

On-Site Video & Picture Capture for Service Projects

A Practical Guide for Creating Raw Content for Social Media

1. Introduction

Welcome to the field guide for capturing on-site content! Whether you're doing home remodeling, AV installations, home automation, or any other service project, the work you do is impressive. We want to show it off.

This guide is designed for you—the field teams, installers, and contractors. Your goal is simple: **capture the raw footage**. You don't need to worry about editing, adding music, or recording voiceovers. Our agency handles all the post-production magic. We just need you to capture the "before, during, and after" of your projects so we can tell your story.

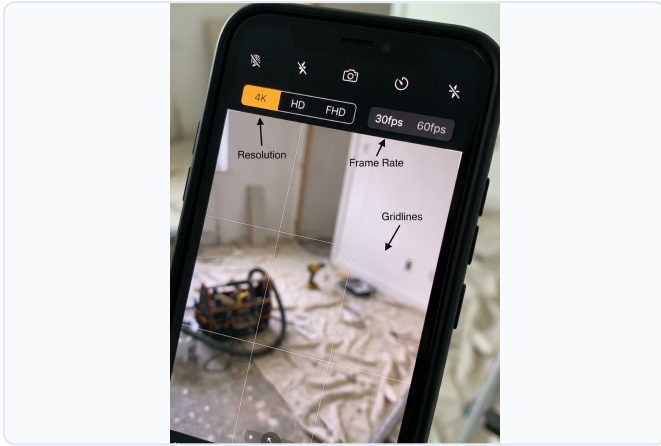
2. Equipment & Setup

You don't need a Hollywood camera crew to get great footage. A modern smartphone is all you need, provided you set it up correctly.

What You Need:

- **A Good Smartphone:** Any recent iPhone or Android device will do the job perfectly.
- **A Tripod:** This is crucial. Shaky footage is hard to watch. A simple, inexpensive tripod keeps your shots steady and professional.

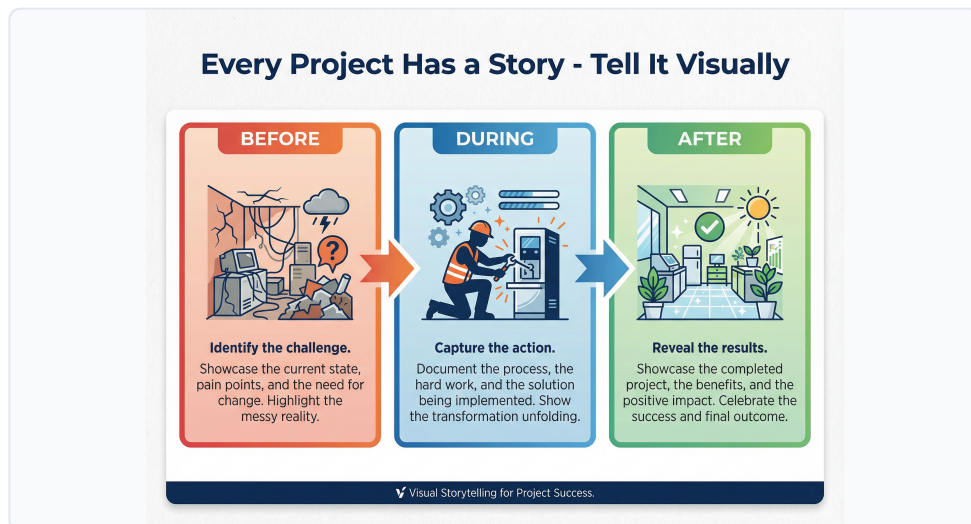




Camera Settings:

Before you hit record, take 30 seconds to check these settings:

1. **Shoot Vertical (9:16):** Social media platforms like Instagram, TikTok, and Facebook prioritize vertical video. Always hold your phone vertically.
2. **Resolution:** Set your camera to record in **4K** (or at least HD/1080p).
3. **Frame Rate:** 30fps (frames per second) is standard and works great.
4. **Gridlines:** Turn on the gridlines in your camera settings. This helps you keep the subject centered and the horizon straight.
5. **Focus:** Tap the screen where your subject is to ensure the camera focuses properly before you start recording.



