

# Video for Your Business

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Last week's topic was all about the "why" behind using video in your marketing mix. The purpose of this week's topic is all about the "what" and "how" so that you can begin to incorporate video into your business as soon as possible.

There are many strategies, methods and tactics from which to select when using video as a marketing medium.

But where should you begin? There is one common video that is necessary no matter what you offer as a product or service. This video is commonly known as an "explainer video". You really can't go wrong with this as your starting point in video for your business. Lots to cover here so let's get started!

## What is an "Explainer Video"?

Here is a GREAT example of a highly effective and engaging explainer video:

<http://www.youtube.com/watch?v=ZUG9qYTJMsI>

**If you didn't click on the link above...STOP and please watch the video BEFORE continuing. ☺**

You've gotta love it! Pretty "edgy" right? They obviously know their target market is 20-30 something year old men who would buy into the idea of ordering a steady supply of razors online. The videos language and humor matches their target audience perfectly. "Our blades are F@@@ing great!" Don't try this with just ANY audience!

**Warning- the following video is gross but effective and (I think) funny!**

<http://www.youtube.com/watch?v=ZKLnhuzh9uY>

Okay...I debated about including this video. Yes it's worse than the foul language in the previous example!

PooPourri is successful for many of the same reasons Dollar Shave Club is, and it's no surprise that their styles are quite similar. You'll notice that PooPourri's explainer video is largely live action, but switches to some animation to show the intricacies of how PooPourri works (no one wants to see a live action load dropped into a toilet). Also, check out that big green button at the end of the video – it's begging to be clicked, ending with a strong call to action.



It's worth noting that matching this tone of humor for your own explainer video would be quite difficult – most businesses will be better off with more subtle humor. PooPourri is an outrageous product, so their humor can be outrageous as well.

## **Animation works too!**

How about this animated example for a company called Mint:

<http://www.youtube.com/watch?v=rK6WLHNYjwM>

Mint is a perfect example of why some businesses are much better off with animation rather than live action. Mint takes advantage of animation to illustrate how it draws financial info from different parts of a user's life and curates it all into one setup. Mint's animated explainer video also uses screenshots of the actual product, familiarizing viewers with the product's design and arrangement.

## **How to Make Your Own Explainer Video**

**The Script-** This is the most important element of your explainer video. Without a solid script even the very best graphic elements and voiceover talent in the world will fall flat.

It's best if you write your explainer video script yourself (even if you choose to hire a production company). **You know your target customer's concerns and pain points better than anyone else**, and the video is where those concerns need to be addressed. What freaks out your potential customers? What confuses them about your product or offering? If you haven't already done some research to answer these questions, now is the time to consider surveying your audience and figuring this out.

It is recommended that your explainer video script follow this general outline...

### **Order of Script**

1. Quick overview of your product and what it does
2. Introduce the problem
3. Answer the problem with your solution (via product or service)
4. Call to action (e.g. sign up for our free trial by clicking here!)
5. Broadcast your trust signals (such as well-known clients, awards, write-ups, etc.)



## Script Best Practices

- Keep it short – 90 seconds or less is ideal.
- Your key message and value proposition should be in the first 30 seconds. Don't keep folks wondering.
- Speak in 2<sup>nd</sup> person, using words like “You” and “Your.”
- Use simple language – don't alienate viewers with technical terms they won't understand.
- Keep in mind the tone you want for your explainer video. Most videos opt for a casual, conversational tone.
- Try a touch of humor – videos with some subtle laughs tend to be more enjoyable.

**Voiceovers-** Once you have a script, you'll need a voiceover. Some options are:

**Voices.com** <http://www.voices.com/top100/favorites/thisweek>

**Craigslist:** You can find just about anything here including voiceovers.

**Fiverr:** Yes, you can get a decent [voiceover for your explainer video for just \\$5](#) on Fiverr! You'll probably have to pay a bit more than that (\$5 is usually the starting price – some charge by the second, others by the word. Chances are you won't be in the lowest price bracket). Still, you aren't likely to find a voiceover anywhere cheaper.

**Explainer Video Production-** There is a number of different paths you can take when it comes down to the actual creation and production of your explainer video. Options include...

**Bring Out the Pros:** There are some very talented professional video production companies out there that can help you make a killer promotional video. You'll have some high explainer video costs if you go this route – be prepared to shell out anywhere from \$5,000 - \$20,000 for a service like this. The advantage is that you'll have video experts helping you every step of the way and your video is guaranteed to look great. [Demo Duck](#), [Wyzowl](#), and [Studio Pigeon](#) are a few explainer video companies to consider.

**Pow Toon:** if you're making animated explainer videos, have no animation experience, but want to do it yourself on a budget, [Pow Toon](#) is the way to go. Anyone with some basic computer skills can use this animated explainer video software. It likely won't be a masterpiece, but it's easy to create and free (to start at least). They even have a [tutorial series](#) to walk you through building your creation.

**DIY Explainer Video with iPhone:** That's right you can film your own explainer video on your iPhone! (Sorry Darren Miles!) This [awesome post from Wistia](#) will show



you how. DIY filming is a great way to create cheap explainer videos. For the editing, [iMovie](#) or [Camtasia](#) are good choices. If you want to take on a DIY animated explainer video, this [animation toolkit from Salsify](#) can provide you with a ton of great animation tools and resources.

Here are two more for you to investigate: [www.rawshorts.com](http://www.rawshorts.com) and [www.animoto.com](http://www.animoto.com)

**Hire a Freelancer:** Experienced freelancers can provide high-quality explainer video production assistance at a much lower cost than a large production company. You should be able to find one easily enough on craigslist or other freelance sites. **But of course...consider members of The GoTo Network first!**

**Crowd Sourcing:** One option you might consider is the video [crowd-sourcing company Video Brewery](#). Submit a general project overview and receive a bunch of proposals from Video Brewery's network of trusted freelancers. Choose one you like and you're on your way! Video Brewery notes that these explainer video costs usually run somewhere between \$3,000 - \$5,000 or more...much more!

Chances are your animated explainer video or even your live action explainer video needs some sweet sound effects and music. Here are some resources:

- [MusOpen](#): Offering free music resources such as recordings, sheet music, etc.
- [Free Sound](#): A database of "Creative Commons" licensed audio samples and recordings.
- [Audio Jungle](#): Royalty free audio files including loops, sound effects, and more.
- [Audacity](#): This free tool isn't a source of audio files, but instead helps you create your own.

Remember to **read the fine print carefully** on these sites with regards to what is or is not permitted under the sound file's licensing agreement. Some are a cheap one-time purchase and royalty free, others require attribution, etc.

### **Discussion:**

Will you use video in your marketing?

Do you like the idea of creating an "explainer video" first?

What did you like, or not like in the first three example videos?