

Video Marketing

Do This

Not That

In the world of online video, there are a lot of great videos, but there are a lot more terrible videos. Businesses often make a few common mistakes that turn what could have been a great video into a bad video. Our infographic, **Video Marketing: Do This Not That**, covers the most common mistakes that we see businesses make when using video to market their products or service.

1

Do This:

Create Compelling Videos

Not That:

Make Flat, Boring Videos



THE AVERAGE INTERNET USER IS EXPOSED TO AN AVERAGE OF 32.2 VIDEOS IN A MO.

All online videos are not created equal. Set out to make not only quality videos, but compelling videos. Make videos that people want to watch.

2

Do This:

Design a Video Marketing Strategy

Not That:

Shoot Random Videos



80% OF YOUR ONLINE VISITORS WILL WATCH A VIDEO WHILE ONLY 20% WILL ACTUALLY READ CONTENT IN ITS ENTIRETY

A strategy does not need to be complex and detailed. It can be as simple as a list of topics and the date you plan on recording that video. A great idea is to match your videos to the season, specials or promotions, holidays, etc.

3

Do This:

Enlist a Professional Videographer

Not That:

Use a Low Quality Camera



Online consumers will not tolerate poor quality videos. A professional video is a great investment for your business. If you can't afford a professional right now, invest in a smartphone or video camera that takes high quality video.

4

Do This:

Check for Quality Lighting & Sound

Not That:

Shoot Dim, Muffled Video



If viewers can't see you or hear you, your video is useless. Not only will it not get any views, it will tell viewers you are out of date and not committed to a great client experience. Do the Goldilocks test for lighting and sound: not too bright, not too dark, just right and not too loud, not too low, just right.

5

Do This:

Dress Professionally

Not That:

Wear Flashy or Busy Clothes



Presentation is everything in video, so dress in a professional manner. This doesn't necessarily mean a business suit. Avoid flashy, bright, or busy clothes that have writing on them. Busy clothes will distract your viewers from what you are saying and doing in the video.

6

Do This:

Write Out Talking Points

Not That:

Read from a Script



A MINUTE OF VIDEO IS WORTH 1.8 MILLION WORDS

When people read from a script in a video, it's obvious. It's better to write a couple of talking points to stay on track and then speak naturally. Practice your talking points before filming to get comfortable.

7

Do This:

Be Professional & Candid

Not That:

Act Stuffy & Reserved



This is a video portraying your business, but viewers want to get to know you. If they are unable to "get to know you" in the video or find they are unable to relate to you, they likely won't convert into clients.

8

Do This:

Share Relevant Information

Not That:

Go Off on Tangents

VIDEOS INCREASE PEOPLE'S UNDERSTANDING OF YOUR PRODUCT OR SERVICE BY 74%

Give the viewers what they want. They want to know about the products and services you offer. Stay on topic and focused. Viewers lose interest and abandon videos if they stray off the original topic.

9

Do This:

Keep It Under 2 Minutes

Not That:

Go Over 5 Minutes

45% OF VIEWERS WILL STOP WATCHING A VIDEO AFTER 1 MINUTE & 60% BY 2 MINS

Get in, give the information, and get out. Don't waste any time during the video. Try to give the most important information towards the beginning.

10

Do This:

Record Client Testimonials

Not That:

Read Written Testimonials Yourself

Online consumers trust what other people say about your business. They have even more faith in a business review when they can see the person leaving the review.

11

Do This:

Include a Call-to-Action at the End

Not That:

Get Carried Away with Your CTAs

At the end of the video, have a clear call-to-action. Call now. Schedule a visit. Email us. Don't include a bunch of calls-to-action. Limit it to one strong CTA.

12

Do This:

Publish, Share, Promote Your Video

Not That:

Only Post Video to YouTube

Simply uploading your video to YouTube won't provide enough marketing value. Embed the video on your website on an appropriate page, share the video on your social media, and use the video in email marketing. Promote, Promote, Promote.