

1 The Power of Video

The Internet is changing. A long, long time ago it was just text, then pictures and sound came along, now with faster bandwidth video is very quickly taking over.

Business and life is happening online. Whatever is available in the real world is also expected to be available online.

According to Google, videos are 53 times more likely to get a page 1 Google ranking than equivalent text-based content!

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But that's not why you should jump on the video train.

Video has power that moves people - they laugh, they cry and they share. Sixty eight percent of viewers share video

links. They also comment, discuss, engage. It engages them at an emotional level and connects in a way that stays with them.

After 3 days people can remember 10% of text, 65% of images and 95% of the video.

As I write this, 60 hours of video are uploaded online every minute. That's 10 years of content every day. By the time you read this, those numbers will have increased and will continue to do so.

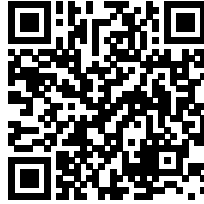
Video has power. It combines visuals with voice, with music, with other text or information on screen. When done well it can transform a business.

Of course the other reason to use video as a promotional tool is because your competitors are doing it.

It is no longer about leading the field, it's about being in the game.

This bouncy production covers a lot of what I've said above - but it does so with video.

Video Marketing



<http://sonicsight.com.au/portfolio/video-marketing>

Win business *before* the meeting

Do you ever attend a meeting without doing a quick online search about who you are meeting? What their company is about, what the person is like, what opportunities may exist between you both?

It has never been easier to research and be prepared. And this works both ways.

If you are having a meeting to pitch your services the chances are your prospect will check you out beforehand too. With a short impressive video on your site, your LinkedIn profile, your Facebook page or your YouTube channel, you can presell your client without them even realising it.

**presell your client
without them even
realising it**

After watching your video(s) they will have heard what you have to offer, why your business is the one to deal with and

how your type of service or product can benefit them, before you even walk into the meeting.

And of course video has the power to engage people much more emotionally than mere words. Your audience can be excited about you before they even meet you.

This is amazingly powerful on many levels.

1. If they go ahead with the meeting it means they like what they have seen and consider your business to be a good fit with their own.
2. When you are at the meeting you can focus on their needs and their business and discuss very little about yours. If the client has a need, then they will want to talk about that and will just assume you are able to fix it for them. So you get to listen and customise your offering specifically for them without being bogged down on how and what you do.
3. If they like the first video they watch before the meeting, the chances are they will look for more videos about you. Each video provides more connection with them and more opportunities to pre-sell your services before the meeting commences.

But don't be shy in coming forward. If you are confirming a meeting then provide a link to your video in the confirmation email - "to give you a quick overview of our

services here's a link to a short 90 second video ..." or a link to your YouTube channel or your website with the video on it.

And of course if you have a series of videos for different market sectors you can direct them to the relevant one for them.

This previewing of services beforehand means the meeting can be more productive for both parties. Ideally your video will summarise clearly and impressively what you have to offer. In the meeting you won't need to spend your client's important time trying to sell your services. If you are having the meeting after they have watched the video, you can assume they are interested. Now, they just want you to complete the promise and give them what they want.

Grab their attention

There are a lot of videos on the interweb thingy.

In 2012, 34% of Internet traffic was video. By 2014 it's 90%.

Sure, there are plenty of cute puppies falling off chairs or babies learning to breakdance, but if you're using video to promote your business you need to stand out.

Although I'm in the video production business (and have been for over twenty years), the most important part of the process in my opinion is not the lighting, or the camera positioning or even the sound. It's the story.

What's the message and how are you going to deliver it? Some people get so excited about video production that they start filming without clear focus (sorry about the pun - I'm not really sorry).

What's the message and how are you going to deliver it?

You need to know who your video is talking to and what you want them to take away from watching it.

Then you structure the production for maximum impact.

To gain the attention of your audience you need to excite them from the start. Tease them with what they are about to learn, about to see, about to experience.

With the transient audience that passes by your video you only have 7-15 seconds to grab their attention.

