

Fix My Setup

Season 1 (Episodes 1–5)

ABOUT WISTIA

Wistia is a complete video-marketing platform that helps teams create, host, and analyze the impact of their videos—all in one place. Wistia's mission is to help every business thrive with video. The platform is packed with features like video-player customization, built-in accessibility options, seamless integrations, industry-leading analytics, lead-generation tools, and more. With educational resources and world-class support, Wistia has your back as you level up your video-marketing strategy. Today, over 425,000 marketers around the world rely on Wistia to drive business growth with video.

CAMPAIGN STRATEGY

In addition to Wistia's video platform itself, Wistia is also dedicated to educating anyone who wants to learn more about video creation and production, whether they're a customer or not. As part of that effort, the team took their existing educational library one step further by launching a how-to campaign designed to uplevel users' home video and filming setups.

You don't need expensive video equipment to host successful webinars or record high-quality videos of yourself. Most often, the tools you already have can get the job done. The key is to make sure your lighting, visuals, and audio are all top-notch so that your audience can focus on your content rather than production quality. But to the average user, creating and shooting your own video content can be overwhelming. To combat this, Wistia launched the *Fix My Setup* campaign. The campaign consisted of educational episodes, powered by Wistia's own video platform, that taught the basics of getting set up for video. Videos focused on a variety of topics, such as how to improve your webcam setup with the best equipment and how to discover tried-and-true engagement techniques to captivate your viewers and attendees during recordings and webinars.

CAMPAIGN GOALS

The goal of the campaign was to raise awareness of Wistia, specifically the new recording features on the platform, which launched in April 2023. After the *Fix My Setup* launch, which featured five episodes, Wistia asked for users to submit their contact information or video using Wistia's recording feature to be considered for future episodes. For the first 100 submissions, Wistia shared a *Fix My Setup* swag box, including simple products to upgrade an at-home office setup. They asked those who received a box to share their before and after videos on social media with the #FixMySetup hashtag.

RESULTS

Between the campaign launch in June 2023 to December 2023, *Fix My Setup* achieved the following metrics:

- Pageviews: 10,668 since launch day on June 22nd, 2023
- Total plays of the 5 episodes: 14,276
- Total hours watched: 176
- 100+ nominations to be featured on a future episode
- 38,455 views on Instagram reels

SCRIPTS

EPISODE 1

HOST (STEPHEN): Today, on the first episode of...

CROWD: FIX... MY... SETUP!!!

CLAUDE: I absolutely hate the way I look on video calls. Help me Wistia. Fix my setup.

HOST: We're going to fix Claude's setup. Stick around to the end for the big reveal. Now, let's dive in. Claude has two light sources in his room: daylight coming from windows on his left and a big floor lamp on his right.

To start, the window light is too harsh on his moneymaker. So let's soften that light with sheer curtains. Next, the warm light from the lamp looks super orange on camera. So let's fix that with a cooler bulb. I'm using a smart bulb that lets me switch between daylight and warm light. While we're at it, we'll soften the light by angling the lamp so it bounces off the wall in front of his face.

And finally, let's raise that laptop up on some books to get the camera at eye level. And that should be all it takes to fix Claude's setup. Now, it's time for the big reveal. We took Claude's webcam setup from this to this.

CROWD: YAY!!!

HOST: If you've got a webcam setup that needs fixing, tag us on social @Wistia.

EPISODE 2

HOST (STEPHEN): On today's episode of...

CROWD: FIX... MY... SETUP!!!

CHRIS: I'm on video a lot. I'm happy with my setup. Like, it's pretty good. But I think it could be great.

HOST: Let's take Chris Savage's halfway decent setup to the next level. Big reveal at the end. Savage's setup was already pretty solid, but there's a bunch of room for improvement. Video compression during Zoom calls and recordings can make even good lighting look flat and blurry. So we're going to add as much depth to the image as possible using lighting and color.

Savage has a small LED panel and two windows for light. Window light can be inconsistent and hard to control. So we're going to block the windows with blackout shades and add more

powerful lights. We're going to add a key light with a grid that will focus the light onto just his face. A rim light to separate him from the background as much as possible and a backlight for the background.

