

THEY ARE SHORT AND PRECISE

Aim to make a video short and topping out at **30 seconds**, especially for the sake of sharing on social media. It's hard to refine a message down to half a minute, but the best product videos make it look like a cinch.

THEY ARE HUMAN

The point of a product explainer video is to increase relate-ability between your brand and your customer. Text and images don't get this across as well. The video production needs to **show emotion and honesty** — whether it shows actual people or is an animated video. The main aim is to give potential customers the feeling as though **you understood them, and spoke to the core of their best self.**

Last but not the least, making the video **look professional is a plus point.** Filming in a **properly lit environment with low background noise** needs to be ensured. After releasing your video it's important to **review your video's engagement data** to justify your investment in video and to understand how well you are performing. This step in your video marketing strategy will help to determine how your video content aligns with your business objectives and start using assets more effectively.

