



# MAKING A VIDEO FOR YOUR BUSINESS?

## 7 THINGS YOU MUST AVOID!

Number 3 is the One  
Most People Get Wrong



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According to the Content Marketing Institute Research Report, 73% of B2B Marketers are using video now - and there'll be a suitably big number statistic somewhere for B2C businesses as well.

Stats are all well and good, but this one does reflect something very obvious – and very important - for those of us who want to ensure maximum effect with our marketing efforts and budget. Video marketing is on the rise because it's the way that people like their content delivered, and it's the content that can offer best conversion of prospects to customers - if you get it right.

## Video ROI (Return on Investment) has come of age!

Historically, businesses have shied away from video because of the perception that video was expensive. However, effective marketers are increasingly realising that delivering messages quickly and connecting with customers more frequently in the format of their choice, has a greater impact on both the customer experiences they deliver and ultimately their bottom line. Video ROI (Return on Investment) has come of age!

Embedding quality video content on your website helps your Search Engine Optimisation (SEO) - it helps improve your search rankings. Video content on your landing pages and web pages creates a better online experience for those that visit your website - that's why video improves conversion rates on whatever goals you've set for your business, and turns more strangers into visitors ... and potential customers!

Without the right approach to producing online video content, though, you can devour big chunks of your profits, without any hope of the right sort of returns. This article will not only tell you the 7 things you absolutely HAVE to avoid if you're spending money on video, but it will also outline a strategic approach for creating video content within budget that delivers an end product that you can be proud of.

## D.I.Y. video making – is it a good idea?

Making your own videos appeals to many entrepreneurs and small business owners – in many sectors DIY video is well established.

73% of Marketers may be using video. However, of those that are DIY videos, 72% are rubbish (only kidding – that's a Saucy Horse made-up statistic – but there's an important point here). If you're going to spend time and money on making a video for your business, you will want it to deliver results.

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*Research has shown that the information retained from a video with a run time of one minute is equivalent to 1.8 million written words – that's a lot of words!*

Brainshark

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**So here** are our top tips on things to avoid when planning any sort of video – DIY or professionally produced – for YOUR business.

## 1. DON'T SET "MAKING A VIDEO" AS YOUR OBJECTIVE.

STOP PRESS! Making a video is not an end goal in itself. And it's certainly not a panacea to all your marketing ills, unless you've done some thinking and preparation.

Start by thinking about what you need to achieve. Specifically, what do you want people to think, feel and do differently as a result of watching your video? **Remember "The Power of Why: Why "WHY" is the secret to Video Marketing Success!"** You'll find this article on our website, where you can also download our free crib-sheet on **"Questions to ask yourself when planning a business video."** If you want to ensure you cover all the right bases before you start spending money, this is an essential starting point.

## 2. DON'T BLAG IT.

Know your subject or make sure someone else working on the project does. Think about the key messages you need to get across to persuade the viewer to feel the way you want them to feel – and to take the action you want them to take. You may want to ask a subject matter expert to validate your key messages.

Equally effective is a customer testimonial – so much more effective on video than written on a page. As we point out in our free report **Video in Your Digital Marketing Arsenal**, peer recommendation and referral is one of the most effective tools in your video arsenal.

Whichever way you choose to reinforce your credibility and the perception that you are an 'expert-in-your-field,' it's important to present it in a video-friendly style.

However, a subject matter expert's job is to know the subject. They're not always the best person to write engaging dialogue or scripts. So consider getting a trained scriptwriter to cast an eye over your ideas. A professional scriptwriter will be able to make it work as a visual piece, which means it'll be more effective at getting people into your funnel.

## 3. IT'S NOT ALL ABOUT YOU - RIGHT CALL TO ACTION

This isn't about you – it's about how you can help your audience. Are there any defining characteristics (age, gender, job function, interests, particular pain...) of your audience that should influence how you deliver your message?

CLUE: There should be – so if you don't know what they are, you'll need to work them out before you even try to write the content or define the Call To Action.

Remember Market -> Message -> Media – in that order.

We're talking real detail here – if you don't know what matters to your prospect, how can you tell them how your product or service will benefit them? And let's get this straight from the get go – a good marketing video doesn't just tell the world why your business is so great (the features). It tells your prospect how you will solve their problem and ease their pain, even if they don't know they have it yet! The best videos do all that by telling a great story. You can see some super examples on our **website video gallery** at [saucyhorse.co.uk](http://saucyhorse.co.uk).

## 4. DON'T WING IT

Anyone can learn how to build a basic storyboard and it's an essential starting point. It helps you structure your story and signposts your key messages by defining a sequence of shots. You can download our **"Storyboarding Essentials"** guide on our website.

**Anyone got the number for Leonardo's agent?**

Storyboarding is one thing. However, not everyone can learn to write scripts or act as well as Leonardo Di Caprio – and a good script and good actors are essential if you're planning on any kind of dramatic approach to your video. Clunky dialogue plus bad acting is a car crash video waiting to happen!

And, please, take care over your audio! If I had a donut for every time we see a video that looks okay but sounds dreadful, I'd have a lot of donuts. You need to ensure that your carefully crafted message can be heard and isn't accompanied by overwhelming ambient noise like airplanes overhead or rustling as the mic gets lost in the folds of your shirt. With that said, you will almost always want to use a separate mic. Using the camera's mic might be fine for an on-the-fly video blog, but not for your company brand builder on your home page.

## 5. DON'T LOSE THEM

**Keep it bite-sized.** Scarlet Johansson or Tom Hanks might be able to keep our attention for 120 minutes on screen, but can you? Monotonous talking heads will send your audience to sleep. Even if you're producing lots of content and using different images and footage, you need to break it down into

short snappy clips (60-90 seconds for teasers and intro videos, and 2-4 minutes if you have a more detailed proposition, as a rough guide). By engaging your audience with these shorter clips you will keep their attention and entice them to want more. They're more likely to move onto other content that you guide them towards.

