

# **Why Videos Are So Effective Nowadays?**

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***“without further adieu,  
lets get started.”***

# About me:

- My name is Clemy



# About me:

- My name is Clemy
- Hometown Digos City

living in Bo. Obrero Davao



# About me:

- My name is Clemy
- Hometown Digos City  
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- Motion Designer by accident



# About me:

- My name is Clemy
- Hometown Digos City  
living in Bo. Obrero Davao
- Motion Designer by accident
- I Love Reddit [Fan theories],  
9Gag, Behance, Dribbble





# The Practicality of Video

Historically been expensive and time-consuming to produce, businesses would rather stay toward more straightforward, cheaper methods.

Video technology has advanced to the point where it's cost effective for almost any business to utilize.





**Why Videos Are So Effective?**

# They're concise.

It gives them the most amount of information in the shortest amount of time. Takes only a few minutes long, which means your customers won't have an easy excuse to bail early.

# They show a problem and a solution.

You can show a chain of causality from problem to solution. Illustrating how your products or services solve a customer need is incredibly valuable for securing more conversions.

# You can get creative.

You can write jokes into your script or play with innovative animation features. Or include some interesting music. Give your audience a memorable video watching experience.

# You can show your brand personality.

You can let your brand's personality shine throughout the video; you can write it in the tone of your script, include visual styles that reflect your character, and even choose a narrator that best represents your brand "voice."

# **You have a chance to prove your worth.**

Videos also give you a chance to prove your value as a brand with visually represented statistics, video testimonials, or the mention of some big brands you've worked with.



# **10 reasons why you Need videos.**

(Explainer, Teaser, Promotional etc.)



# 1. Reading vs. Watching Videos

People would rather watch your explainer video, instead of reading lots of text about your brand and products.

## 2. Videos boost your **SEO**

If audience spends more time on your website, it will send a positive message to the search engines, and it will contribute to your content appearing higher in searches.

# **3. You get to be in the second largest search engine in the world**

Creating videos should be a part of your marketing strategy to  
improve awareness and maximize your visibility.

# **4. Video helps you build a strong relationship with your audience**

Stories are powerful enough to let your audience know that your brand understands their struggles, and that you actually know how to help them.

# 5. People are more likely to purchase after watching a video

A website that doesn't use video content has an average conversion rate of 2.9%, but video doubles that. When websites use video, that **average conversion rate grows up to 4.8%**.

# 6. Videos have the highest ROI, and the best shelf-life

Video content is like a gift that keeps on giving. **Videos are multi-purpose**, so if you know how to recycle your video content, you'll be increasing their value.

# 7. Video content is **Gold** for both social media and email marketing

Video content is like a gift that keeps on giving. **Videos are multi-purpose**, so if you know how to recycle your video content, you'll be increasing their value.

# 8. They make for amazing ads

If you want an amazing and effective ad, it's essential that you rely on video.



# 9. Video is the preferred medium for mobile users

Keep up and create content tailored for mobile users, half of video content is viewed on mobile. Watching a video or reading long chunks of text; **people always prefer video.**

# 10. Video content is great to explain products and services

**98% of people** who have watched an explainer video to learn about a product.

There's nothing more effective than using an explainer video, especially an animated one.



# **Tools In Creating Video Presentations**

# For Starters...

# For Starters...

- Windows Movie Maker
- Pro Show Gold
- Animoto
- Biteable
- PowToon
- Movavi
- Wideo
- Magisto
- Animaker
- Focusky

**Demo**

# Essentials...



# Essentials...



**Demo**

# Advanced...

# Advanced...



**Demo**



# **Overview on How to Create a Killer Video (explainer).**

# It's All About the Script

A well written script is the key to a successful explainer video.

It's the foundation upon which everything else is built.



# The Shorter the Better

The longer your video is the less people will pay attention to it:

# KISS (Keep it Simple Silly)

Good explainer videos focus on 4 simple things, **The problem,**  
**The solution, How it works,** and **A call to action.**

# Benefits, not Features

It's the benefits that really matter to customers.

# Use a Professional Voice

Nothing can ruin a video faster than poor audio.

# Have Some Fun

Adding something a little different to your video, whether it's humor can go a long way.  
It gets people smiling and helps them connect with your brand in a way that a website can't.

# Visuals are Secondary

Too much detail and whizbang visual effects can distract from the message.

# Set the Tone with Music

Music can evoke all types of emotions, and it has the ability to  
set the tone and pace of your explainer.

# Plan for the Launch

A successful video launch consists of 3 things: **Select a video host,**  
**have a marketing plan** and **integrate the video on your website.**



**More Demo**



**Extras:**

# Extras:

- Build an online portfolio

*Preserved | Immortalised yourself inside internet.*

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- Never stop learning

*Embrace and cherish failures.*

# Extras:

- Build an online portfolio

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- Never stop learning

*Embrace and cherish failures.*

- Inspire others

## Find me @

- Dribbble - <https://dribbble.com>
- Behance - <https://www.behance.net/suizcake>

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***Fin***