3. Core Principles for Content Creation

Keep these simple rules in mind while you're on site:

- **Tell a Story:** Every project has a beginning, middle, and end. We need footage that shows the messy problem, the hard work, and the beautiful solution.
- **Focus on Transformation:** The most powerful videos show a dramatic "before and after."

- **Show, Don't Just Tell:** Don't just take a picture of a finished kitchen or a new AV rack. Show us the team building it. Show us the client using it.

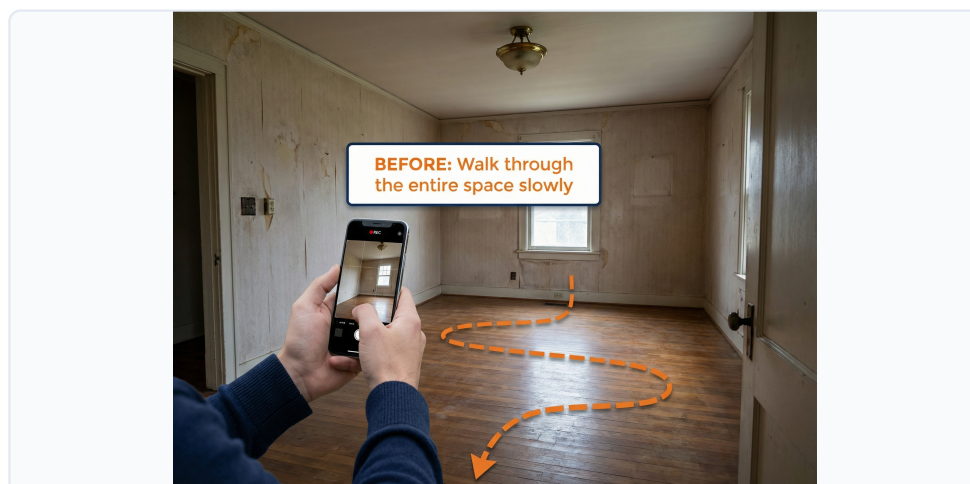
4. The Three-Phase Capture Protocol

To make sure we have everything we need to edit a great video, follow this three-phase approach for every project.

PHASE 1: BEFORE (Pre-Work)

Before you pick up a tool or tear down a wall, document the initial state of the site. This is the "problem" we are going to solve.

- **Wide Establishing Shots:** Stand in the corners of the room and capture the entire space. This gives us context.
- **Close-Up Shots:** Get close to the specific problem areas. Is it outdated wiring? A cramped, ugly kitchen? Show us the details of what needs fixing.
- **Walkthrough Video:** Hit record and do a slow, steady walk through the space, panning around to show the current state.

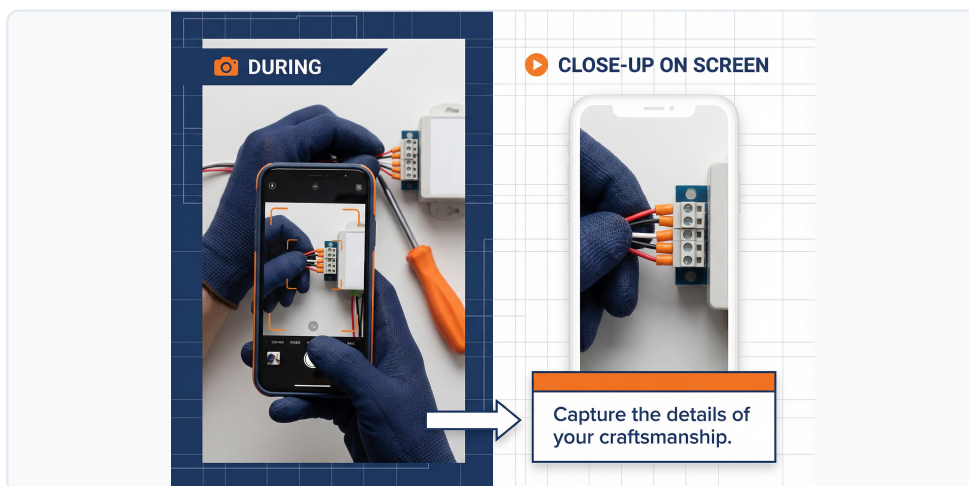


PHASE 2: DURING (Work in Progress)

This is where you show off your expertise. We want to see the team in action.

