

Our 5 Top Tips for your...Corporate Video

- ▶ Don't try to cram too much in. Tell customers why they should buy from you. Don't list all your services in detail. If in doubt make separate videos that address separate services or audiences. See our Product Videos guide for more information.
- ▶ Get to the point quickly. Hook people in or risk them clicking away. Talk about benefits, not features. Where is the customer in the buying cycle - what do you want them to do next?
- ▶ Make the tone and quality of the video appropriate to your audience demographic, and how you wish to be perceived in the marketplace. Video, like every other marketing tool, is an investment not a cost.
- ▶ Think about where the video will appear when deciding on your call to action at the end. Quoting your phone number on the video when it appears elsewhere on the same webpage is a wasted opportunity.
- ▶ If you're considering a 'green screen' studio video, ask what the compelling need for this is. If it's just to have a clever background to your video, how will that entice more customers to buy from you?

CLIENT TESTIMONIAL

Chris is a total professional and makes corporate video work simple and enjoyable. He is patient and reassuring with his subjects - especially the nervous ones! - and is always mindful of time and budget. Chris is not only technically proficient but he has a great eye for a shot and brings an editorial focus to his work that helps the client tell the best stories possible in the most engaging style. Highly recommended.

Tony Cheverall, Marketing Consultant



PROJECT SUCCESS STORY

The brief from this client was not only to produce a corporate laundry business video that highlighted a specific part of their operation, but which was then well optimised on YouTube so as to deliver maximum SEO benefit. We have delivered. As well as a well-received video, the run rate on Views on YouTube is 5 times their previous business video. The difference is achieved by keeping the video length manageable, the script tight and focussed on benefits and USP, and the visuals illustrative. This was followed up by liaising with the web designer to get the right keywords and then implementing them on YouTube and leveraging Playlists as well.

