

How To Create **HIGH CONVERTING VIDEOS FOR YOUR BUSINESS**

QUICK REFERENCE GUIDE FOR NEW BUSINESS OWNERS



REMARKABLE VI STUDIOS



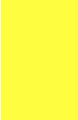

INTRODUCTION

You've probably heard that people prefer to watch video content than read text from an article or social post. Honestly, I think that is somewhat mostly true. We're humans and we learn and absorb information in different ways. Take for example you, currently reading this article. Some of us would never click on a blog article because we would rather listen to someone talk to us. While others want to watch the video and read the text associated with it. Either way video is a powerful tool, and as a business you should be taking advantage of it.

They say numbers don't lie so let's look at a few stats about video content from 2021.

- 96% of people have watched an explainer video to learn more about a product or service.
- 16 hours of video is watched online per week, from online users.
- People are twice as likely to share video content with their friends compared to any other content.
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Video as a medium has valuable attributes that set it apart from other forms of digital content. Let's talk about a few ways you can make sure your videos are positioned to convert for your business.

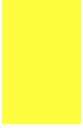


1. MAKE SURE YOU START WITH A STRONG VIDEO STRATEGY


As you create videos for your brand, you'll want to first start by asking yourself a few questions.

- What is the number one goal you want to achieve? Is it brand awareness, sales of your product or making sure your top of mind with your current customers?
- Who is your target audience? Which you should already have an idea of.
- What channels is this video going to be shared on? This can help you select the proper length and dimensions of your video.

Once you answer those questions, you're off to a good start.



As you build on your video strategy make sure you have a clear understanding of your target audience. This will help you create video content the grabs the attention of who you want the video to impact. You want to know your audience down to the detail of what social sites they visit most, also what type of keywords grab their attention. You would want to use these same keywords in your video as well as the post copy.



“Videos stop viewers in mid-swipe and grab their attention enough for you get your point across - that's a powerful tool!”





Action Steps

(Make sure you start with a strong video strategy)

1. Where is your video being placed?
2. What style of video are you creating?
3. What will you need to execute your video?
4. Is the video speaking to the audience you want to attract?

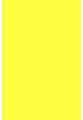


2. YOU WANT TO GRAB YOUR VIEWERS' ATTENTION IMMEDIATELY


We both know how much video is uploaded daily. You swipe up and down your timeline the same as I do so we know how saturated content can be. For you to stand out your video must have the necessary elements to grab the attention of your prospects' interest.

The opening of your video is the key. Make it your mission to evoke an emotional response within the first few seconds of your video. Whether it's happiness, fear, love, laughter, or anything that makes them feel a certain way.

You'll want to keep in mind not to take advantage of the first few seconds because you don't want the video to seem unnatural so make sure you find the perfect balance between evoking an emotion and making sure your video has an organic natural feel.



Not only do you want to grab their attention in the beginning of your video you also want to remember to include some branding elements. Here at Remarkable VI Studios we include our animated logo at the end of all our videos, and I mean all of them! This small detail has allow us to have a dynamic brand exposure as people check out our video content on social.



“Business decision makers love online video because it gives them the most amount of information in the shortest amount of time.”





Action Steps

(You want to grab your viewers' attention immediately)

1. What will you do in your video to grab the attention of your audience in the first 5 seconds?
2. What in your video do people really care about?
3. Are you adding value to people's life from your video?



3.THE STYLE MUST BE RIGHT

Ok so you have your audiences' attention, now you must deliver you message in an engaging manner. The style of your video has a direct connection to the watch time. You don't want your viewer to tune out after a few seconds, you want them to watch your video in full. Studies have shown that animation is very effective when it comes to explaining a complex product or service.

If you're looking to build trust with you audience, an "about us" video makes perfect sense. Showing off your office and your team allowing people to feel like they're part of your business works well to build trust.

Building trust with your audience will be one of the most important factors to not only your video strategy but your brand in general. Try to create content that gives your audience insight on not only what you do but show the character of your brand. At Remarkable VI Studios one piece of video content we use to achieve this is our service explainer videos. We have a chance to be human with our audience as well as give them value about our company. We create different lengths of this style video so they fit comfortably on different social platforms

“It’s not what you upload, it’s the strategy with which you upload. Kind of an update on the Hollywood adage, ‘It’s not what you know, it’s who you know.’”




Action Steps

(The style must be right)

Check out the video styles below and see which styles will work for your video strategy .

| Type of Video Productions | Definition of Video Type | Audience Journey |
|---------------------------|---------------------------|------------------|
| 1. Advertisement | High production value | Awareness |
| 2. Thought Leadership | Talking or interview | Awareness |
| 3. Business Challenges | Industry trends | Consideration |
| 4. Case Study | Customer stories | Consideration |
| 5. Demo | Product/Service deep dive | Design |
| 6. Solution | Product solutions | Design |
| 7. Product Data | Product specifications | Design |
| 8. Training | How-to | After sale |
| 9. Event Presentation | Event recaps | All |
| 10 Program Breakdown | Program deep dive | All |

A vertical photograph of a young Black woman with her hair pulled back, wearing a white button-down shirt. She is smiling and looking towards the right. The background is a blurred grey.

