**Ian Garlic:**

Welcome to the Garlic Marketing Show, Ian Garlic, and my guest today is founder... you’re a founder right, Oliver?

**Oliver Wellington:**

Yeah, there's two of us founders, but we're a small team.

**Ian Garlic:**

I saw you’re a founder. I wanted to make sure I was like I had this brain fart of Headliner, which is an incredible app, we're going to talk about it because video obviously is important, but we're going to talk about some of the unique ways that you can use this with podcasting and really drive up engagement 300 to 1200 percent, which is a big number.

But first before we get going, a little message from our sponsor:

*If you're looking for the best way to sell an app or to become an authority or to sell your services, online video is obviously one of the best out there. The problem is deciding which videos to create, how to format them, finding awesome apps like Headliner who will shoot the videos, who will end edit them. That's why you go to storycrews.com. Story Crews is the ultimate resource from finding apps to strategy to finding videographers and editors—the ultimate resource for business video.*

Alright, Olliver, thanks for joining us today. I'm super excited to talk about Headliner. It's one of the apps that we’re using and we love to talk about the things that we’re using. You're joining us from New York right? It's beautiful summer.

**Oliver Wellington:**

Yep! It's a beautiful New York summer. It's really idyllic this time of year. I suggest everyone hop on a plane and get here as fast as possible.

**Ian Garlic:**

And that is sarcasm.

**Oliver Wellington:**

It’s very hot. I mean you're in Florida, so I don't even want to talk about heat but there's something about being trapped amongst the buildings and the pavement and the rats and the garbage that you just can't recreate elsewhere.

**Ian Garlic:**

No, you cannot and also the buildings trap the heat and I know, I lived there. It's interesting and then also not everywhere has air conditioning.

**Oliver Wellington:**

No. No, it doesn’t. But it’s fine. It's a good.

**Ian Garlic:**

Headliner’s there.

So, Headliner... let's first of all tell people what Headliner is and some of the tactics towards the end, but exactly what is headliner?

**Oliver Wellington:**

Sure. So headliner is an online video platform that for the most helps people create social videos from their existing content. It's mostly used by podcasters. So you take a snippet of your audio and it'll transcribe it. You can add animations, waveforms, images, actual video, whatever you want and kind of get that ready for all your different social networks and all the different sizes you may need, and then we kind of streamline that process and made it super easy.

**Ian Garlic:**

Which is crucial because of the stat that 90% of social video is viewed without sound, right?

**Oliver Wellington:**

Yeah. That's the stat that I've seen too. It's funny you mentioned that stat because I think the study that I read we're seeing some kind of initial movement and I think it might be due to the AirPods. I think more people may be listening now because I have noticed in some of the tests that we run that for the first time ever a couple months ago one of our videos without captions—just the waveform—actually outperformed the caption video, which has never happened before and so our only guess is that maybe AirPods have kind of helped tip the scales a little bit.

But yeah, captions are huge overall, though.

**Ian Garlic:**

Yeah, we'll talk about the waveform because I think the waveform is interesting, too. These are all tactics that are important, but… sorry, you were saying?

**Oliver Wellington:**

Yeah, captions are definitely a huge thing and you should always have captions in your promotional videos for your podcast. 100 percent.

**Ian Garlic:**

Yeah, and a lot of the videos are... I don't know if they're because Facebook's back and forth on auto playing audio and I think it might be changing too because I did notice that when I had my AirPods in that the audio auto played. They might have hacked the system somehow and not told us about it.

I want to take a quick look real quick. I'm going to share my screen here and show a couple these videos just so people can get an example. If you're just listening to this, you're going to have to go to the show notes and click on the link and it’ll take you to the YouTube video. We’ll also have some images, but this is one of Marc Maron, famous actor, who has a podcast and he's using Headliner.

And boom: 44,000 views. Lots of retweets, and the first thing is, “How do you do that animation?” The first question. If you're looking at this, I love the way you guys did this and way they did this and it makes it look like it’s actually the person's talking but you're reading the words and that also reinforces what they're saying as well.

