



Best Practices for Business Video

Taking your company's video game up a notch

Businesses are using more and more video for training, internal communications, product releases and demos, advertising, sales pitches and more. Gone are the days of reading old-school pamphlets on offerings. To make a mark, businesses must look to engage with creative, fun and impactful video. Virtually every successful company regardless of size has recognized this trend and is becoming a video content creator.

However, producing video content can be costly and time consuming. It's therefore critical to ensure you're enlisting best practices when it comes to video content creation. Consumers can easily recognize poorly produced or 'cheap' video from engaging, effective video.

Video best practices and tips:

Video is not
one-size-
fits-all

Think about where you're going to distribute your video before you create it. Identify who the audience will be. Yes, video is an investment and you'll want to drive exposure, but video won't work well when posted on every channel and forum. If it's for social, it should be short and snackable, if it's on your website, maybe you want the content to be slightly longer or with a more informative tone. Craft a video plan with key KPIs and goals. Set priorities for your different channels to ensure you're not simply creating a video and placing it in areas it's not meant for.



Native videos reach more audiences

Native video refers to video content that is uploaded directly to (or created on) a specific channel, such as Facebook, and played in-feed. Uploading videos or creating them directly on Facebook for example, rather than posting a link to the video on Youtube or Vimeo is much preferred. Why? Native video means viewer consumption then and there without extra clicks, which translates to better engagement. Also, social media platforms have algorithms that push your videos to more audiences if they are native. LinkedIn rewards native video so you can get more views when uploading it there directly.

Keep your videos short

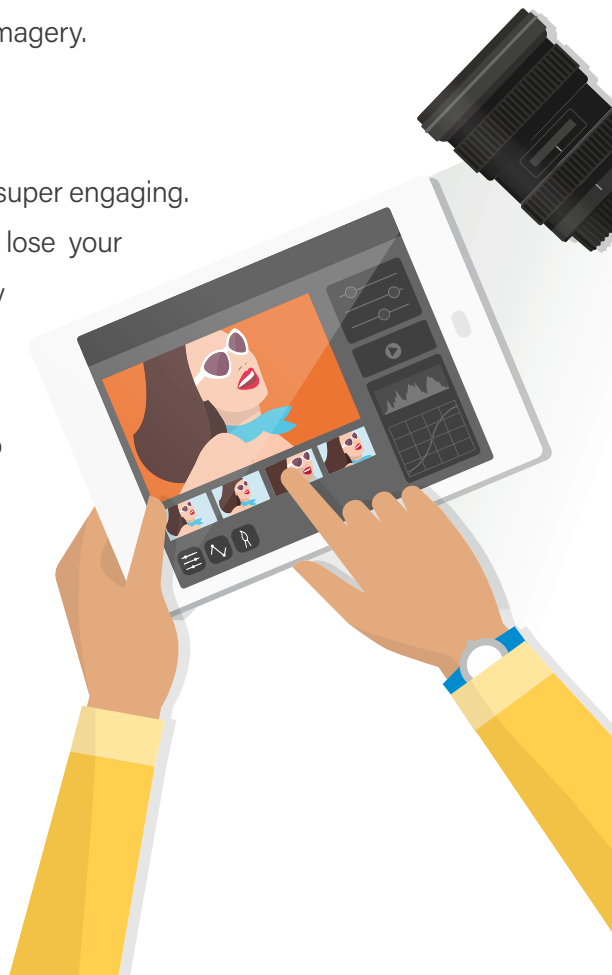
Try to keep videos under 30 seconds for brand awareness and brand consideration goals. A 2018 study by LinkedIn found that videos under 30 seconds reported a 200% lift in view completion rates. Test longer videos for demand generation.

Tell a story

Use faces. People like seeing people. Videos that have real people talking or using a product are more relatable. They're therefore much more engaging than videos that show only your product or use random stock imagery.

The beginning matters

The first few seconds of your video need to be super engaging. You have roughly three seconds before you lose your viewers' attention. The 'endless scroll' is very real and consumers have a ton of video content to choose from. Your beginning graphics and video title should be designed to reel them in. Think of the first few seconds at the start of a video the same way you would as an article headline. Make them want to see more and try to appeal to them on an emotional level.





Move around

Change the scenery within the video to keep things looking fresh every time there is a new sentence or phrase. Movement and changes keep the audience engaged. Even adding pop-ups with text, emojis or icons at relevant times helps with this visual engagement. If you're not using multiple contrasting locations, you're likely boring your audience. Single shot videos with still backgrounds usually don't have the same impact.

Make your content accessible & inclusive

To both reach diverse audiences with different needs and avoid a PR nightmare, make sure your video content is inclusive. From onscreen characters and actors being used to promote diversity to the way the content itself is consumed by offering closed captions to help viewers with hearing loss, businesses are being held to much higher standards. Accessibility technologies like captioning are being used by a multitude of audiences aside from those with disabilities, including those who are commuting. Most video views happen on mute and the user must unmute the video actively. In fact, 85% Facebook users watch video without audio and 91% of videos with subtitles are watched to completion compared to 66% of videos without captions. Make sure you're taking the time to offer captioning and accessibility measures to your viewers.

Go global

For greater audience reach, consider translating your videos to different languages. 89% of YouTube users are based outside of the US and 80% of the global population requires translated text subtitles. Keeping this in mind and looking toward translation will help you reach many more individuals, making your video investment much more worthwhile.

Use targeting capabilities

With a multitude of data available to you on social platforms and post scheduling platforms, take the time to get specific. You can play around with different headlines, placeholder screens and text that accompany the same video to see what works best, target different audiences and uncover what resonates. Viewers expect customized experiences. They want the videos being recommended to them on social media to resonate with their individual needs, passions and problems.





Timing is everything

Use data to play around with the times you schedule your posts to publish. Gain an understanding on the times which result in greater views and engagement. Do your posts perform better during the workday when people are glued to their computers or during the weekend when they're scrolling more casually and browsing leisurely? The product or offering you're showcasing may determine the answer and whether your audience is global or based primarily in one region also plays in.

No super sales-driven videos please

Avoid being overly salesy in your videos. Most viewers are looking for solutions to their problems, but they do not want to have to listen to a sales presentation or be pitched. Viewers will recognize this right away and move on to the next video. Make sure your videos are designed more delicately and creatively to engage audiences around your offerings without throwing hard sales pitches at them.

Include a call-to-action

At the end of the video, always include a CTA for the viewer. Make sure it's presented clearly both visually and in the text you select for the action. Ensure it marries nicely to the content of the video itself and that you're asking the viewer to take a relevant next step to fuel continued engagement with them. Again, be wary of being too salesy.

Just start somewhere

To get 'good' at video, you need to start shooting and testing to see what works. LinkedIn reported that video posts earn an average of 3x the engagement of text-based posts and articles. You may not get it right or feel your investment pay off right away, but consumers want and expect video. Give it to them, analyze the results and keep reinventing until you find what works and resonates with your ideal audience.

