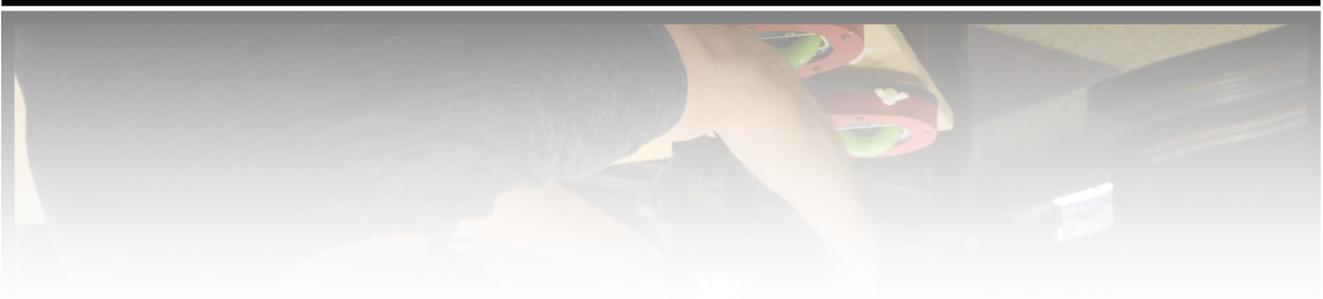

Creating A Marketing Video

A guide to creating an online marketing video that gets results.



Introduction

Chapter 1 - Start With The End

Chapter 2 - Create One Message

Chapter 3 - Using Emotion and Reason



Introduction To Creating Your Video

The purpose of this guide is to provide the user with the knowledge and resources to create a successful online marketing video. The demand for online video is increasing everyday. But, many companies take on this project without the proper planning and end up with either a video project that never results in a finished work they can use or they are unhappy with the final product. It's important to note that creating a video is a bit like painting a portrait together. The video company has to fully understand the vision of the client, and both parties have to be on the same page before elements of production begin.

Chapter One

Start With The End In Mind

Focus on results

When companies decide they want an online marketing video, many times it's because a web developer has said they need one. Or, it maybe because their competition has a new video. It's important to focus on *why* you want a video and *what results* you desire.

What Do I Want People To *Do* & *Feel* After Watching My Video?

Questions

Start with these questions, and hopefully this will guide your internal discussions, and you'll be ready for video production professionals to ask you these questions.

What is your overall purpose in creating a video?

Do you want more leads?

Do you want current customers to know more about your company, so that you can foster more loyalty?

Do you want to better define your target market so that people who aren't good customers don't call you and take away valuable resources and time?

What specific action do you want people who just watched your video to take?

Do you want people to pick up the phone and call you to schedule an appointment?



Do you want people to download a resource, such as a PDF in an effort to strengthen your sales funnel?

Do you want to lead website visitors to another page on your website?

How do you want people to feel after watching your video?

Do you want to inspire them? (They feel your passion and enthusiasm)

Do you want them to feel fear? (Such as hiring the wrong company could cost them valuable time and money?)

Do you want to create a sense of comfort, perhaps knowing they are in good hands?



Chapter Two

My Message

Coming up with one central message

Apple Is A Perfect Example of Powerful Branding

People buy Apple because they believe in the power of the brand. Apple doesn't tell you their products are better. They show you Mac is cool. PC is old school, stodgy and no fun. That translates to all their products.

Believe it or not, even marketing professionals struggle with this. If you want people to take a specific action after seeing your video, you must decide exactly what message you want people to know and remember as a result of watching your video.

If you are a remodeler, and the prospect watching your video is looking for the best contractor in the area, he or she will only call you if they are **CONVINCED** that you are in that category. If your video conveys that you perform a lot of services in



remodeling, that may not be enough for that particular customer.

Your video is just one more tool to convey your compelling branding message. Ask yourself, what will viewers remember about my company a year after they watched my video? For example, Volvo has always delivered this message. *We make the safest car on the market.* Every ad. Every brochure backs up that message.

It seems simple, you just have to come up with one succinct sentence, one clearly defined message. Yet, many companies want to convey so many messages that the viewer is overwhelmed and doesn't remember anything. The message should be easily understood and remembered and all the other elements of the video should be used to support that one central message. Try to avoid listing services and territories. Your website can do that. Focus on things that can't be listed on your website, your story, your passion, your drive. Below is an example of an outline.



We Have The Best Customer Service In The Industry

Example Outline

Message: We have the best customer service in the industry.

Supporting Facts:

A. Our founder set out to make our customer service better than anything he experienced working in the industry.

1. Tell the story and show the passion of the founder.

B. We have a staff of 30 dedicated people working in customer service.

Show your staff and use soundbites from one or two very driven customer service associates.

C. We resolve problems with phone service, not just email.

Use the testimonial of a customer who raves about your service and how quickly their issue was resolved.

D. We won specific awards for our customer service.

Show the specific awards and have someone from the association speak about why your company won.

Summarize

Go over all the points about what makes your company shine in customer service and then ask people to do something - your call to action.