This is really, really cool. I mean, almost every podcaster I know uses this. We use it internally and that's why I reached out to Headliner. Where was the moment that you came up with this idea? I mean, it seems pretty obvious now, but before this was there it wasn't obvious.

**Oliver Wellington:**

So in terms of Headliner, the original kind of idea of audiograms I think stemmed from like an open source project that the radio station WNYC did, and so there's kind of been this thing. There's like a famous article on Digg, it's from years ago saying that audio could never go viral on social media and so a bunch of people in audio tried to say, “Okay, let's see if we can make audio go viral,” and so from that it was kind of like these basic audiograms were generated and it was out there and you could kind of set it up, but it was really technical and difficult to do. It was actually so difficult to set up a lot of people would still just use, you know, either really heavy video creation to create these.

So the access to creating this type of stuff is very limited. Right? We basically saw an opportunity to take the kind of seeds of what was out there and add in transcription and captions and just make a good workflow that was really accessible to everyone.

We didn't like create the idea for these. We've been the ones to make it easy for everyone to use and then also improved it to kind of keep up with the times.

**Ian Garlic:**

I think that's an important things because we were talking before the show about it being easy and customer service.

This is your second app for, correct? Second SASS venture?

**Oliver Wellington:**

We actually had another company previous to this that similarly to working with content creators, we’re working with bloggers. And we had a WordPress plugin for the WordPress people. That's kind of where it all began in similar fashion. And we made it really easy for them to kind of share content across their blogs and with other blogs. With that it kind of came down to building useful products and offering great customer support and helping people improve and get more eyeballs onto their content.

So that's kind of the same thing we're trying to help people do now is that we're giving them great customer service, helping them get helping them get more listeners to their content.

**Ian Garlic:**

Yeah, I love the app and I think it's really cool. But I really want to talk for a second about this easy because I think it's an important thing in marketing and business for people to realize is that now easy is absolutely crucial, isn't it? You don't have time for anything that takes a lot of time and I think a lot of people try and work on making things more robust instead of making them easier. We've seen it with Google, right?

How do you work at making stuff easy and making sure that the customer service is that the highest level?

**Oliver Wellington:**

In general, you know, in terms of ease we’re always focusing on how to make the kind of process better for people and up until now for making the podcast style audiogram videos. We have a very simple wizard within Headliner that people go in and it kind of guides them through the process and that's been pretty good for the last year and a half or so.

But upcoming we're actually releasing a bunch of new things because I think people have even gotten more busy over the past couple of years. And so we're kind of building new things into the product that are going to be coming out this summer that allow people to kind of link their podcast into Headliner, and then it'll kind of auto generate suggested videos for their episodes. You'll be able to go in getting a little reminder saying, “Hey, we noticed you published an episode, here are some projects for you.” You'll be able to go in and it'll pre-fill with your templates and all that kind of stuff. If you don't have any time in the world, you can at least hit export and then share those videos without doing any work or you can kind of use that as a starting point and then finish up your video.

We've kind of done a lot. Last month, I did about 15 hours of interviews with users trying to find out like what are the pain points in, and the number one thing was, “I want to make more videos. I want to promote my podcast. I just don't have enough time.”

And so kind of holistically that's the problem we're attacking now. In terms of customer support it’s just about being available. It's something that almost everyone on our team that isn't writing code is at some level going to be interfacing with our users and people that want to check us out and helping them along. So it's just kind of being available all the time, which sounds crazy but it's what we do.

**Ian Garlic:**

Yeah. That's what people expect, right? Service when they want it. We've made this on-demand society and you gotta do it. It's very interesting. So, when we talk about easy, I want to go ahead and share this because I'm logged in right now, and share what would be the workflow of me going, “Okay, I want to take this audio and make it into a video.”

