



Ten Common Pitfalls in Video Creation

Objective:

Help you create a better video that converts and makes you money.

So you've decided to step into the world of video marketing—you've made an excellent choice. But even though explainer videos can increase conversion rates by 20%, there are a few common mistakes that will prevent your video from reaching its full potential.

Boring

Watching a video that doesn't pique your interest is like listening to someone tell you about their dream last night; suddenly you're wondering how you let it get this far and quickly realize you "left the iron on," running away relieved.

The key to creating an interesting video lies in the script. When creating a script, be organized. Follow a storyline and be sure everything makes sense. Stories are especially effective because they allow you to tap into a viewer's emotions, past experiences and ideas. They are engaging and encourage mental stimulation. Don't be afraid to throw in a little humor; often people think because they have a "serious" product they can't afford to be funny. Not so—some of the most hilarious videos come from the irony of taking something serious and making it fun.

Last but not least, don't let your video run too long. Often a 20 second video yields better results than 90 seconds. But for most explainer, new product, introductory and commercial videos, 60-90 seconds is the ideal range.

Over-Complicated Message

The point of an explainer video is to make your message easier for viewers to process. Using images can make a complicated message clearer by appealing to different learning styles. Visual and auditory learners can easily consume information through video, and with a good storyline kinesthetic learners can benefit as well.

But for your video to be effective, you must first find your core message. What is the single most important thing you are trying to relay to your audience? If your script is longer than three minutes, cut it in half. It may not seem possible, but you will be surprised at the results. When you put only the most important information in your video, your busy customers will appreciate that you respected their time and gave them the meat. A video does not need to be lengthy in order to educate your customers; shorter videos, when done correctly, pack the most punch.

Too Much Text

Even if your message is as straightforward as it gets, too many written words in your video can complicate things. An overabundance of text can make scenes feel cluttered; and if busy viewers find themselves sifting through a lot of text anyway, they will become disinterested in the video. The main point of video is to explain through images—if you feel the need for text, you ought to revisit your script.

No Professional Voice-Over

Hiring your sister-in-law's cousin to be the voice-over is a terrible way to come in under budget. Invest in a professional; not everyone has a voice made for radio, and it may surprise you how different someone can sound on a recording. Find someone who can sound charismatic, energized, and excited about the product. Hiring someone with voice-over experience can provide you with the flexibility you need for any situation.

Company Talks Too Much

Of course your company is the best, and you want everyone to feel the same way. It is tempting to make your product or service the focus of your video, but that would be a mistake. Dumping 60-90 seconds worth of product information on your audience runs the risk of over-complicating your message. Potential customers will not be able to sift through the information to find something that pertains to them. Forget what your company wants, what does your consumer want? As the product expert, viewers count on you to tell them only what they need to know.

No Call to Action

If you're looking to build revenue through video marketing, let the customers know they didn't just watch the video for kicks. Tell your clients what they need to do and to do it quickly. Let them know that not only do they need this product or service, their friends do too. Use images to encourage them to share the video through Facebook or Twitter. If visitors need to complete an opt-in form, tell them. Remove the risk by explaining exactly what to do and how to do it.

Terrible Headline

The headline is important because it's what viewers will see or hear within the first five seconds. Headlines need to be powerful and hit some hot buttons. A headline needs to quickly grab attention and usher your prospects along to the next phase of the video. Most marketers skip the headline altogether, beginning with their value propositions and continuing on with the rest of the video. Failure to write a compelling headline brings no solid results and fails to move prospective customers forward.

No Music

This should be a no-brainer. Video without background music is like eating a dry sandwich. Maybe you don't realize it is mayo or mustard your sandwich is missing, but you know it's definitely not as good as it should be. Music is pertinent to instigating emotion, heightening drama, establishing mood or setting, and/or advancing the story.

Does Not Hit Hot Buttons

A great way to convince your audience of what you can do for them is to push their hot buttons. Find their problem and aggravate it. Use unexpected points to capture their attention, embrace the element of surprise and be different. The ability to tap into a person's emotions is critical when making a marketing video; empathize with the viewer's angst and introduce the solution. You've won the battle when your potential customers smile and feel good about what they've just seen.

No Love

Your Action Plan

Take a look at your current videos. What are they lacking and how can you make the needed adjustments?

Ydraw would be happy to help

Call: 801-590-7500

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