

Our 5 Top Tips for your...Product Video

- ▶ Work out whether you can create more than one product or service video in a single filming session; it's more economical for you that way. Try to keep a consistent style and branding approach across all content.
- ▶ Make sure you cover the benefits of the product as well as the features.
- ▶ Consider a 'how to' video that focuses on usability or common questions. Giving customers demos at their fingertips can save your customer service team precious time on simple phone enquiries, and adds to positive brand perception.
- ▶ Be careful not to pack too much visual information on the screen at once; allow viewers time to take in what is being seen and heard and make sure the two match in terms of subject.
- ▶ Keyword optimisation is really important on YouTube as these are specific words that clients will be searching for on Google. When you have uploaded your video, make sure your 'caption track' is properly translated (if this just sounds like jargon, talk to us!)

CLIENT TESTIMONIAL

Chris is a very talented video producer and editor, who puts you at ease when shooting with his pleasant and professional manner.
I would definitely recommend him for your video projects.

Kina Bhattacharjee, Digital Content Author, Rentokil Initial



PROJECT SUCCESS STORY

One of our earliest clients was looking to communicate their heritage, customer process, and some products all in one video. It would have been a monster! Because this approach sounded like it was hitting different audiences with different motivations, we suggested separating things into multiple videos, depending on what stage a customer was in the buying cycle. By creating separate product showcase videos, and leaving the 'talking head' company background as a separate piece, a customer arrived on site within weeks, ready to buy a (very expensive) product because they had seen the specific vehicle tour video. Result: huge ROI.

