



Who all are your target audience?

It is important to outline your target demographic with as much detail as you can. You can't create great videos without determining the buyer persons you want to

appeal. When it comes to your target audience, **the more specific the better**. It's okay if your content isn't interesting to anyone outside of that group; you're aiming to help viewers self-qualify.

What should your audience take away from your videos?

Think about what **value your content will add** and what tasks or goals it will help your audience accomplish.



There is no one right way to make a product video. Depending on your vertical, customers have various expectations on what they want to see. And, they have various needs based on how they make purchasing decisions. However, there are a few things though that is common to all the best product videos out there:

THEY TELL A STORY

Without context, your product video isn't going to make any sense. Your video needs to **put your product or service in context**. That often means it needs to be shown in use, as a great example of your product — and why the customer can't resist it.