**Oliver Wellington:**

Sure. So I mean the first thing I'd say is you go to the audiogram wizard. That's the blue one on the left. And then if you have an MP3 file or a WAV file, you would choose that and put it right there in that drop zone area. Or you can kind of try this one. This is the demo stuff. So from here, this is a clipper that you can use to further clip. A lot of people will clip outside of Headliner, and then just upload the clips, but a lot of people also use this. You can select different times for different social networks on the bottom right or if you just hit next you can kind of go to the next step, too.

**Ian Garlic:**

Oh cool. So yeah, that's nice. Time limit.

**Oliver Wellington:**

Yeah, so you just kind of presets and it shows you like, “Hey you have this much time max to use.” I think the demo Clips 32 seconds. Some of the limits are higher. Next you can choose an aspect ratio. The most common one is square and that's because it's versatile for mobile and desktop, so in general that's what people choose unless they're doing a stories in which case they'll do a portrait or landscape for YouTube and then I've also seen on LinkedIn people will sometimes use landscape, too. One thing to note is you're choosing the aspect ratio here, but you can actually copy any Headliner project from one aspect ratio to another and it will bring those assets over in that other size. If you want to have all three sizes, you could start out with one and then copy into the others as you go, and you might make some small adjustments, re-crop some images but it kind of gets you going and saves quite a bit of time.

**Ian Garlic:**

Yeah, this is huge, too. I want to stop here because I think if you're not watching this video you gotta hop on because I see so many times people don't pay attention to the different aspect ratios on video, and aspect ratio in your video is crucial because you should be making Instagram stories and thinking about different. Past episodes of Craig Ballantyne is rocking in on Instagram. He talks about using the different formats. So this is a nice awesome tool and an easy button for it. I love it.

**Oliver Wellington:**

And so then after you've chosen that basically now you kind of set up your basis for the audiogram. The first thing is the wave style so if you click on that drop-down you can see we've added a few round ones at the top but there's a bunch of the kind of standard ones like blob which I think is a kind of a funny name, but that's the name.

You can you can move it around and resize within the box on the right or you can kind of use the drop-down to do so. You can also change the color and the transparency as well. One thing is the wave generation, so if you choose fast, it'll create it quickly, but the wave won't be as like crisp, but if you choose slow it'll be a crisper wave.

If you want to add text you can do so here. The other thing is you can change the background color or add an image in the background area, too. And then that is for the progress animation bar. I want to say that progress animation was made popular by Gary Vee, but I'm not sure. That's the person that gets all the credit for it.

For that if you want to add one of those, you can just kind of add that and it'll kind of create one of those little bars that moves across the bottom of the screen as it plays.

**Ian Garlic:**

Nice. Within a few minutes you can be making... I mean, that's a couple of minutes, right?

**Oliver Wellington:**

Yeah. Sometimes it's faster.

**Ian Garlic:**

Yeah. I mean my computer's of loading slow, but I'm just saying that if you don't have this much time to make a whole other video, what are you doing? You better be making a ton of money.

Awesome. And it has a nice editor here. You can add text. Let's talk a little about the transcript. So you can upload captions.

**Oliver Wellington:**

You can upload captions or when you upload the audio there's a little button you can click to create the transcript as well.

**Ian Garlic:**

So guys do the transcription as well?

**Oliver Wellington:**

Yeah, we use Google for that. So it's like it's actually Google... I mean, I think it's pretty much we reviewed a bunch of different options and for the automated stuff Google's pretty good for the options out there. And so if there are little edits you need to make and things like that you can click in and kind of adjust the text.

**Ian Garlic:**

Nice. Yep, and then you can add a watermark and add media so you can add other stuff into here, too, correct?

**Oliver Wellington:**

Yep, you can add. If you go down there you can kind of see the different pro features versus the others, but you can search for different image providers, video providers and gifs, as well, and add all those to the project and those will show up on the timeline.

But like, a lot of people too… if you need to get something done in a hurry, you actually could just export this video now and it would be a fully functional perfectly good video to promote your podcast on social.