3. TELL YOUR STORY AND INCLUDE YOUR “WHY”

Let's be real, most of us remember stories. We connect with stories, and we find a way to see how a good story relates to our lives personally. Try to incorporate your business message into a story so that you're able to leave an impact on the viewer.

As you're thinking about ideas for your story keep in mind that the focus shouldn't just be on you, but it should be on your audience. You want them to feel like it's their story and they can see their problems, hopes, and dreams reflected in it.

Position your story in a way that the viewer feels like your product or service is the answer that they've been looking for all along.

Keep in mind that your story can be told on the micro level. For example, Remarkable VI Studios was built on the passion of taking an idea that may only be in your head and turning it into something that people can see, touch, and feel. So a way we tell this small piece of story is by showing video content when an idea is birthed then how it evolves into a final product. Be creative in your approach on telling your story.

“Authenticity, honesty, and personal voice underlie much of what’s successful on the web.”



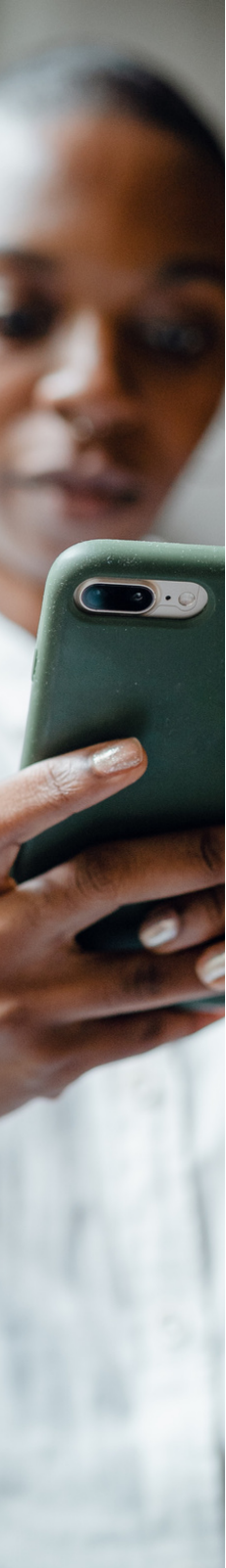


Action Steps

(Tell your story and include your "why")

1. What was the reason you started your business or brand?
2. What drives you to push forward with your brand despite the difficulty it may bring?
3. Other than selling your product or service, what joy does your business bring to your heart?


Pro Tip: The answer to each of these questions is excellent video content. So that's three videos that your audience will appreciate your transparency.

A vertical photograph on the left side of the page shows a woman with dark hair, looking down at a smartphone she is holding. The phone has a green case. The background is blurred. In the top right corner, there is a solid yellow rectangular shape.


4. THE CALL TO ACTION NEEDS TO BE CRYSTAL CLEAR

You would think that having a clear call to action is an obvious decision, but I watch so many great videos that leave me with nothing but watching a great video. Your CTA should be clear to your audience and mention what you want them to do next.

You'll want to include your business's unique selling proposition, and another successful tactic is to include the fear of missing out. People tend to act when they feel like they're going to miss out on a great deal.



Keep in mind that your story can be told on the micro level. For example, Remarkable VI Studios was built on the passion of taking an idea that may only be in your head and turning it into something that people can see, touch, and feel. So a way we tell this small piece of story is by showing video content when an idea is birthed then how it evolves into a final product. Be creative in your approach on telling your story.



"You can earn attention by creating something interesting and valuable and then publishing it online for free."

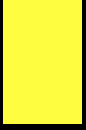




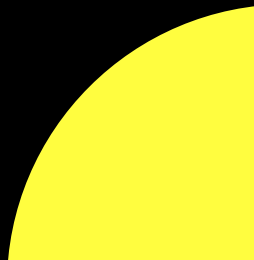
Action Steps

(The call to action needs to be crystal clear)

1. You want to have a customer journey for your business. Meaning if they come across your post on social media, how can they interact with your business from there? Can they click over to your website? Do you have a shop on your social where they can see your merchandise?
2. What will be your call to action for your next video creation?



LET'S
TALK
STRATEGY





3-PIECE CONTENT STRATEGY

The name of the game is frequency. In our fast pace social world you have to stay top of mind and that calls for posting frequently.

With the 3-piece content strategy you want to come up with a list of 3 styles of videos that help tell your brands story. Now as you make your video content, only create videos that falls within the 3 styles of videos that you have chosen.

This allows you to not have to spend time thinking about what kind of content you're going to create. Also, you begin to tell your story through the videos because they will have a format that your audience will begin to catch on to.

For example: Video Style

1. What to expect when booking a service
2. Things our clients say about us
3. Motivational business quotes

So the style videos you see above are the only videos we would create. We give it about 60 days then we'll change up the style of video.



CREATE A CONTENT CREATION DAY

A good way to organize your content creation is to create a content day. This is when you record and edit your videos all on the same day. You'll be able to easily post your videos throughout the week.

You may spend multiple hours on one day to create the content, but you'll save hours during the week being able to post on the go.

When you really get into your rhythm you'll be able to get further ahead recording multiple weeks of content in one day.