

A SIMPLE GUIDE TO EXPLAINER VIDEOS

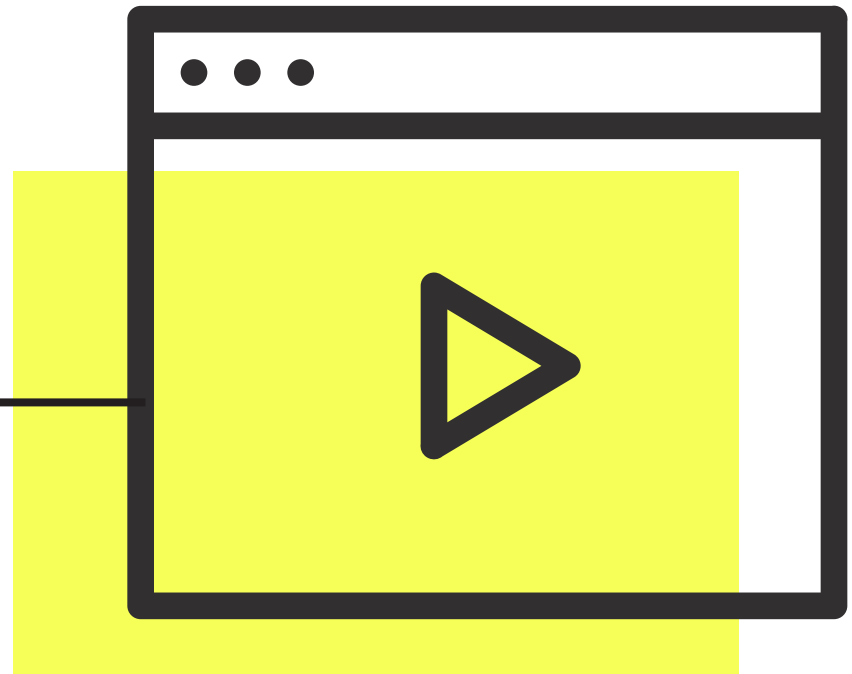


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WHAT IS AN EXPLAINER VIDEO?

Whether you're looking to attract new customers, educate the old ones, or just explain how your products and services work, an explainer video is an excellent choice for your video digital marketing needs. These are short, straight-to-the-point productions that are highly effective in converting prospects to customers. In its basic form, an explainer video is a visual elevator pitch that gives customers an idea of what you have to offer them.

SOME INTERESTING STATS:

- ▶ 78% of adult internet users **download or watch videos** they encounter online.



- ▶ Adding video to your landing page could **increase your conversion rates by more than 200%**.



- ▶ Videos that **contain a bit of humor** are watched and shared more than any other type.



- ▶ Ads that **contain raw emotional content** outperform others by twice as much.



HOW CAN AN EXPLAINER VIDEO HELP MY COMPANY?

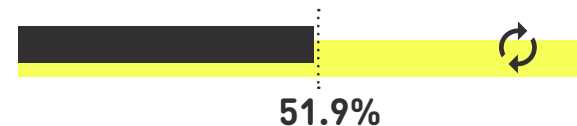
Great. Now we know what an explainer video is. Let's see how a simple video production can help your business in more ways than one.

POWERFUL MARKETING TOOL

Explainer videos are very powerful marketing tools for several reasons. One reason is that prospects are able to **view them day or night**. When the production is posted to your website or social channel, it has the potential to literally **attract customers 24/7**. This beats any traditional form of marketing by a long shot. It's a hands-off method that pays for itself many times over.

Email marketing with an explainer video is also highly effective and a very popular form of digital marketing. Prospects are **more likely to watch your video than read a long article** explaining your products and services, and marketers around the globe have caught on to these trends.

- ▶ **51.9%** of marketing professionals worldwide name video as the type of content with the **best ROI**. (ADOBE)



- ▶ **76%** of marketers plan to **increase** their use of YouTube and video marketing. (SOCIAL MEDIA EXAMINER VIA ENVISIA)



1 2 3 Simplified Communication of Products and Services

Depending on the business you're in, it can be difficult to communicate the benefits of using your products and services. An explainer video takes the hassle out of answering the same questions from clients and prospects, and highlights all the necessary information in a neat, attractive video package.

This not only works well for businesses that want to explain how their services work, but also for companies that want to answer FAQ's from current customers. Explainer videos can be used to both attract and educate customers.

