

silberstudios

17 Tips for Creating Effective Videos

The following are tips for how to engage your potential customers with on-point professional videos.

Our goal at Silber Studios is to provide you with effective videos that engage your audience and get your message across. These will set you above your completion.

Give us a call to discuss your project; we can produce just about anything from a TV series to a short introduction to your business. Or maybe you have a new product release, or a special event. Yep, we can help you. Call us 408-402-5898.

1. Think of your video campaign as an on-going conversation with your customers; don't try to say everything all at once.
2. Plan each video with one clear message and a specific call to action at the end.
3. Tell a story with your video, make it entertaining to watch.
4. Use your actual, happy customers to tell your potential customers how great you are — they'll listen to them.
5. Use videos to stay in your customers' mind: visual recall is stronger than audio recall. Combine both for greater retention.
6. Keep videos short enough so people won't hesitate to watch.
7. Connect them to your social media, post your videos on your website, FaceBook, link to your emails, etc.
8. Include your logo and if possible supporting video clips to make it more interesting.
9. Add music if it's appropriate to help engage your audience and keep up the pace.
10. Don't produce videos by committee; like cooking, you want one top chef.
11. Produce a series of short videos about each of your services or products.
12. Whenever possible, have the CEO or Owner be your spokesperson, we all like to hear from the top.
13. Relax; we can always do another take, and edit out flubs.
14. Don't use a flip camera, your iphone or your cousin Jake who has a video camera.
15. Audio quality is crucial; people click off when it sounds bad.
16. Keep your message clear and on-point. Less is more.
17. Don't wait to produce a great video for your company; people are waiting to find you and your unique qualities.

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