This can be done in several ways:

- Ask a question at the start.
- Use a high energy compile cut with exciting music to draw them in with what they are about to experience.
- Be relevant to your target - The concept that "my product or service is perfect for everyone" gets filtered

as being perfect for no one. The more specific you can be the easier it is to attract the right viewers.

If you think your offering suits everyone start asking yourself who it doesn't suit. Children at primary school perhaps, unemployed people, people in third world countries. Keep going until you start to clarify with whom you really want to be doing business. Who is your ideal client? That is who you should be targeting.

Who is your ideal client? That is who you should be targeting

With your audience in mind, consider how much they want to be watching your amazing animated 3D logo compared to actually viewing what they came to see. Sure, branding is important but don't be overindulgent.

If you must identify your brand or topic at the start keep it to about 3-4 seconds, then get on with it. Another solution is to place your logo in the corner of the screen while the content or message is being presented. Remember your viewer's finger is hovering over the mouse button and ready to click away as soon as they lose interest.

I'm sorry to confirm for you that your audience isn't really interested in you. They are interested in themselves. How you do what you do, why you do it, what makes it great is quite irrelevant compared to how all that will impact on their lives.

What are the benefits of the benefits? How does the fact that your product or service is faster, cheaper, cleaner, shinier improve their lives? What pain will you be relieving as a result? Those are the issues you want to be addressing in detail and quickly.

How you engage your audience will vary from time to time. Essentially you need to know them and understand why they are watching. Then get on with it. Set the scene, whet their appetite and move quickly through the information.

Engaging your audience

It's a fast-paced world out there. The information is flying in at a killizion bits per millisecond (I made that up).

If you want to capture the attention of your audience with your video, you need to do it in the first fifteen seconds or less.

People will visit a website for up to 7 seconds before deciding if they'll hang around to find out more.

Video can hold them for a bit longer - but not much longer. There's a click happy finger out there looking for a reason to find a new video to watch.

All of your video needs to be engaging but the first few seconds are critical. It needs to set the tone, show the style and cut to the chase.

More than a few times I've clicked on a video, wanting to learn from the content, however after 10 or more seconds of an animated logo that doesn't appear to be finishing I give up and move onto something else. I did want to watch it but I'm busy (and I don't think I'm the only one), so I clicked away.

It's a ruthless world out there on the information highway. You need to be travelling fast to be on the right track. The first 7-15 seconds need to set the scene, ask a relevant question or give enough information to engage your audience so that they will hang around for more.

The first 7-15 seconds need to set the scene

Work out what your hook is going to be and make sure you put your compelling content up front. It's about respecting your audience. Appreciating they are busy and wanting to cut to the chase. Sure, make it interesting and attractive and engaging but keep it moving and relevant.

Audiences are most engaged when you communicate at an emotional level. Video has amazing power to connect with people that transcends voice or text.

Often when developing a video for a corporate client I hit the point in the discussion when I have to tell them how I feel.

Some are eager to hear, some are a little apprehensive.

So I move in tenderly and share my inner feelings – “It’s about the love”.

The thing is video is not about dispensing information – unless it is a training video or instructional video.

A promotional or marketing video is about emotion. It’s about connecting with your audience.

A promotional or marketing video is about emotion

Get them excited, causing their blood to pump passionately through their veins as their breath catches in their throats. They await for the moment of completion... Tease them with the video – enough to excite, enough to leave them wanting more. Only then can you release them to explore the details and facts and figures ready and waiting for them on your website.

Burden your message with numbers and details and their eyes will glaze over as they check how much longer the video has to play, while they decide whether they should persevere with it or click away.

You know the point in the conversation when the person you are trying to impress is looking over your shoulder for the next person they want to talk to? Online they have no one to offend so holding their attention requires a deliberate approach.

So how do you get them hot and bothered while hearing about your business offering? You need to talk to them at a level that engages them. It's about them and what they want, what they need, what is missing in their lonely lives. Having customers talking about how your business rescued them is very powerful.