**Ian Garlic:**

Very cool. And I mean these types of videos are being shared more. I know they're being used more and I see it being used a lot especially in like the personal development space, people are sharing more and… who's the big one that's been using it a lot this type of video, I forget the site but it's like they're all in like when I scroll through Facebook video, it's those are the ones that are being engaged.

Now it's gotten to the point where I even think I see a video without any of this type of stuff on it and I'm like, what are you doing? Because no one wants just a talking head anymore. And I think just even throwing the waveform on there probably gets like you said before it gets more engagement.

**Oliver Wellington:**

Yeah, and the waveform you can throw over video. It can be like, you know, for the people that record, like you, their video podcasts you can have the waveform over that video, too, if you want. So, you know, it doesn't just have to be a static image, right? It can be an element to a true video, which I think is where everything's moving, anyways. At some point everything will just be video.

**Ian Garlic:**

Yeah, I love it. And you know what? I'm going to put that as a quote. “At some point everything will be video.” So pay attention to video, people, and if you're not doing it, I mean, this is just such an easy way to start making videos. And you know, we were talking about podcasters using it,but there's other people using these, right, and using just uploading videos to transcribe the video and add more elements to it.

**Oliver Wellington:**

Yeah, yeah. You know, some podcasters who video their shows will use that stuff, but other people that just need to add—journalists and news organizations use it to add captions to videos they have. It's all about making video ready for social media, which essentially like you just said means like, hey, if you just upload a video in today's day and age, it's not really enough. You need to have captions. You need to have some more animations on top and you need to do things to keep people's attention.

**Ian Garlic:**

You have to because people are scrolling and they want to see something besides—I mean unless you're super hot—they're gonna not stop. And I mean, of course they stopped for me... no, I’m just kidding. Here's a perfect example LinkedIn and if you're listening to this and you're not on LinkedIn, I think you are making a huge mistake. Even if your B2C, I think LinkedIn is a place to be because there's a different conversation going on there. I think there's a huge opportunity. Corey Warfield was on. He has I think 100,000 followers now. Just tons of engagement, but this shows it, right? When was this uploaded…? This was uploaded six days ago. 947 views, two comments getting engagement.

**Oliver Wellington:**

Yeah. I mean, a lot of LinkedIn has been, you know, a lot of people. I mean, LinkedIn just released video I believe a year or so ago. I'm probably getting that wrong, but it's relatively new that LinkedIn is pushing video, and that's also an opportunity to get in and be in the first group of people that are out there using a lot of video on LinkedIn.

**Ian Garlic:**

Yeah, and it helps you stand out in the feed because if you're just putting something in there, and I'm willing to bet that LinkedIn is pushing video higher in the algorithm. I know they have Live that they’re beta right now. Some people got the Live, some people don't, but this is a fantastic way to easily transcribe and I think more and more people are using the LinkedIn app. They're sitting around and I know I get the pop-ups for it, too, so this is fantastic and it's a quick, easy way to make engaging videos on LinkedIn, and even if you just want to use yourself, you do need a strategy around your videos. You can't just make videos, but once you have the strategy, it's an easy way to make this.

You were talking about some of the stats that you've seen. Talk to me a little bit about that—the stats that you're seeing with your clients and the people with customers using this.

**Oliver Wellington:**

Sure. Some of the kind of industry studies have shown like videos getting 1200 percent more engagement than static images or text. We've run our own tests, generally, split tests on Facebook and Instagram. We’ll pit a video against a static image, but we'll also split that video up into a bunch of different videos where it's like here's a video with just a wave form, here’s a video with just captions, here's a video of the waveform and captions. For the most part, the videos with waveform and captions will generally do the best anywhere from like 300 to 700 percent better than the static image stuff. So, for an extra, you know, two minutes of work it seems like it's worth it to give it a shot.

**Ian Garlic:**

Yeah. It's a great way to pull out clips and one of the strategies that we use is pull out clips of the podcast and then tease the full podcast and, I mean, you put the full podcast on there too, but it's a great way to tease it and to drive people to other places.