- ▶ **73% of consumers** are more likely to make a purchase after watching videos that explain a product or service. (ANIMOTO)



- ▶ **1 in 4 shoppers** say they've used YouTube to search for a video related to a product they're considering. (GOOGLE)



↑ Improve Conversion Rates

Studies have shown that video presentations convert at a much higher rate than other forms of marketing. One main reason for this is because explainer videos are easy to digest (quick and to the point), entertaining and very targeted. Keeping your target customer in mind, you have the ability to create a video that is custom to their particular needs and desires.

This includes everything from the way that they talk, to the issues that drive them to watch your video in the first place. Your conversion rates can skyrocket with a highly targeted video.

- ▶ Using the word video in an email subject line **increases click through rates by 65%**. (Hubspot)



- ▶ **71%** of marketers said their video content's conversion performance was either somewhat or much better compared to other types of marketing content. (Marketing Land)





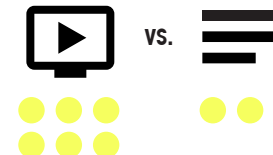
IMPROVE SEARCH ENGINE OPTIMIZATION

Explainer videos can definitely give you a boost in search engine optimization (SEO) for the keywords that your business targets. With Youtube officially listed as the second largest search engine in the world, it's clear how this can happen. Many videos appear at the top of search results for targeted keywords. Keep in mind that having a company YouTube channel is important, but you can also see this boost in SEO by optimizing the landing page on your business website.

- ▶ **77%** of marketers are using **keyword tagging** effectively on YouTube, providing a number of entries when people search for content. (**CRAZY EGG**)



- ▶ Having a video compared to just text will **almost triple** the average number of linking domains. (**SHAREAHOLIC**)



DIFFERENT TYPES OF EXPLAINER VIDEOS

All explainer videos aren't created equal. They serve many functions for businesses, and often times serve double duty. Here are the three main types of explainer videos that companies utilize.



VIDEOS DESIGNED TO SELL

Many businesses use videos to sell their products or services. They do this by demonstrating how to properly use a product or simply pushing viewers farther down the sales funnel.



VIDEOS TO EDUCATE THE CUSTOMER

Some products are more complicated than others, such as software. Creating a video to demonstrate how to use a piece of software can save customers the hassle of reading

through dozens or even hundreds of pages of information material. While you may not be able to give them in-depth explanations of how to use more advanced tools, they can gain the basic functions of the program relatively easily.



VIDEOS TO INCREASE BRAND AWARENESS

The importance of branding increases every day as more and more companies enter the business arena. Becoming the household name for a product or service isn't easy, but explainer videos can be used to increase awareness of a specific brand. For example, Budweiser does this well with their often heartwarming live action videos featuring small animals.

MARKETING YOUR EXPLAINER VIDEO

Marketing your video is hard work. There are several video sharing platforms that cater to different audiences. It pays to know which sites are best for your particular type of production. Here are some of the more popular ones.

YouTube

3 billion hits per day

YouTube, the second largest search engine, should always be your first choice when it comes to sharing your business videos outside of your own hosted website. It features a semi professional editing suite that's easy to learn, and sees over **3 billion hits per day**. Surprisingly, less than 15% of small businesses in the US use this platform for marketing.

Vine

100 million+ views each month

You can't post hourlong videos on Vine, but it's definitely a platform to be aware of. Like Twitter, it's a form of video microblogging, with videos being just six seconds long. This may not sound like something a business could use, but it's quite interesting to see what brands do here. You can use a sixsecond video to show any work that you've done for a client, or to say happy holidays to followers. Have fun and be creative. By the way, Vine gets over 100 million views each month.

vimeo

Nearly 70 million visits each month

Vimeo is often compared to YouTube, but there are some glaring differences. The platform is a lot cleaner, with less users. This translates into a closeknit community of viewers that actually interact with one another, which is a good thing. There is a fee for business services, and a limit on video storage for free accounts. Vimeo gets nearly 70 million visits each month.



SLIDESHARE

60 million visitors each month

Slideshare is a great platform for video marketing. It sees about 60 million visitors each month, and the main demographic of the site is B2B users looking for high quality content and other business services. The site is primarily designed to display Powerpoint presentations, you would need to embed your explainer video into the slides from your company YouTube channel. It's a bit tricky to add video, but this is definitely a site to invest time into.