Imagine the power at a party of a friend singing your praises compared to you doing it to impress.

Watch any successful romance movie and you'll be moved by the soundtrack. "If music be the food of love, play on" says the Bard. The right music at the right time can make your video. Use the wrong music and it just won't work.

Make it fast paced if appropriate to keep the viewer engaged. And don't overdo it. Keep it long enough to pique their interest but quick enough to leave them wanting to know more about you and your offering.

Use emotive words that connect with people at a deeper level. And have fun as you flirt with your prospects. Then wait for the call: "Hi, loved your video, are you free to catch up? I'd love to talk to you about what you do and what you can do for me."

The importance of story

The time when elders would sit around the campfire passing on their stories to the youth of the tribe are now the videos of today.

Video has the ability to tell a story with passion, emotion and consistency. It is ideal when you need the same message to be delivered to many different people in different places.

A good video tells a story. It takes the viewer on a journey. It flows. It has a beginning, middle and end.

**A good video
tells a story**

It begins by outlining what you are watching, it explains how it works or what they do and then ties it all up. The conclusion can be a call to action or a warm fuzzy feeling about your product or offering.

Powerful stories are ones that people remember. It can be a phrase, or an image that is so strong that similar scenes remind you of the story. Vivid words, remarkable visuals, emotional music all impact on our senses and create a memorable experience.

Another aspect of a good story is its pace. There is a rhythm to a good story that lifts you up and carries you through the journey. Sometimes in corporate productions this can include scenes supported with commentary followed by scenes with just music.

In video, stories are told via a series of sequences. Sequences allow us to compress time to show what is happening. We can cut to the chase.

As viewers, we have learnt to put the pieces together very quickly when we have enough information. The trick is to show enough without boring your audience.

So ask yourself when developing your story - can I tell this information in a more compressed manner?

Who's the audience

I always ask my clients two questions during an initial meeting.

Who will be watching your video?

This fundamental question is sometimes not considered by people making videos yet it is the first question to be asked.

The second question to be asked is:

What's the message?

What do you want them to take away from watching the production? This can also encompass a call to action.

Everything that needs to be contained in the video needs to flow from these two questions.

Once you have this framework in mind you can create a production that flows and makes sense.

Everything that needs to be contained in the video needs to flow from these two questions

Often when clients try to do it themselves, they are so close to the topic that they get caught up in the details and miss outlining the big picture.

I was working on a shoot recently, where I was helping out a friend who was making a video for a not-for-profit organisation. I hadn't been involved in any of the discussions about the content and only had a vague idea of what was to be covered.

They brought in an expert to do the interviews. He had benefited from the organisation so he knew it intimately. The problem was he knew it too well. It turns out they were trying to create a promotional video by interviewing the founder of the international organisation.

The trouble was that the interviewer was asking questions as if it was research for a long article. He'd had a wonderful experience and had lots to ask the founder about it all. However he was asking detailed questions that were not relevant to the target audience.

They were not clear on these two things:

- Who was the intended audience
- And what they wanted as the outcome

After way too long I spoke up and suggested some questions that might give answers relevant to people who knew nothing about the subject. The interviewee then went on to tell his story. Everyone has a story and his was a good one.

Remember, videos are about connecting emotionally not intellectually.

Throughout the making of your videos always ask yourself “who is the audience and what do we want to tell them or get them to do?”

It keeps you on track. Someone may suggest things, which sound great and sexy but are just not relevant to the strategy. You only have a few seconds to engage your audience - keep focused.

Call to Action

If you go to the trouble of making a video don't forget to ask for what you want.

There is an expectation that you will be selling something in a corporate video. Being clear on what action you want the viewer to take is expected by the audience.

Being clear on what action you want the viewer to take is expected by the audience

So do it.

Tell them if you want them to subscribe to your channel or visit your website or click on a link in the comments, or “Like” this video or buy your widgets now or contact you today.

Thinking about this will also help you frame why you are making the video and what outcome you are after.

This will affect the tone of your video and its style. It will also create a framework around the structure which delivers you to that final point.