**Oliver Wellington:**

Yeah, and for the test we do that's one thing I should mention is that we're always testing because the big thing in podcasting is to get people back to your show. So we always are testing which drives the users to click the link in your post? So when I say engagement it means that people were more likely to click that link in your post and go visit your show versus just leave a comment or something like that.

**Ian Garlic:**

Yeah, yeah, and that's super important and you obviously want to get more and more subscribers. One thing, we're talking about engagement, but I want to come back to the idea that we’re reinforcing through different modalities triggering different parts of the brain because you have someone reading and possibly listening and possibly seen an image at the same time, and that helps to reinforce that in overall message, and you get that done in three minutes. We just saw even with with a slow computer. Very cool.

So, where do you see all this going? Obviously you’re going to make it easier for people, but where do you see this happening and the next steps, the next stages in this type of mixed-up-mashed-up video.

**Oliver Wellington:**

I think we have this period right now where, especially within podcasting, it's easy to share for creators to go out and make these videos and it needs to be easier so they can get it done because they have a lot of stuff on their plate. I think that the next real frontier is around the listeners, right? Like if you're a listener and a fan of a podcast, I know there's some tools out there right now that are working on this to make it easier to share, but it is tough to share an audio clip with someone. I want to do this all the time. I listen to tons of podcasts. I want to send a little clip to a friend about some sport thing or to my wife about some parenting thing and it's just hard to do that.

I have to say, like, “Okay I could share at this time, but then it's like they don't have the right app or this and that,” but videos are this kind of universal thing that all messaging apps accept, right? So I think the next kind of frontier is going to be around not just creators using these video clips to promote their podcasts, but the entire world using… woah, I didn’t know I could get phone calls in this booth.

**Ian Garlic:**

We’re taking callers now.

**Oliver Wellington:**

Yeah, but anyway, I was saying I think the next thing for video is going to be everyone who's a fan of a podcast using video to promote it and to share it. Instead of just saying “Hey, I like this podcast or this part of the podcast,” just saying like “Hey, this is the part I like,” and sharing it, and it's not just promoting to the world, it's also messaging to friends and family.

**Ian Garlic:**

Yes, and that's a really interesting thing. I didn't think of that aspect of it, but now you say it I listen to audiobooks all the time and like, “Oh, I want to share that.” It's not the easiest thing. You can clip it and like I gotta stop, but I think this is fantastic because it makes those clips much more shareable. So it's a great way to think about it because that's what you ultimately want people to do is to share the content.

So, when it comes to these, you don't have to tell me specifically but I'm going to ask you, which is some of the favorite ones that you've seen, some of my favorite uses that you've seen of Headliner, or the coolest uses?

**Oliver Wellington:**

Other than the normal kind of stuff we have on our gallery page, which is going to be examples of well-known podcasters and that kind of stuff. Yeah that all that kind of stuff. I don't think I can show them to you per se because I don't know where they ended up, but there are people of made music videos using Headliner. They've basically taken a song and gone through all the stock video and images and uploaded their own and mashed together to kind of create music videos, which I thought was kind of cool.

Another area of use that’s kind of interesting is a lot of students use it for school projects, and I would think oh, this is probably just a college-level thing, but we've seen even like middle school and potentially younger use it because this is what's being taught now, right, like kids are starting at a young age with iPadsand they have social accounts, so it's kind of like the future people need to learn how to make video. At some level, everyone is a video creator now and it's being taught from a really young age, which kind of creeps me out, but it's kind of interesting.

So people are using it instead of saying hey, here's my my like slide deck or my book report, they're actually making a video about the book they read. Those are kind of interesting uses that we didn't expect. I mean, we're not like totally focused on creating like an educational video creator, but it's being used for that and it's kind of fun to see.

**Ian Garlic:**

That's really cool.