**Make it look pretty.** Video is a fluid medium with moving pictures – so think about the locations you'd like to include. Aim for interesting locations that are visually stimulating and with that usually comes background sounds (actuality) so again be aware of what that is going to sound like in the finished piece.

**Make it sound good.** We recently filmed in a wool mill and had to wear earplugs – the noise levels were horrendous. However, we wanted to use the sounds of the machines and the processes over the pictures, so we added those at the editing stage, rather than spoil the piece with the real sound that was recorded on the day!

**Choose the right on-camera talent.** Normally “less is more.” Don't just include everyone you can think of! The interviewees need to be people who can talk naturally in front of a camera, and know how to bring a subject to life. Pick the members of the team who perform well in meetings, or speak confidently in front of the boss! They're more likely to enjoy the experience of being in front of a camera.

## REALLY IMPORTANT

Don't encourage interviewees to prepare any kind of script or imagine that they're going to perform a “piece to camera.” Unless they're Jeremy Paxman, it just won't work! They should think about what they need to say in bullet points. Then a good interviewer or producer (and, again, a production company is good at this bit because they've done it many times before) will interview them to get the natural and engaging flow that works so well in a video.

Think about it. **People remember...**



**20%**

20% of what they hear



**30%**

30% of what they see



**70%**

An amazing 70% of what they see & hear!



## 6. DON'T BE STUBBORN

Just because it's your business, your idea, and your baby - don't be stubborn. Consider whether a professional presenter, either as an on-camera or voice-over talent, will do a better job than you, when it comes to fronting your video. Remember - it's all about getting your viewer to take action. Who will have the most success with that in your specific video?

If you really do think it should be you, get some good advice from a video production company on how you'll be best utilised. We're often asked if the videos we make can feature the MD or the Head of Marketing, but if they aren't the right people to deliver the message, we suggest otherwise and find a way to feature them without changing the whole tone of the message!

Very often, a really effective way to deliver your key messages is simply through the words of your interviewees and actuality sound, with no presenter or voice-over at all. This requires experience and the knowledge of what needs to be acquired on video in the first place in order to have a piece that is effective at telling the story. This is where a video production company is an option worth exploring, as they will have examples to show you and will be able to write the script and creative treatment to make that style work for you.

## 7. DON'T ASK YOUR MUM WHAT SHE THINKS (NOT TILL IT'S FINISHED, ANYWAY)

Videos will be ruined if they are produced "by committee," so it's important to have one or two people in your organisation who can commission the film and give a clear brief. They would then work with a production team or other colleagues as a conduit for ideas. One person should have the responsibility to sign off scripts and edits.

Any other way usually leads to an inferior video, full of compromises, that doesn't do the job it set out to do.

So, is making a DIY video right for you?

Video has become accessible to everyone, and there are fantastic tools out there for small businesses to make video content that they can use to promote their businesses. It's a common belief that "anyone can make a video" simply because they enjoy the home movies they make, and the belief that those skills are easily translated into a corporate or company video.



Unless you fully understand what you are going to need at the outset, there'll be tears before bedtime. That's where some rules and guidelines can stop you making costly mistakes.

Don't forget, there is plenty of useful advice on our website especially for entrepreneurs who want to make the most of the video marketing explosion, including [examples of business videos](#) we have produced for our clients.

[DIY video does have its place though and is absolutely great for certain audiences and certain situations.](#) For instance, a video blog on your latest offers, a quick "out-of-the-box" video showing how your product looks when your customer unpacks it, a video update on an event you're promoting or a fun Vine or Instagram video that you use to inject personality into your business on the social platforms.

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*62% of consumers say that watching product videos makes them more confident in their online purchase decisions.*

Internet Retailer

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When you are ready to create your own business video we're here to help. We offer Video Production Workshops teaching the latest tips and tricks of using your own camera gear and editing software to create your company video.

[If, however, you want a video that will be your "Hero" content representing your key messages and your business to the world, think carefully about your approach.](#) It will be your flagship brand builder, so it needs to present your best side to your customers when they land on your website for the first time. Be very careful what the production values of that video actually say about you once you've made it.

So you have produced your fabulous video, and now you'll need to get it in front of an audience. The online, social and advertising platforms where your prospects hang out are where your video needs to be. You'll need a strategy that means you achieve the eyeballs and shares that will bring more pre-qualified leads into your sales funnel, and you'll need to measure and monitor how well your video marketing strategy is driving leads to your business.

As part of our [Video Production Workshops](#) we also explore how to market your video on the web and explain the value and differences between many popular social media and digital marketing techniques.

# TO RECAP

This strategic approach for creating video content will help keep your project within budget and will help you create a great company video that you can be proud of.

- ☑ Define objectives
- ☑ Use a subject matter expert or testimonials
- ☑ Tailor your approach very specifically to your audience
- ☑ Create a storyboard
- ☑ Write a proper script & treatment
- ☑ Keep it bite-sized - looking and sounding good
- ☑ Ensure it converts (Measure!)

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*Once visitors reach  
your site, video  
increases time on the  
page by 800%.*

Bubobox

If you want more flesh on the bones on how to achieve this, DOWNLOAD OUR 'GETTING STARTED GUIDE TO MAKING A VIDEO'. Also check out our Saucy Horse Video Production Resources page where you can download all of our other free resources at [saucyhorse.co.uk](http://saucyhorse.co.uk).

Congratulations, you are now on the right path to creating a great company video, avoiding obvious pitfalls, and using video marketing to bring in new business to YOUR business.

Happy movie making!

