



11 Core Tips for Creating Video to Promote Your Online Business

Video promotion is one of the best marketing techniques, especially for online and social media.

Video enhances that connection and allows you to quickly establish the 'know, like and trust' factor between you and your audience.

Here are a few tips for creating videos for social media and your website.

Tips:

1. Keep it Short

The key factor in any promotional video on your business website or for social media, is that your viewer has a short attention span. Anything more than 3 minutes and you'll start to lose their attention, unless you are providing a continuous stream of high value content.

2. Concentrate on a couple of key aspects of your company – take these from your Pillars of Promotion (see our guide on Branding and Promotion Made Simple).

Remember your video isn't there to give your potential clients a detailed history of your company but to encourage them to find out more and get in touch. Focus more on meeting their needs and less on you or your business.



3. Be clear with your message.

- Who are your audience – who are you talking to?
- What problem are you solving?
- Why should a prospect want to work with you?
- What is in it for them?
- How will they feel after working with you and getting the result they are after?
- What is your company's core service?
- What's your story – provide a bridge to your expertise?
- What are you brilliant at?
- Why should people use you rather than your competitors?

4. Think about who and where you want to engage.

Consider the platform and audience you are communicating with. LinkedIn does not have the same target audience as Twitter.

A corporate video shown on YouTube will bore people rigid.

Your social media film should be short and sharp – you just want to deliver a quick burst of value, prompt people to find out more from you in person or send them to your website.

5. Produce a Script

Taking the time to get your message and what you want to say down on paper in a structured way can really elevate your video.

Remember, you have a couple of seconds to hook someone in. Use your script to really plan out your initial hook and how you will encourage them to watch all the way until the end.



6. Provide Social Proof.

By far the most effective way to sell your company to a potential client is to put them in touch with people who have already used your services in the past and liked you.

This is where video excels. We are generally mistrustful of the written testimonial, let's face it, it could be written by anyone. However when you see a real live human on the screen we start believing.

Client advocacy videos and video testimonials re-assure your audience that you are a real company and that you have provided a great service to people in the past.

7. Produce a High-Quality Video.

Your video is representing you and your brand. Going live on social and practicing by posting to YouTube is a great way to get good at being in front of the camera and creating video.

However, when it comes to adding video to your website or creating a video as a promotion, take more time to get the technical quality right, particularly the audio. Take the time to think about location, environment, lighting, your appearance etc.

Use a production company if you have the budget.

8. Use a real-life customer experience to sell the story.

Giving the technical specifications of your product isn't what people want to hear. They want to know whether your product will solve that very present problem or help them fulfil a need or desire. E.g., increase profits, make their company more efficient, help them provide better customer service etc.



Use a real-life example of how a client of yours bought and implemented your solution and film them telling their success story of how it's improved their life or business. Case studies are powerful tools for social proof and advocacy.

9. How to get started with scripting.

First – think of the outcome you want, then the key message and use the 4MAT system to structure your video.

4MAT - section your video in these key chapters:

- Why – why should they listen, what's in it for them? Why is it important? Who – who is it for?
- What – what problem or issue do you resolve? What can you do to immediately help them? What ought to I understand approximately? And What do the specialists have to say? What statistics exist?
- How – can you help them? How will it work for them? How is it useful? How will I apply it? How does it work?
- What if - what if they do it? What if they don't do it? I do this then what will be the new results generated? If I am to achieve success in making use of this, what variations will I make for my real-international environment?

For each chapter write half a dozen bullet points.

Think about how you can show these points visually – if that's an issue think about what questions you would ask someone so they could explain these points.



10. Consider Using Other Video Assets

Perhaps you need to include some motion graphics or B-roll video to add to your story or animate a cross section of your product. Motion graphics and video samples can be found on sites like Canva.com and most are free or are relatively cheap.

You don't have to spend the earth.

Remember that once you have your initial edit that's been shot and you are happy with it, you can encode it to an MP4 for most purposes and you can encode it for a variety of outlets whether it's to be shown at a large event, streamed on YouTube, or to be played on a laptop for a sales meeting.

Encoding is standard in video editing software and is an option for exporting your finished product.

11. Always finish with a call to action.

You've made the video. You've kept it short. It includes testimonials from past clients. But don't forget the reason why you've made it in the first place. Even if this video is appearing on your website put a message at the end guiding people towards a contact page, an opt in – free offer or phone number. All the above is a pointless exercise if the video doesn't help you build an audience or encourage people to buy.

For even better results include a call to action about 60% into the video.



Ultimately, the purpose of the video for you is to get clients, so ask them to take action in some way so you have the opportunity to grow the relationship.

Summary

- **Know the purpose** of your video – what end result do you want? What would you like your audience to feel/know/do after watching your video?
- **Plan your video** – script it – use the 4MAT system
- **Produce it** – quality sound – lighting – environment - use B roll/graphics
- Include **case studies and testimonials** where possible
- **Call to action** – what do you want them to do next?

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