INSTAGRAM VIDEO

200 million users

Instagram is not just for photos. The platform can also be used to share videos, and companies have benefited greatly from this feature. Users can upload up to 60 seconds of footage, and the best results come from original video.

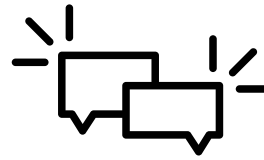
This is a great opportunity to be creative, and have fun with your video marketing. The platform has more than 200 million users.

WHAT NOT TO DO WITH EXPLAINER VIDEO MARKETING

Ready to give explainer video marketing a shot? Before you head off to plan out the production, you should avoid some things. Here's what you should NOT do with video marketing. Let's take a look.

✘ SET IT AND FORGET IT

You can't expect to have success with video marketing by simply posting the video and letting it sit. Promotions, analyzing, testing and much more has to be done after you've finished your masterpiece. Consider the finished product the beginning of a new stage of the project. It sounds like a lot because it is, but the process is well worth it when you gain the exposure and increase in revenue that you're looking for.



USE CONTROVERSIAL IMAGES AND MESSAGES

Unless you're a religious or political group, leave the controversial messages out of your business video. There's always a better time and place for that. When you're trying to sell a product or service, this could potentially lower your chances of attracting new customers, and run some of the current ones to your competitors. So, unless you're not interested in making money, stick to the products, services and otherwise generally accepted messages when creating your script.

●●● MAKE THE VIDEO TOO LONG

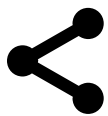
If you can get your message across in three minutes or less, you'll capture the attention of viewers with short attention spans. Anything over three minutes is pushing it. And it's not that people won't watch a longer video, but they may not be as attentive to it after the first three minutes. If you have to go over, cut to the chase and add the most important information at the beginning. No one wants to wait and see if what you have to say is worth their time.



TARGET MORE THAN ONE CUSTOMER AT A TIME

You can't sell to three different people with the same video. This is where customer personas come into play, and it's very important in video marketing. Know who you're speaking to in the video, and speak only to that person.

Tailor your script around their language style, needs, and desires. This part could take up the most time, but yields the best results. If you have more than one customer persona, just rinse and repeat with a different production.



NOT ADD ENOUGH SHARING BUTTONS

This seems like a no-brainer, but you would be surprised at how many businesses fail to add the right sharing buttons to their company video.

Sure, you should include the basics, like Facebook and Twitter, but there are dozens of other social channels that people utilize every day. Make it easy for people to share your message on the platforms that they prefer, so that your video will be seen by a larger audience.



NOT PROMOTE IT WITH CURRENT CUSTOMERS AND FRIENDS

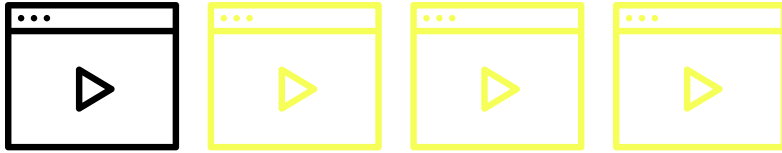
It's natural to have potential and new customers in mind when you create a new video for your company, but don't forget about your current customers, as they are the mouthpieces for your brand. Keep them informed about your new productions. You could send the video out via email, or in your newsletter. If you have a brick and mortar location, print out some flyers and let people know to go online and check out your video. It's important to let your current brand ambassadors go out and work for you.



DON'T RULE OUT HIRING A PROFESSIONAL

You may be a DIY'er at heart, but please don't rule out hiring a professional for your video marketing needs. If you don't have the skills to do this, it's nothing to beat yourself up about. Know your limits and get help when needed. Videos are an important part of your marketing arsenal, and should represent your company well, and deliver a sound message. If you're not 100 percent positive that you can manage this on your own, then hire someone who knows what they're doing.

DON'T STOP WITH ONE VIDEO



It's nice to have one video up and running, but don't plan to stop there. As you add products and services to your business, you should add more video. In fact, you should be looking for ways to incorporate video into your marketing strategy. Some popular ways to do this includes FAQ videos, about us videos and video tutorials. Visual productions should become a normal part of your sales and communications action plan.

WRAP UP — CONTACT US

Explainer video marketing can help spread the word about your business, and educate your customers about your products and services. It's an effective way to connect with current and potential customers, without having to employ additional sales reps.

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