

The Grow Your Business Genius Bar

Getting Started Guide: Video Production

This guide is designed to provide you with some basic background on video production and showcase how it can play a valuable role in your overall marketing strategy.



Why Video?

A picture is worth 1,000 words - a minute of video is worth 1.8 million!

Video is a great and effective way to communicate both with prospects and existing customers; here are some reasons why you should consider including video in your marketing efforts:

It's Easy to Distribute

A video can be uploaded to YouTube in just a few clicks. With a few more, it can be shared to other social networks like Facebook, Twitter, and LinkedIn. If your video is engaging enough, your initial viewers may even share it with their own networks, greatly increasing the reach of your content.

It Increases Conversation Rates & Drives Traffic

YouTube is arguably the second largest search engine next to Google, drawing more monthly searches than Bing, Yahoo, Ask, and AOL combined. Video is also more likely than text to appear on the first page of search engine results, which can help you improve visibility and drive traffic to your site.

It Builds Brand Awareness & Trust

Don't be a stranger! Using video can help give your company a face and personality that your customers (and prospects) will come to recognize and trust. Viewers perceive video presenters as experts, and videos are an easy way to build credibility for your brand.

What's more, video allows you to show - rather than tell - your customers exactly what separates you from your competitors and makes you unique. Things like a personal statement from an employee or a testimonial from a customer can really help drive your message home here!

Types of Video

There are a number of different types of videos you can create, and it's always good to include some variety in your portfolio. Examples include:

Product Videos

These are designed to showcase your service offerings, and are a great complement to your website, datasheets and other marketing collateral. Product videos can be animated, or they can use actual screenshots and software video captures if you're looking to give a demonstration or show off what's under the hood. The primary goal, however, should be to generate interest in your services.

Tutorials & How-To Videos

Tutorial videos give you an opportunity to get a bit more specific and provide step-by-step instructions, walkthroughs and demonstrations of either your product offerings or well-known applications that your audience may be interested in learning more about.

Customer Success Stories

A testimonial is one of the most powerful pieces of marketing you can have, and this is true in the world of video as well. Even capturing just a few quick video clips and conducting a brief interview with one or two of your all-star customers can really help you ramp up your lead generation efforts.

Cultural Videos

Videos that show off your company culture can help add a bit more personality to your brand, and are a great way to both show your customers what you've got going on at the office as well as potentially recruit new talent. If you're ever doing anything fun or outside-the-box at the office, or participating in a local community event, etc., grab a camera (even a phone) and capture a few minutes of video. You might be surprised what you can do with it!

Video Best Practices

If you're looking to jumpstart your own video production efforts, here are a few quick tips and best practices to keep in mind:

Keep it Short & Simple

Viewers have short attention spans, so don't let your videos drag on for too long. In general, videos should be about 1-2 minutes (unless you're presenting an in-depth demo or some longer-form content).

Include a Call-To-Action

Just like blog posts and other content, you'll want to include a relevant call to action whenever possible in your videos. This be as simple as some text at the end of your video with an email address and phone number viewers can contact for more info, or if you're looking to get a bit more advanced you can embed clickable links and buttons directly into the video.

Share & Promote

When creating videos, adding them to your YouTube channel is just the beginning. Make sure you socialize, share, tweet, post, and publish your video to any relevant platforms to get it in front of as many eyes as possible.

Measure Results

Tracking video performance is critical if you hope to identify opportunities to improve and optimize your video marketing strategy over time. The number of views on a given video is your most basic metric to track, but things like engagement rate and click-throughs on CTAs can also yield some valuable insights.

If you're looking for more video marketing tips and best practices, check out [this blog post](#) from Continuum's MSP blog. And if you have any questions about the information in this guide, or would like to discuss your video strategy with one of Continuum's marketing team members, drop us a note at GrowYourBusiness@continuum.net!