does your company do?
- How did you come with the idea for your business?
- What challenges did you have to face?
- How did Bitrix24 help your business?
- What advice would you give to those who are just starting their business?

Part 2



Film a bunch of short scenes that show your office and your team going about their daily tasks. Make sure your logo appears in the video too. There's no real script for this part – just film what you think will best represent the work, the atmosphere, and the people in your team.

Unlike the first part, there should be no static shots here – make sure the camera's moving around (although not at a frenzy pace) showing the wonderful people around your office. The overall tone of the video should be bright, vibrant, and positive.

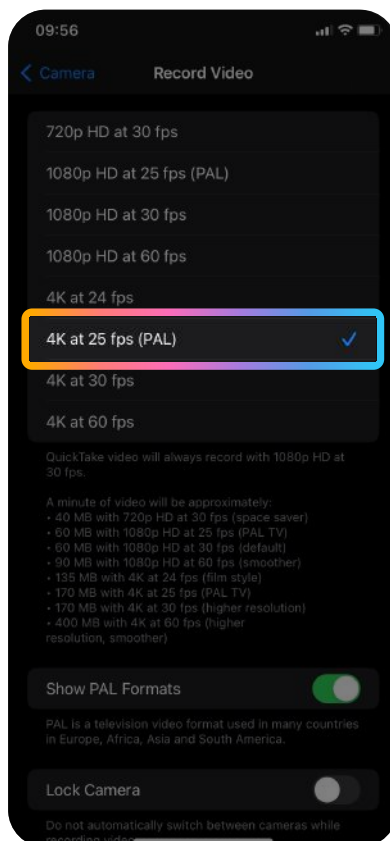
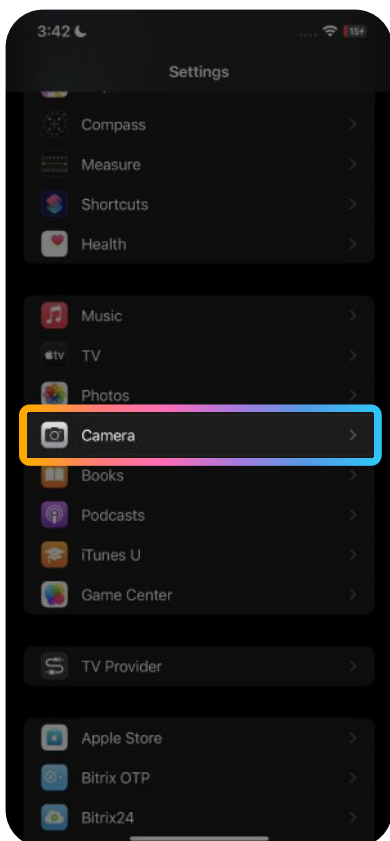
As for the shooting itself, use your smartphone camera – hold it still, don't shake it, make sure the room is well lit, and you'll be doing just fine. Want to try something unusual like shooting in slo-mo? Sure, why not – anything that can make your video more appealing goes. Just be sure to film enough material for us to pick the best bits from.

Shooting tips

Since we're not making a blockbuster movie here, a simple smartphone camera should suffice. You can use iPhone 11 or later models (or comparable Android smartphones). One important note though – everything has to be shot in the VERTICAL mode. So hold your phone straight up vertically and you'll be alright.

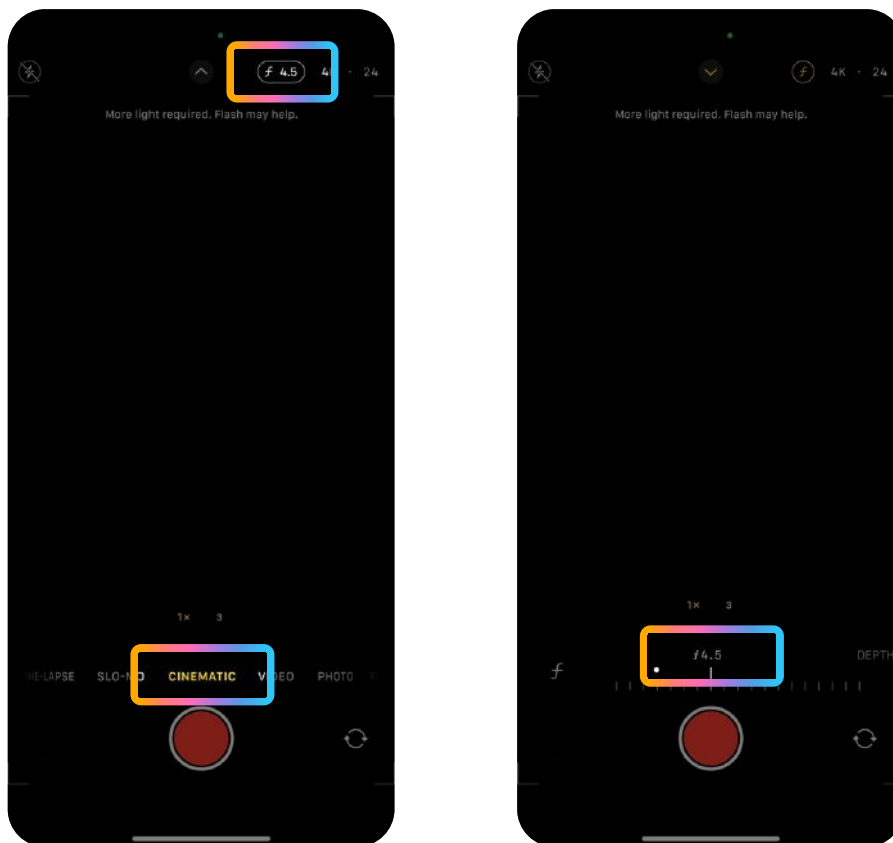
Step 1. Setting up camera

Go to your iPhone Settings => Camera => Record Video. There, select the 4K at 25 fps (PAL) format (you may need to toggle the Show PAL formats switch on the same page). For Android smartphones, choose between 4K 25 fps format (if available), 1080 (Full HD) 50 fps, or 1080 (Full HD) 25 fps. See the screenshots 1 and 2 below.



Step 2. Getting ready to shoot

Open your smartphone camera, check the settings (see screenshot 3), and you're ready to hit the Record button. If you feel confident enough, you can try some advanced filming modes like CINEMATIC (on iPhones), just make sure to set up the diaphragm to 4.5 (see screenshots 4 and 5).



Step 3. Setting up room

Pick a room that's well lit and quiet, so there's absolutely no noise coming through. Mount the phone vertically on a tripod and ask someone to assist you with filming. Don't stand beside the window – instead, stand (or sit) against the wall (but not too close to it) with a window to your right/left. Remember: for this part, you need a static shot, so the camera has to be fixed in place all the time.

Step 4. Sending the filmed material



Once you've done shooting, you need to send us the filmed videos. Here's how to do it:

1. Upload your video to a file-sharing service (Google Drive, Dropbox) or YouTube
2. Fill out the form on our [landing page](#) and provide the link to your video
3. Submit the form

Share your story with the world and
get brand exposure from Bitrix24

I acknowledge that I have read and understood [Bitrix24 Privacy Policy](#) *

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Got questions?
We'll be happy to answer – contact us at email@bitrix24.com