



# WHAT IS AN ANIMATED EXPLAINER VIDEO?

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Selling animated explainer videos is a great first Drop Servicing business because they're easy to understand and easy to sell. The production process involves having your client complete a questionnaire which then goes through scripting, storyboarding, voiceover and animation to produce the final product which you deliver to the client.

Generally, your clients will be provided with the component of the video at each stage of production to give feedback and confirmation. The end product is a simple little video they can use in their communication with their customers.

You can see examples of explainer videos on <https://www.powerfulsalesvideo.com>

## Why do companies need them?

83% of businesses say their homepage explainer video is effective. ([Wyzowl](#))

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. ([Insivia](#))

72% of customers would rather learn about a product or service by way of video. ([HubSpot](#))

Videos attach 300% more traffic and help to nurture leads. ([MarketingSherpa](#))

A website is 53 times more likely to reach the front page of Google if it includes video. ([Insivia](#))

Including a video on your landing page can boost your conversion rate by up to 80%. ([Unbounce](#))

Video increases organic search traffic on a website by 157%. ([Conversion XL](#))

Interactive email letters improve click-to-open rate by 73%. ([GetResponse](#))

56% of consumers believe that a company should have video content on its website. ([Forbes](#))

73% of users bought a product after watching an explainer video about it. ([Tubular Insights](#))

# Where can your clients use them?

Video is a powerful tool during marketing, sales, and service delivery. Your clients can use a video:

- On their website for branding
- During their sales process
- To onboard new customers and clients
- To explain a product or service
- To train their team
- To pitch to investors