

Why Videos Are So Effective Nowadays?

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

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...

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

Essentials...



Advanced...



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.**

Extras:

- Build an online portfolio

Preserved | Immortalised yourself inside internet.

- 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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