To keep the lights out of the shot, we had to do some drilling. Sorry about that. As for the background, we'll add some depth by painting the wall a deep blue. This color is complementary to Savage's skin tone, which will pop him out of the background even more. We'll also add shelving and decor, which creates some personality and texture.

In the original setup, Savage's webcam was mounted over his monitor, which was not only way too high, but resulted in him looking down at his podcast guests. So we're going to turn a teleprompter into a computer monitor using an iPad and an app called Luna Display. Now, when Savage is on a video call or podcast, he'll be looking right into the camera lens.

And to get more pleasing colors, we'll be swapping the original Sony camera with a full-frame Canon R8 with a 24 millimeter lens. OK, the time has come for the reveal.

[MUSIC PLAYING]

CROWD: YAY!!!

HOST: Loving that eye contact. If your setup needs fixing, tag us on social @Wistia.

EPISODE 3

HOST (STEPHEN): On this episode of...

CROWD: FIX... MY... SETUP!!!

CAMILLE: Tried to bring light, tried lamps. Nothing's working. Please fix my setup.

HOST: We're going to fix Camille's setup. Stay tuned for the big reveal.

First thing I noticed is that Camille's lighting is a little unbalanced. She has a window on her left, which is letting in too much light. So we're going to close the shades almost all the way. To balance the lighting on her face, we'll add a key light to the right of her desk.

We're using this light from Lume Cube. It's really slim and it'll easily fit on a small desk like Camille's. To keep the light soft, we're going to bounce it off the wall in front of her. To balance out her framing, we'll add a desk lamp to her left. Using a color changing bulb, we'll set it to sunlight to match the light from the window. And we'll add art to the wall and fill the shelf with some books.

OK! Time for the big reveal.

[MUSIC PLAYING]

CROWD: YAY!!!

HOST: Woo! Look at that balance. If you have a setup that needs fixing, tag us on social @Wistia.

EPISODE 4

HOST (STEPHEN): On this episode of...

CROWD: FIX... MY... SETUP!!!

YOONI: I feel like I really need some help making modifications. Please fix my setup.

HOST: Yooni's setup already has a lot of things right. The light from the window she's facing is working really well. But let's get rid of some distractions from the background that are competing for attention. Let's also shift this table over to her right and add a plant to balance out the framing of the window to her left.

Yooni has too much space above her head and isn't quite centered in the shot. So to give her more authority in the frame, we'll angle the camera and slider over a touch. Yooni is using AirPods for her microphone, which is...

BACKGROUND VOICE: Oh, no!

HOST: Here's Yooni's microphone from the AirPods.

YOONI: Check 1, 2, 3.

HOST: And here's Yooni's laptop microphone.

YOONI: Check 1, 2, 3.

HOST: For even cleaner audio, we're going to use the Elgato Wave USB microphone. This puppy is not only super easy to use, but it sounds amazing for a USB mic. OK, it's that time again for the big reveal.

[MUSIC PLAYING]

CROWD: YAY!!!

YOONI: How do I sound now?

HOST: Crystal clear. Tag us on social for a chance to fix your setup.

EPISODE 5

HOST (STEPHEN): It's time for...

CROWD: FIX... MY... SETUP!!!

KYLE: As you can see, I'm in a basement. It's a little gloomy down here. Wistia, do something.

HOST: Kyle already has an LED from Lume Cube, but it's not very directional. So it spills light all over the background. So we're going to give him this one-by-one LED panel from Intelitech. This light has a grid. It'll focus the light directly onto Kyle's face and not the background.

Kyle's built-in webcam is pretty grainy and it's not great for his dimly lit office. But since he has an iPhone and a Mac, he can use Continuity Camera. Using this Belkin magnetic mount, we can put his phone over his monitor and select his iPhone as a webcam.

To frame him properly, we'll use the rule of thirds. We want Kyle's head to fall between these two vertical lines and his eyes to fall on this top horizontal line. And let's not forget to dress up the background a smidge. Time for the reveal.

[MUSIC PLAYING]

CROWD: YAY!!!

HOST: If you have a setup that needs fixing, tag us on social @Wistia.