Chapter Three

Facts & Feeling

Using Rationale & Emotion In Your Video



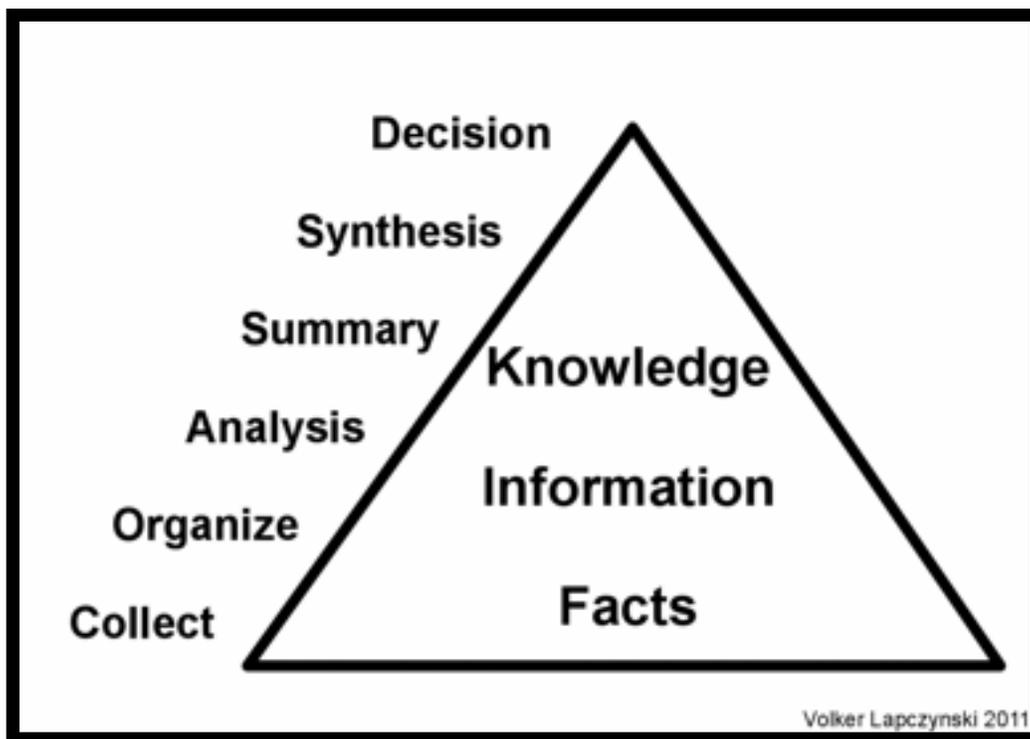
After you have carefully considered the above questions and you know for sure *why* you want a video and what result you are after and what you want people to do after seeing your video, and what one central message you want to leave them with, then consider what feeling you want to convey and how emotion will be woven with rationale in order to ensure you achieve the desired result. What will make people follow through on that call to action?

You will need two basic components. 1) Emotion 2) Facts

Emotion

Remember, people make buying decisions based on emotion and back up their decisions based on rationale. Build an emotional bond with your viewers. Help that person to empathize with you or your customer and to feel a bond with you or your mission. For example, perhaps the customer in the video is kind and giving, and your

product allowed them to make a heartfelt donation or to give their children a happier life. Or perhaps, the founder of your company left the security of a corporation and tirelessly worked for three years in her garage to start her company, and she passionately wants to hire more people who are also creative and hard working. Hopefully, your video will connect emotionally with the viewer in some way. In order to do that, you may also need components of storytelling.



Rationale

While emotion is great for establishing a bond and building rapport it won't, by itself, seal the deal. You must also make a rational argument for your branding message. For instance, if you decide your central message is : *We make the highest quality birdseed on the market.* Then, you must back that up with facts, convincing evidence, and other elements such as expert testimony. Yes, it sounds a lot like a legal case, but you are making a case to support your central message. One fact might be, we

purchase sunflower seeds that are of the same quality as human grade sunflower seeds. Then, you might show a photo of your seeds next to a competitor's seed so that people can *see* the difference. You could also have the testimonial of an agricultural expert who will say your seeds are much higher in quality than any others. Avoid trying to make a case to someone who is not in the market for the best bird seed. Just convince those who are that *yours* is the best and worth the extra money.

Consider completing an outline, such as the one in Chapter Two, consider how you blend the elements. In the outline, the facts are not in any particular order. But, if you want to tell a story, consider how you will take the viewer through your marketing video in the same way they are used to getting information and being entertained, through story.



For instance, following the outline above, you could develop a story.

Show Problem/Solution

Start with the customer. Focus on them and their problem. Tell how your company resolved it. Then, go to the founder and tell about his/her drive to create a company focused on service. Next, to the interviews with customer service reps. and then to the award and the interview with the association representative. Summarize with the pride the owner and the associates feel and what's next as they look to make a change in the industry with standard setting customer service. Wrap it up with the customer who vows to do business with you again and again. Then, ask those people who value customer service to call you.

Notice in this story, we change the outline around: We began with C (the customer), then to A, the owner, next B, and finally D.

Message: We have the best customer service in the industry.

Supporting Facts:

C. We resolve problems with phone service, not just email.

Use the testimonial of a customer who raves about your service and how quickly their issue was resolve. Present the customer's frustration with other companies and how she loves yours.

A. Our founder set out to make our customer service better than anything he experienced working in the industry.

Tell the story and show the passion of the founder.

B. We have a staff of 30 dedicated people working in customer service.

Show your staff and use soundbites from one or two very driven customer service associates.

D. We won specific awards for our customer service.

Show the specific awards and have someone from the association speak about why your company won.

Summarize the main points and end with your customer and how happy she is again at the end.

In summary, first you'll want to carefully think through your goals with the marketing video. Next, consider your target market and what action you would like them to take after viewing the video. Make sure you have a strong and clear call to action.

Remember in order for people to take that step and carry through on your call to action, you will need to use both emotion and rationale to appeal to your audience. Create a clear and compelling case for the one over reaching message you choose to

convey. Then, back up that message with facts and emotion. Once you have created your video consider how you will be sure that your target market views the video. Be ready with a game plan that includes your website, social networks, email, your email signature and optimizing the video for Google searches. Hopefully, this has been helpful. Feel free to call Donna Davis at (770) 485-6667 or email her at donna@ProVideoTalent.com