That’s funny, it reminds me of the Walt Disney quote. He's like, “My first goal is to entertain and then if they get educated, that's fantastic.” But that's it, right? You're given this really easy tool, and I think when we're thinking about our businesses, you know, I love the tool. I love that what it does for video, but I also love the messaging of, “Hey, how can we make this easier for people? What can we do to make it easier?” Because we're always thinking about how we can make it close faster, how we can do this and that, but I think that message of ease-of-use and great customer service is probably to most important things these days.

**Oliver Wellington:**

Oh, yeah, definitely. It's also like there's just like so many ways to create things now using all the different kind of coding things that are out there that make it easy to put together stuff, right? You don't necessarily need like a massive tech team anymore to build some pretty impressive things.

Because of that there's just more things out there. It's almost like I kind of think like technology is kind of similar to when Pro Tools became more accessible, and music, right? And then musicians could just record at home and all of a sudden you had like thousands and thousands of home studio musicians putting stuff out there and, you know, a lot of it’s not great. It’s kind of similar in tech. There's just a lot of stuff out there and so because of that just being the easiest to use is a huge, huge part of everything. That's definitely like the number one focus for us in the rest of this year. It's getting out there and just like really honing in on that and making it so easy that it's like if you don't want to do it, it means you don't really want to promote your podcast, which is fine.

**Ian Garlic:**

Hey, do you want to use this? Oh, no, you hate promoting your podcast? You don’t want anyone listening to your podcast?

**Oliver Wellington:**

I mean, the messaging is a little rough, but…

**Ian Garlic:**

Okay, so let's talk about it. So you just go the Headliner app. The pricing is pretty straightforward and it's pretty inexpensive for how much time it saves you. 10 videos per month free. Unlimited watermarked videos. Or $12.95, you get the pro and boom, you got a ton of stuff in there. Custom intro/outro videos. Wow. I didn't even know that was on there.

**Oliver Wellington:**

We have Getty editorial images in there for you to use.

**Ian Garlic:**

Wow. That's huge.

**Oliver Wellington:**

Yeah, there's a lot of stuff in there and then you can save your own templates, upload your own fonts, all that kind of stuff.

**Ian Garlic:**

Wow. I mean, just from a workflow standpoint, I'm thinking like, I'm going to get off this call and go through our workflow a little bit more, and then that’ll be another episode of the Garlic Marketing Show.

Awesome, Oliver. Very cool. I appreciate everything that you've shared with us today. It's really cool to talk about Headliner, and also about growing your business and the importance of growing business and being easy.

Is there any last tidbits that you want to give to the audience before we go?

**Oliver Wellington:**

One thing I'll say is the best thing you can do to increase your engagement in your videos is to have the main first image be an up close picture of someone's face. Ideally smiling. Those will generally do pretty well compared to like other things you might be trying. So I'd say just test it out. You don't have to do it all your post, maybe it doesn't fit your style, but if you want to see just for engagement purposes, like try a close up of your face or your guest’s face. That kind of stuff.

Second, make sure that your captions are large enough to be read on the devices that you're sending them to, but other than that, I mean, it's kind of just pretty standard. Just creating using video when you feel it's appropriate and kind of comparing it against other stuff you're doing and just seeing the results. I think they'll speak for themselves.

**Ian Garlic:**

Very cool. And that's fantastic advice. Thank you. Listeners, if you're not using this and you're doing podcasting, you gotta use it. If you're not doing podcasting, start to get that strategy down and start to make videos and add this on there. I mean, you can go as simple as using something like, you know, Zoom that I'm doing here and then add it on the bottom and start to get increased engagement.

If you've used Headliner, do me a favor, wherever you're watching this video on YouTube or on our Facebook page or on a website, comment below, send over some of the videos that you've done. I'd like to see them. And you can promote your podcast on my podcast. Oliver, thanks a lot for joining us. I appreciate it.

**Oliver Wellington:**

Thanks so much. It was great.

**Ian Garlic:**

All right, and thanks for listening. This has been Ian Garlic and the Garlic Marketing Show.

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