- **Team at Work:** Set up your tripod and record the team actively working. Whether it's framing a wall, pulling cables, or mounting a display, capture the action.
- **Detail Shots:** Get close-ups of the craftsmanship. Show the precision of the work—connecting wires, measuring cuts, or securing mounts.

Pro Tip — Time-Lapse: Use the time-lapse video feature on your phone (every modern iPhone and Android has it) to compress a long installation process into just a few dramatic seconds. It's one of the most engaging types of content we can use in your ads!

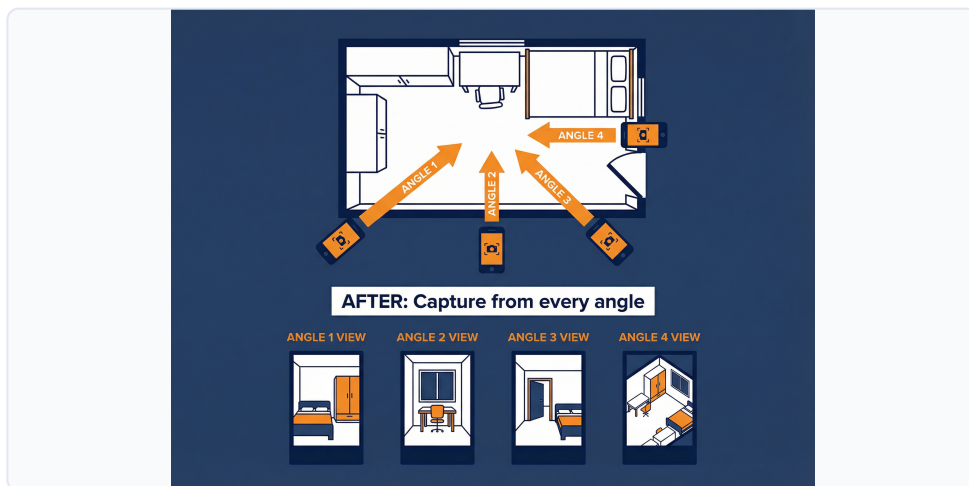


PHASE 3: AFTER (Completed Project)

The work is done, and it looks great. Now it's time for the big reveal.

- **Wide Reveal Shots:** Recreate the wide shots you took in Phase 1. Stand in the exact same corners so we can create a perfect before/after transition.
- **Multiple Angles:** Capture the finished work from high, low, and side angles. Give us a comprehensive view of the final product.

- **User Interaction:** If the client is willing, record them using the new space or system. A happy client turning on their new AV system or admiring their remodeled kitchen is gold.



5. A Note on Audio and Narration

You do not need to worry about audio.

Your job is to capture the raw visual footage. Our agency will handle all the post-production, which includes writing the script, recording professional voiceovers, adding background music, and including sound effects. Just focus on getting clear, steady, and well-framed video clips. We'll take care of the rest!

6. Quick On-Site Checklist

Keep this checklist handy to ensure you capture everything we need before you leave the site.



Ready to Build Your Predictable Pipeline?

Stop relying on referrals and start building a predictable pipeline. At LZR Leads, we help High-End Local Installers and Value-Added Resellers transform their best projects into compelling videos and generate a steady flow of qualified leads through targeted ads.

If you're tired of chasing cold leads and want your calendar filled with pre-qualified prospects who have already seen the quality of your work, let's talk. The strategy call is free, no strings attached.

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