In depth: Explainer videos

Covered in this lecture:

Pros and cons of using explainer videos

► **Pros:**

- Video converts much better than just text pages
- Explainer videos can do a great job in getting across a product that needs in depth explaining
- You cover way more ground in a shorter time

► **Cons:**

- Explainer videos need a lot of work to create
- If your target customers are older, videos might not work well for them

● **Tips:**

1. Consider your users expectations and try to be as ordinary as you can in relation to the other videos you use
2. If you are in a company that relies heavily on video, they already have the infrastructure to create them, so it will be easier to use this type of MVP

See you next lecture!